

Influencing with Visuals™

Agenda for **virtual** classroom delivery



Module 1

	Welcome and housekeeping
	The 3Cs of effective visual strategy
<i>Good vs. Bad visual strategy</i>	Activity: Evaluate a real business story
	Team report-outs
	<i>Break</i>
	Why storyboard?
	Option 1: Leverage your Visual Story Planner
<i>Map your visual story</i>	Option 2: Leverage an existing presentation
	Introducing the Visual StoryBuilder™
	Homework: Create your storyboard
<i>2.5 hours</i>	<i>Wrap Up</i>

Module 2

<i>Map your visual story</i>	Share your storyboard with a partner and exchange feedback
	Activity: Net it out
	Aim for Rule of 3
<i>Net it out</i>	Eliminate the unnecessary
	Use parallel structure
	<i>Break</i>
	5 ways to visualize your story
	Visual guidelines to support your story structure
<i>Maximize visual impact</i>	Activity: Add visual ideas to your storyboard
	Introducing the Visual Story Library
	Four design principles: C.R.A.P
	Activity: Identify the C.R.A.P
<i>Hands on practice</i>	A closer look at the Visual Story Library
	Tips and tricks for customizing photos, icons and layouts in the library
<i>Story Lab</i>	Story Lab and homework
<i>2.5 hours</i>	<i>Wrap up</i>

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Module 3

	Introducing the story lab
<i>Story Lab (cont.)</i>	On your own: Bring your story to life visually using the Visual Story Library
	Share your visual story with a partner and exchange feedback
	Incorporate peer coaching feedback into your story
	<i>Break</i>
	Gallery walk: Share your work with the entire group, give and get feedback
<i>Wrap up and next steps</i>	You now have a toolkit to influence with visuals
	Recap of concepts we covered
	Your key takeaways and feedback
<i>2.5 hours</i>	<i>Wrap up</i>
