



**DUARTE**



Presentation software is one of the few tools that require professionals to think visually on a daily basis. Millions of presentations and billions of slides have been produced. Yet, presentations are broken.

Effective visual expression is not easy, natural or actively taught in schools. There's a gap between what is learned and what is needed. After all, how often do you have to sit through a boring or confusing presentation?

Slide:ology is a full-day workshop that's open to anyone who creates slides for themselves or for someone else. Slide:ology will challenge your traditional approach to creating slides by teaching you how to be a visual thinker.



## Learning Methods

Slide:ology gets in your head so when you get back to work, you'll "see" what's wrong with your own slides and have the tools to fix them.

Attendees won't need their computers. We'll spend the day sketching ideas, sharing with peers, and creating a presentation without the help of application software—we call this "working analog."





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## Workshop Objectives

Based on Nancy Duarte's award-winning book *Slide:ology*, this workshop covers:

- Recognizing the value of good visual design in communications
- Comparing good visual design principles against typical presentations
- Identifying a slide's signal-to-noise ratio
- Diagnosing slide problems using the right critique language
- Arranging slide elements for clearer audience comprehension





## Slide:ology Format and Pricing

We keep class sizes cozy—between 15-30 attendees—to maximize collaboration with classmates and valuable facilitator feedback.

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**\$945**  
per seat

Located at our Sunnyvale,  
CA office headquarters

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**Bring us onsite:** Duarte can send trained facilitators to your office location.

**For more information:** Call +1 650.964.6745 or email us to learn more.

[contact@duarte.com](mailto:contact@duarte.com) >

[Register Now](#) >



## Workshops

Duarte helps individuals and teams learn visual storytelling techniques through a variety of trainings. Our workshops offer hands-on exercises and peer reviews with seasoned trainers. You will leave with the skills, tools, and confidence to change the way you create and present presentations.

[Learn More >](#)

### VisualStory

Write your next presentation using the power of story structure. Learn how to storyboard your slides using effective visual information.

### Resonate

Based on Nancy Duarte's best-selling book, *Resonate*, this workshop applies a new method of story development that transforms audiences and initiates action.

### Captivate

Improve your presence and impact in front of an audience. Our inside-out approach leverages your strengths and eliminates bad habits.

### Slide:ology

Turn words into pictures and simplify complex concepts by deconstructing a set of cluttered slides and reconstructing the deck into a clear visual message.

### Slide Bootcamp

Learn practical PowerPoint and Keynote techniques—not the basics, but the time-saving tricks used by our designers—that enable you to create effective presentations.

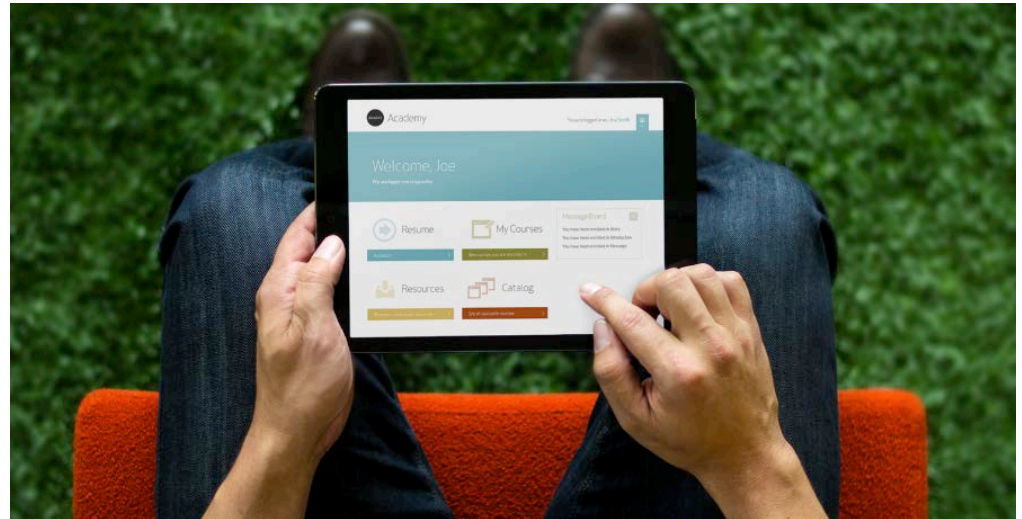
## TRAINING



## eCourse

Based on Nancy Duarte's third book, *HBR Guide to Persuasive Presentations*, Duarte's eCourse provides the training and tools to shift your mindset and change your organizational culture. Through immersive learning modules, learners watch, listen, and practice skills needed to more deeply connect with their audiences.

[Learn More >](#)



# About Duarte

Since 1988, Duarte has helped some of the world's most influential businesses, thought leaders, and institutions create persuasive communications. Our proven VisualStory™ methodology combines storytelling with visual thinking principles. It boils down to four core tenets:



## Empathize

Get inside your audience's heads and understand their perspective. Learn what moves them, and inspire them to change.



## Engage

Craft a narrative using proven storytelling techniques that ignite excitement, overcome resistance, and spark action.



## Visualize

If your audience can see what you're saying, they'll understand it better. Use visual thinking and smart design principles to convey your information.



## Activate

A powerful idea delivered well takes on a life of its own. Create a moment that inspires people and lives on across many channels.





Let us help you tell your story and ignite change.  
Call us. +1 650.625.8200

[contact@duarte.com](mailto:contact@duarte.com) >

[www.duarte.com](http://www.duarte.com) >

