

DUARTE

Slide:ology® Virtual Workshop

An education in
visual thinking



Turn Ideas Into Visuals

Most of us aren't designers, yet we create presentations all the time.

When we design slides, we can fall into classic traps—overusing bullet points, cramming multiple ideas on one slide, using lots of colors, shapes, and fonts. When we present to an audience, these slides don't do our ideas any favors.

We blame PowerPoint® when we wind up with cluttered unattractive slides, but presentation software is just a vehicle for our communication.

We forget that it's our job to communicate our idea, so we often show visuals that obscure that idea, because visual expression isn't easy or intuitive.

We may not have learned it in school but **learning to think visually is crucial in persuasive communication.**



Apply Visual Thinking With Slide:ology

Bringing together compelling content with engaging visuals is a powerful way to move an audience. Slide:ology helps you get better at the visual part. It's not about pretty pictures, it's about persuasive visual communication.

In this interactive virtual workshop, you'll learn to:

- 01** Identify the characteristics of a great slide in your own or others' presentations
- 02** Analyze a range of slide types and know when to use them
- 03** Sketch your ideas like a designer
- 04** Apply expert design techniques when creating slides
- 05** Use S.P.A.C.E. methodology to overcome common slide design challenges

Learning Objectives

With Slide:ology, you'll be on your way to developing visual thinking skills for yourself or your organization.

Understand Principles of Visual Design

Practice signal-to-noise ratio and The Glance Test™

Use critique language

Analyze a range of slide types and know when to deploy them

Apply S.P.A.C.E.™ methodology to your slides

Apply Expert Design Techniques

Compose memorable diagrams from words

Design with grids

Brainstorm images for abstract concepts via wordmapping

Differentiate presentations from Slidedocs®

The Virtual Workshop Experience

You can't read your way into making better presentations. Hands-on learning, personalized feedback, and structured practice is the best way to see results. We also know **variety is essential to effective learning**, so you can expect to switch between many modalities throughout the day.



Who Is Slide:ology for?

Presentations are a necessary part of business but few of us have been taught to use them effectively. It's time to change how you communicate.

This workshop is built for...



WHAT'S INCLUDED

Workshop Details

In four 90-minute sessions, you'll enjoy training led by a world-class instructor, with insightful materials and applied learning. We keep class sizes cozy—at 12-24 attendees—to maximize collaboration and get the most valuable facilitator feedback.

Public
Workshop

\$990
PER PERSON

BOOK NOW

Corporate
Workshop

CONTACT US

Breakout
sessions for
visual
thinking
exercises

Interactive
sessions of
live, virtual
instruction

Hands-on
practice
exercises &
accompanying
files



Workshop Ratings



91% Average Satisfaction Rating




Attendees said they were able to apply principles immediately to improve communication



Learners said their needs were met during the virtual workshop



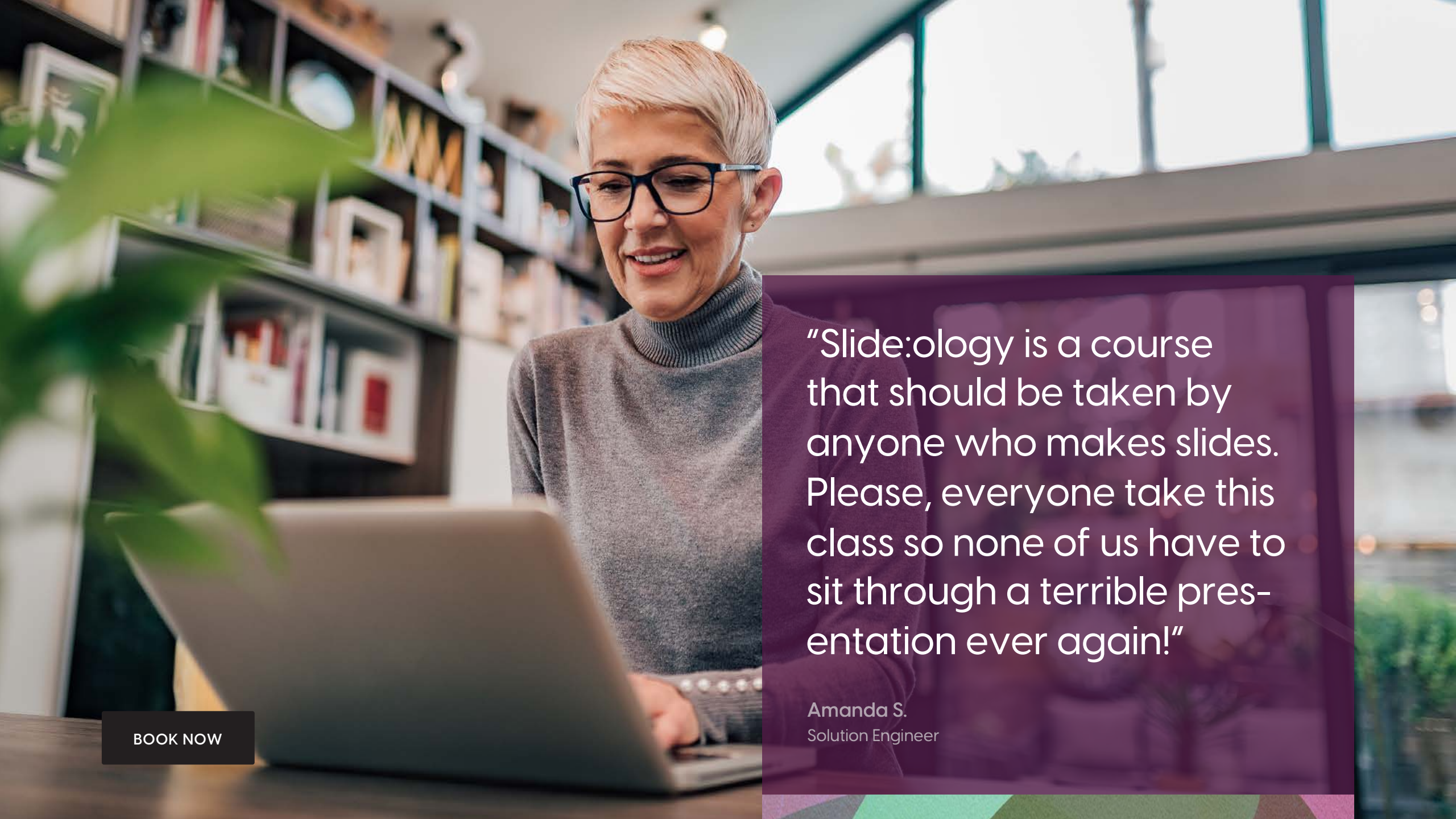
Attendees were satisfied with the facilitator and felt they delivered the content in an engaging manner



“Everyone who works in a corporate environment should take this workshop. It is not only interactive and engaging, but also essential.”

Slavka B.
Product Marketing Manager, Cisco

[BOOK NOW](#)



“Slide:ology is a course that should be taken by anyone who makes slides. Please, everyone take this class so none of us have to sit through a terrible presentation ever again!”

Amanda S.
Solution Engineer

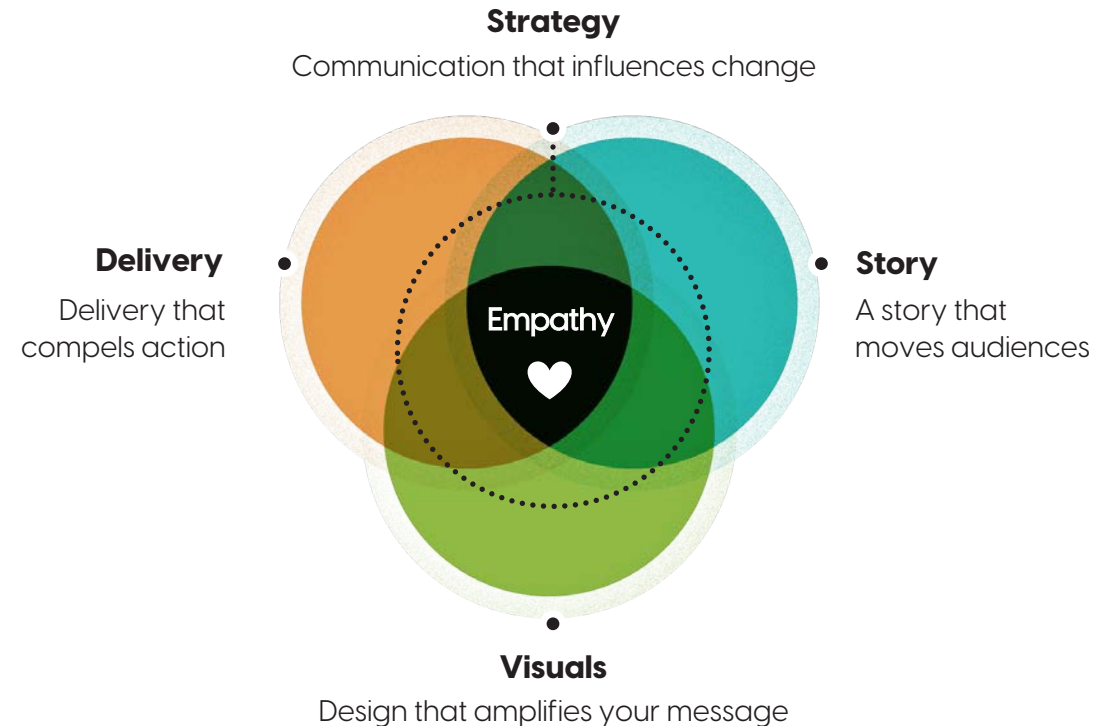
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About Duarte

We increase your influence so you can move audiences.

Duarte helps people and organizations worldwide communicate with greater impact and influence. We're specialists in the spoken word – the most powerful medium for moving people to believe something new. Since 1988, we have dedicated ourselves to mastering this specialized craft.

Whether we're shaping movements, epic mainstage moments, or everyday conversations, our Duarte Method™ places empathy, story, and design at the core of communication. It's the method we've used for decades with the highest performing brands in the world. How can we help you?



Story

Virtual Communication ●

Presenting Virtually

Become a virtual presentation pro using techniques from Duarte's new guide, delivered in short engaging video lessons

Presentation Fundamentals ●

Presentation Principles

Based on the HBR Guide to Persuasive Presentations, learn to tell compelling stories and create audience empathy

Narrative Design for Presentations: Intro ● ●

VisualStory®

Create presentations using the combined power of story and visuals

Narrative Design for Presentations: Advanced ●

VisualStory® Plus

Transform audiences with a deep understanding of how narrative and design can change minds

Storytelling With Data ● ●

DataStory®

Build data recommendations that enable decision-making

Story for Presentations ● ● ●

Resonate®

Use story to hold your audience's attention and initiate action

Influence With Story ● ●

Story Fundamentals™

Tell the right stories at the right time to inspire action

Visuals

Document Design ●

Slidedocs®

Leverage presentation software to create strong long-form documents

Visual Thinking ● ●

Slide:ology®

Turn words into pictures and simplify complex concepts in presentations

Presentation Design ● ●

Slide Design™

Quickly make clean, compelling slides in PowerPoint™

Delivery

Public Speaking ● ●

Captivate™

Strengthen your stage presence; available in small and large group formats

Strategy

Communication Strategy ● ●

Illuminate™

Lead change by communicating well at each step of the journey

Receptive Communication ● ●

Adaptive Listening™

Uncover your Default Listening Style™ and listen in a way that meets your speaker's needs

Duarte Academy®

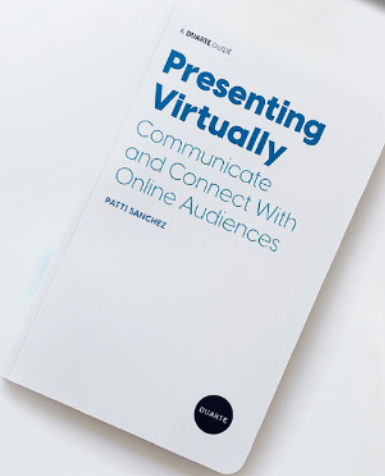
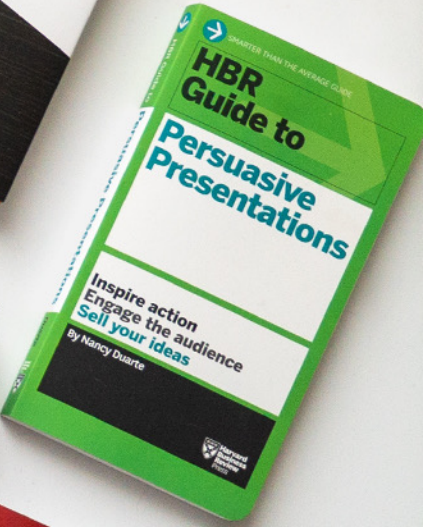
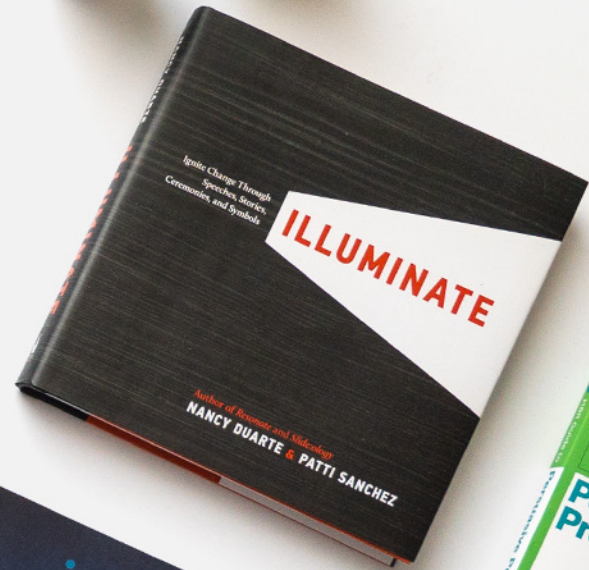
● In-Person
Workshop

● Live Virtual
Workshop

● Self-Paced
Online Course



Our Methodology



DUARTE

Let us help you communicate your best.

Call us. +1 650.625.8200

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