GRAPHICS, VISUAL COMMUNICATION, AND CREATIVITY TRAINING

Stop losing time and money doing graphics and desktop publishing the wrong way.

Eliminate wasted effort—learn the proven, award-winning process to make clear, compelling graphics that grow your business and lower your cost.

24 Hour Company
...design to **win**

Billion Dollar Graphics

CUSTOM TRAINING

If you need your next training event, presentation, proposal, sales or marketing effort, or seminar to be a successful, then you want clear, communicative, compelling graphics. Graphics quickly educate and motivate while communicating volumes about all things connected (e.g., you, your organization, and your product or service). Powerful visuals improve understanding, recollection, persuasion, and increase the likelihood that your audience will adopt that which is presented.

You have to quickly connect the dots for your audience. Visuals are proven to succeed better than

words alone. But how do you do it? How do you turn your words and ideas into a winning graphic? How do you make the right graphic for the right job?

The graphics training course shows you how to quickly turn your words and ideas into powerful, persuasive graphics that are **guaranteed** to succeed. The course customized for your unique goals and challenges. The techniques learned are taught at government agencies, educational institutions, and businesses. Educators, sales/marketing professionals, and designers and technical experts learn to communicate complex concepts and solutions visually. **No** design skill is needed.

You and your organization have great ideas. A lot of effort is put into presentations, proposals, training, briefings, and marketing materials. Stop wasting that money and time using bad visuals. Your message and content must be clear and compelling because the confused mind says no. The good news is that there is an easy-to-learn graphics process that will help you increase your success.

The course is specifically made to help you achieve your goals. The process was born from over 20 years of real-world experience helping other highly successful organizations achieve their goals.

Don't lose anymore of your energy, money, and time over-explaining your ideas, getting negative feedback, or failing to hit your goals. Help your audience better absorb your solutions, concepts, data, processes, and ideas. Influence and motivate your audience to take action. Leave no doubt that you offer the best solution. Get the training now.

"The class was a real eye-opener."

—Adam Bramm, Proposal Coordinator, Lockheed Martin

"Quality shot up immediately."

—Michele Miller, Orbital Sciences Corporation
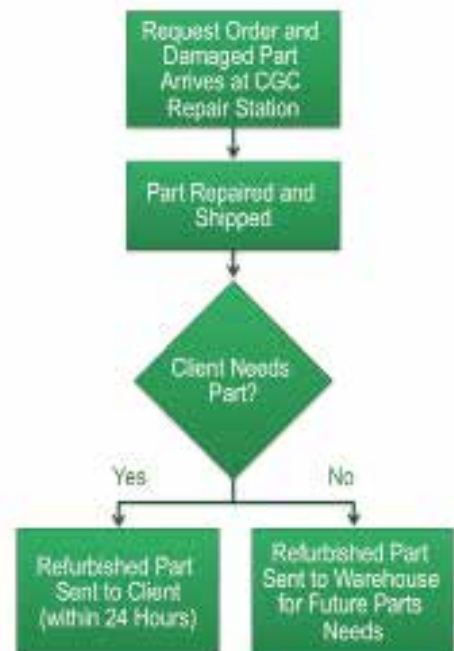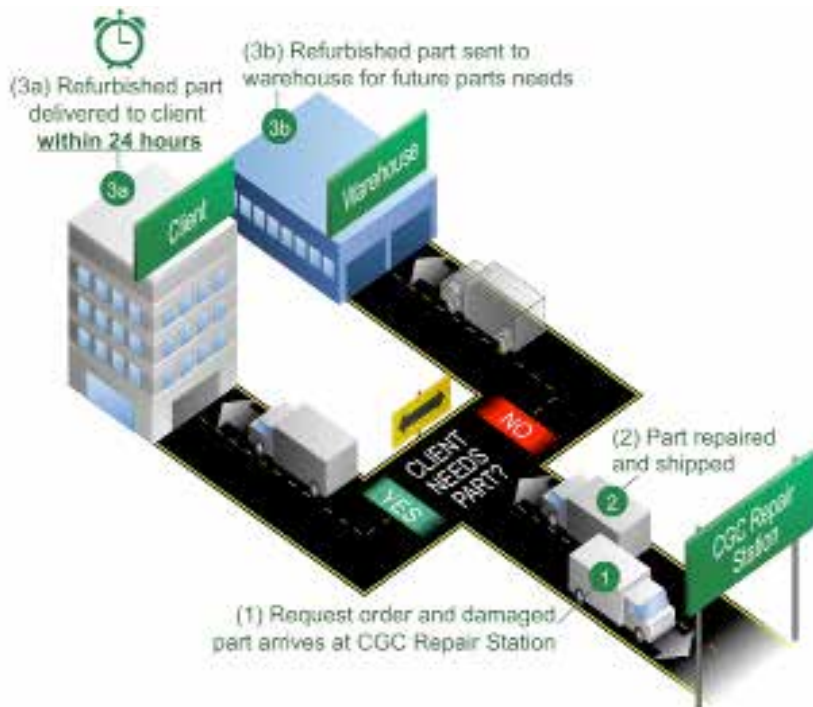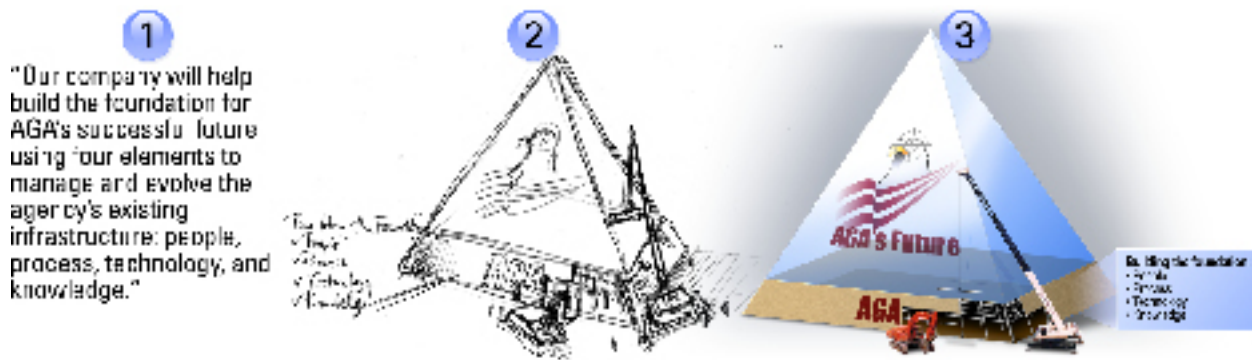
Learn how to make any type of graphic FAST and know when and where to use what type of graphic.

HOW IT WORKS

Option 1: One-On-One Training

First, we will review your current needs, processes, and goals. Then, we share best practices, tips, tricks, and secrets that will get you your desired results. Next, we will apply what you learned to real-world business graphics situations (e.g., proposal development or presentation design). This way, you can get immediate answers to your questions. We will tailor the training to meet **your** needs. If you identify a specific step or challenge as a hurdle, we will focus on that.

Option 2: Group Training

This class uses real-world challenges to educate you and your colleagues on how to conceptualize clear, communicative, compelling graphics. First, we will review your company's current needs, processes, and goals. We will tailor the training to share best practices, tips, tricks, and secrets that solve you and your group's challenges and achieve the company's goals.

WHO

Mike Parkinson   **Colleen Jolly**

Over 30 Years of Visual Communication Experience

All training is performed by either Mike Parkinson or Colleen Jolly. Both are internationally recognized, award-winning visual communication experts. Both are multi-published authors, professional trainers and public speakers. Both have spearheaded multi-billion dollar projects and created thousands of graphics resulting in billions of dollars in increased revenue for clients. They are regular contributors for international magazines, newsletters, and a variety of professional websites regarding best practices of visual communication. They have trained business, technical, and design professionals at companies like BAE Systems, Lockheed Martin, ManTech International, Northrop Grumman, CSC, Staubach, Verizon, and *many* more.

Mike authored the first and only book that shows professionals in virtually any industry the secrets of how to turn their ideas into clear, communicative and compelling graphics. He also started BillionDollarGraphics.com and GetMyGraphic.com to further the use of information graphics. Colleen is accredited at the Professional level—the highest level offered by the Association of Proposal Management Professionals (APMP)—and is currently working on the companion book to *Billion Dollar Business Graphics* focused on document layout best practices. Both Mike and Colleen have been honored as APMP Fellows—the highest award the Association bestows, and are award-winning fine artists.

Combined, they have more than 30 years of visual communications experience supporting industries ranging from legal, defense, healthcare to environmental through ad campaigns, tutorials, corporate briefings, web portals and more.

Where and When?

All training is conducted at your facility with schedules arranged to fit your needs. Conducting training at your facility ensures that real-world, day-to-day challenges are in the same building and can be seen, reviewed, and solved.

Takeaways

Takeaways will vary from session to session based upon the needs of the company or individuals involved. Takeaways include, but are not limited to, the following:

- Increase your sales or win rate by 43% (based upon independent research on visual communication)
- Make any complex idea easy to understand
- Increase audience retention rates
- Influence and motivate your audience
- Turn ideas and text into graphics
- Visualize and better communicate your solutions
- Make professional graphics that are clear, communicative and compelling
- Know what imagery, colors, fonts, and style to use (and why)
- Master Quality Control (stop making errors that cost you money, time and credibility)
- Eliminate reoccurring challenges … *permanently*
- Know where to go to find the right imagery at the right price
- Get graphics right the first time
- Accurately schedule support and budget for design and printing needs
- Estimate level of effort and staffing needs
- Learn how proposals, presentations, marketing slicks, brochures and any other business materials write themselves with effective visualization
- Avoid Microsoft Office crashes and errors
- Know how to make anything you can imagine in the Adobe Creative Suite
- Know Word and PowerPoint tips, tricks and secrets
- Make better Word and PowerPoint templates
- Finish work faster
- Learn basic and advanced usage of Word (all participants are tested before training to judge level needed)

TRAINING CLASSES

All classes are customized to meet the needs of those requesting training. The descriptions listed are general explanations for each class. Special pricing is available for educational institutions, non-profits, government agencies and small businesses. **Please contact us at 703-608-9568 for specific pricing for your class.** (Not all classes are shown.)

Billion Dollar Graphics (BDG)* and BDG Advanced**

Learn why graphics matter (graphics ROI), how to turn words and ideas into powerful graphics and learn design tricks, tips and techniques. Materials include (and are not limited to) the *Billion Dollar Graphics* book, *P.A.Q.S. Questionnaire*, and the *Graphic Cheat Sheet*.

Solution Development

Learn advanced and creative techniques to develop solutions for complex challenges. Solutions are developed and validated through a combination of discovery and creative thinking. Use the solutions in briefings, proposals, education, and marketing and sales. Includes the *Solutioning Cheat Sheet*.

Photoshop and Illustrator

Learn the secrets of rendering professional graphics in Adobe Photoshop and Illustrator. Materials include (and are not limited to) the *Billion Dollar Graphics* book, BDG Master Collection™ DVD (contains 152 Photoshop and Illustrator graphics), *Photoshop Cheat Sheet*, and *Illustrator Cheat Sheet*.

## PowerPoint (Design or Presenting)

Learn how to quickly make and edit graphics and presentations in Microsoft PowerPoint. And/or learn *silver bullet* presentation techniques. Materials include (and are not limited to) 200 professional PowerPoint graphics, *PowerPoint Cheat Sheet*, PowerPoint training slides, and the *Billion Dollar Graphics* book.

Creative Thinking

Learn the repeatable process that harnesses the power of creative problem solving. Materials include (and are not limited to) the *Creative Cheat Sheet* and the *Top 10 Tools for Creativity*.

Courses accredited by the Association of Proposal Management Professionals. Half-day class 5 CEUs awarded; Full-day class 8 CEUs awarded; Two-day class 10 CEUs awarded.

**Requires BDG completion.*
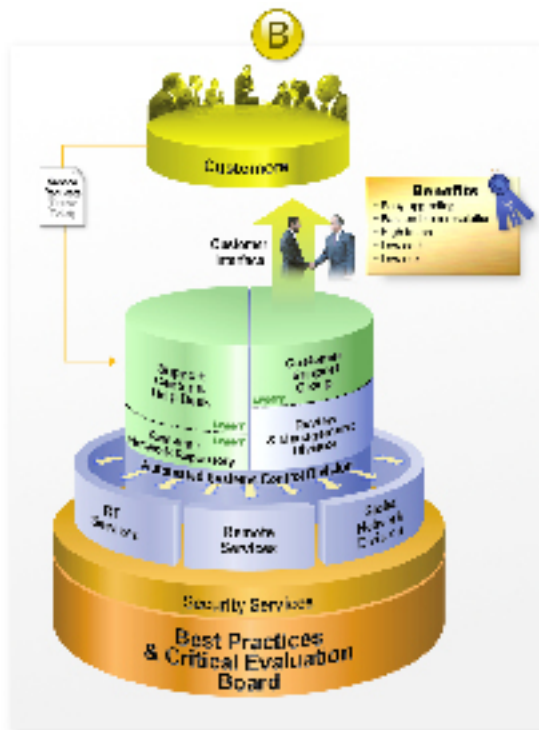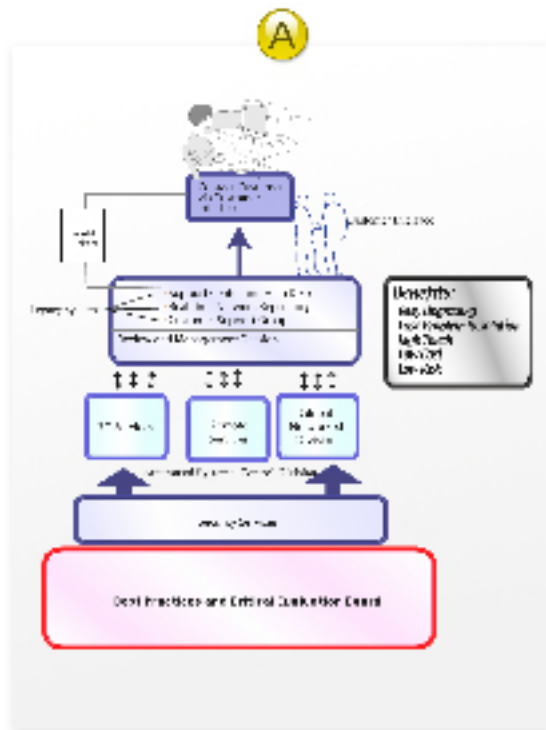
Learn to turn A into B.

Companies Trained (Partial List)

- Lockheed Martin
- Motorola
- Raytheon
- Northrop Grumman
- Association for Proposal Mgmt. Professionals (APMP)
- Orbital
- Verizon
- HP
- Computer Sciences Corporation (CSC)
- L3 Communications
- Nortel
- SAIC
- Honeywell
- Institute for International Research (IIR)

- Dell
- Nextira One
- American Systems
- LexisNexis
- Wellpoint
- Morgan Franklin
- Noblis
- Pragmatech
- Staubach Company
- Boeing
- Kadient
- Triple Canopy
- CAMBER Corporation
- Grant Thornton

TESTIMONIALS

"4.973 out of 5!" based on ATD (formerly ASTD) speaker evaluation forms with standing room only for over 300 attendees for the *Making Powerful InfoGraphics Fast workshop*.

"For most companies, determining when and where to use graphics ... is a constant challenge. Mike showed us that if you use the right tools and methodology, getting technical abstract thought on paper and transforming it into a visual that technical and/or managerial evaluators [and decision makers] understand does not have to be an overwhelming dilemma. Mike's training session was an immediate hit. Some of the participants were so excited, that they started using the new methodology the very next day. I would highly recommend Mike for his ability to communicate with his audience--whether it be subject matter experts, graphic designers, proposal managers, or executives. With this new level of efficiency, we can now focus more of our time and effort on creating a winning solution."*—Kathy Furlong, Nortel*

"WHAT I LIKED MOST WAS THE QUICK EASY TIPS THAT I HAVE BEEN ABLE TO APPLY RIGHT AWAY TO OUR WORK PRODUCTS."
—Karen Winger, Veolia Transportation

"Was an incredible class! This class is one of the most powerfully packed, concise, creative conceptual graphics classes I've ever attended."*—Barbara Best, Booze Allen Hamilton*

"In the end ... we had real and practical knowledge for developing graphics quickly and easily. We've had very positive reactions [and] I am anxious to [use the process in our next effort]." *—Randy Thomas, Wellpoint*

"The class was totally awesome - we will be sending our entire proposal team to you over the course of the year. I was able to hit the ground running last night and today using the tools you showed in class. It was time well spent. I feel that I will be able to better help our writers and better communicate with our graphic department - which will save time and money at the same time producing a quality product for our proposals." *—Jaime Chase, L-3 Communications*

"The power in the process is that it *eliminates* rewrites, gets the message right, and validates your approach all at the same time. It really validates the whole proposal solution." *—Bob Gillette, CRI*

"[The class] was well worth my time away from my job...he brings a unique perspective in dealing with customers and producing valuable, quality, informative graphics." "Probably one of the most relevant government funding training I have attended."
—*Attendees, NSA*

"I cannot begin to tell your how helpful this class was to me. ... Real life scenarios [helped me] practice the concepts which helped me in retaining the information. Thank you so much."
—*Nicole Solomon, MCR*

"I was tasked to conceptualize an important strategy element for the group and I was able to easily follow your methods step-by-step to develop a draft."
—*Christi Allen, Fluor*

"IN SHORT, WE STARTED TO BE MORE PROACTIVE AND NOT REACTIVE TO THE WORKING WITH CONSULTANTS."
—*Leonard Marshall, Dell*

"Mike Parkinson's ... workshop is an indispensable tool ... While his books teach you how to clearly express your ideas through graphics, the [training] provided you with the advantage of learning directly from an expert who is available to answer your questions."
—*Nathan Chiantella, Lockheed Martin*

"The class put our business graphics into the various types, which cuts down the time selecting which method to use and is a great starting point. Also, the *Billion Dollar Graphics* book is a well thought out how to do book, that actually is usable. (I refer to it at least once a week.)"
—*Lester Amen, Occam Solutions*

"Biggest benefit I experienced in your class was learning the thought process of creating a good graphic. I enjoyed learning how best to craft and drive a message home. I also like the strategies you gave us for conceptualizing and creating a graphic. That was **very** helpful."
—*Kelsey Richardson, Jefferson Consulting Group*

SAMPLE CURRICULUM

Part 1:

Review your current needs, processes, and goals. A questionnaire, phone interview, or question and answer session provides the necessary feedback we need to tailor your training.

Part 2:

Provide specific best practices, tips, tricks, and secrets that will get you your desired results. The following is a list of optional topics:
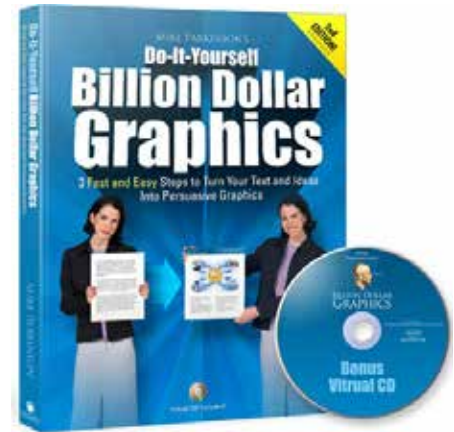
a) **Graphics 101** (a basic understanding of visual communication):

- Why graphics matter
- How to estimate level of effort, support, and schedule projects
- Styles
- Vector vs. raster
- Color theory
- Fonts
- Icons and symbols
- Resolution and dimensions
- Templates
- Legibility
- Legends
- Telling a story
- Animations (when applicable)
- Copyright and rights-of-use law
- Critique

b) **Getting Graphics Right the First Time** (save time and money by getting graphics correct on the first version):

- Six Strategies:
    - Designers and teams
    - Storyboards
    - Leverage existing graphics
    - Evolve the concept (exercise)
    - Templates (exercise)
    - Customer focus

c) **Conceptualization** (how best to translate words and ideas into clear, compelling graphics):

- The Lifecycle of a Winning Graphic (overview and introduction)
- Step 1—Know the P.A.Q.S.
    - The Primary Objective
    - The Audience
    - The Questions
    - The Subject Matter
    - P.A.Q.S. Questionnaire
    - Interactive Testing and Application
- Step 2—Conceptualize
    - Four Methods
    - Design Techniques
    - Affecting Emotions
    - Interactive Testing and Application
- Step 3—Render
    - Problem Solving—Three Traps and Eight Rules
    - Interactive Testing and Application
- Conclusion and Summary of Lessons Learned
- Putting It All Together—Interactive Application
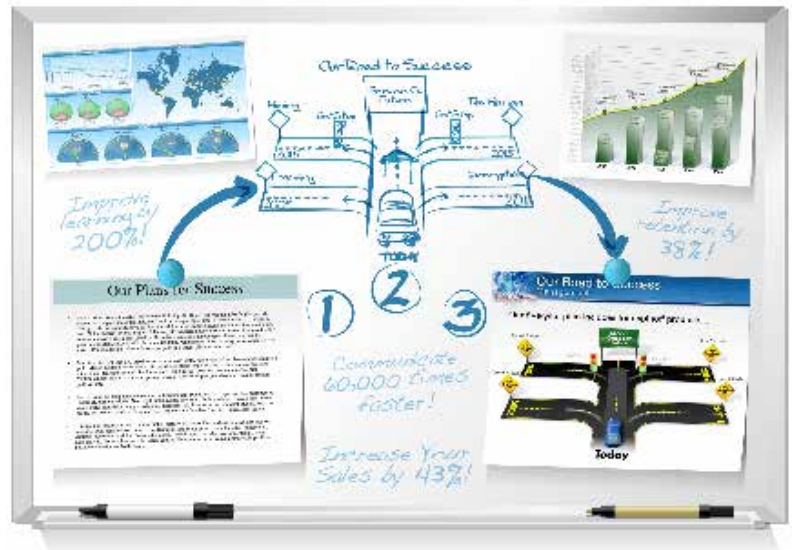
d) **How to better use graphics software to get what you want** (tips, tricks, techniques, and software secrets shared):

- Adobe Photoshop
- Adobe Illustrator
- Microsoft PowerPoint

Part 3: Real-world application.

We will evaluate, conceptualize, or render graphics for your day-to-day needs. Mike will also answer any outstanding questions and help solve any reoccurring challenges.

GET THE TRAINING YOU NEED WHEN YOU NEED IT.

CALL OR EMAIL

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Company
...design to *win*

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