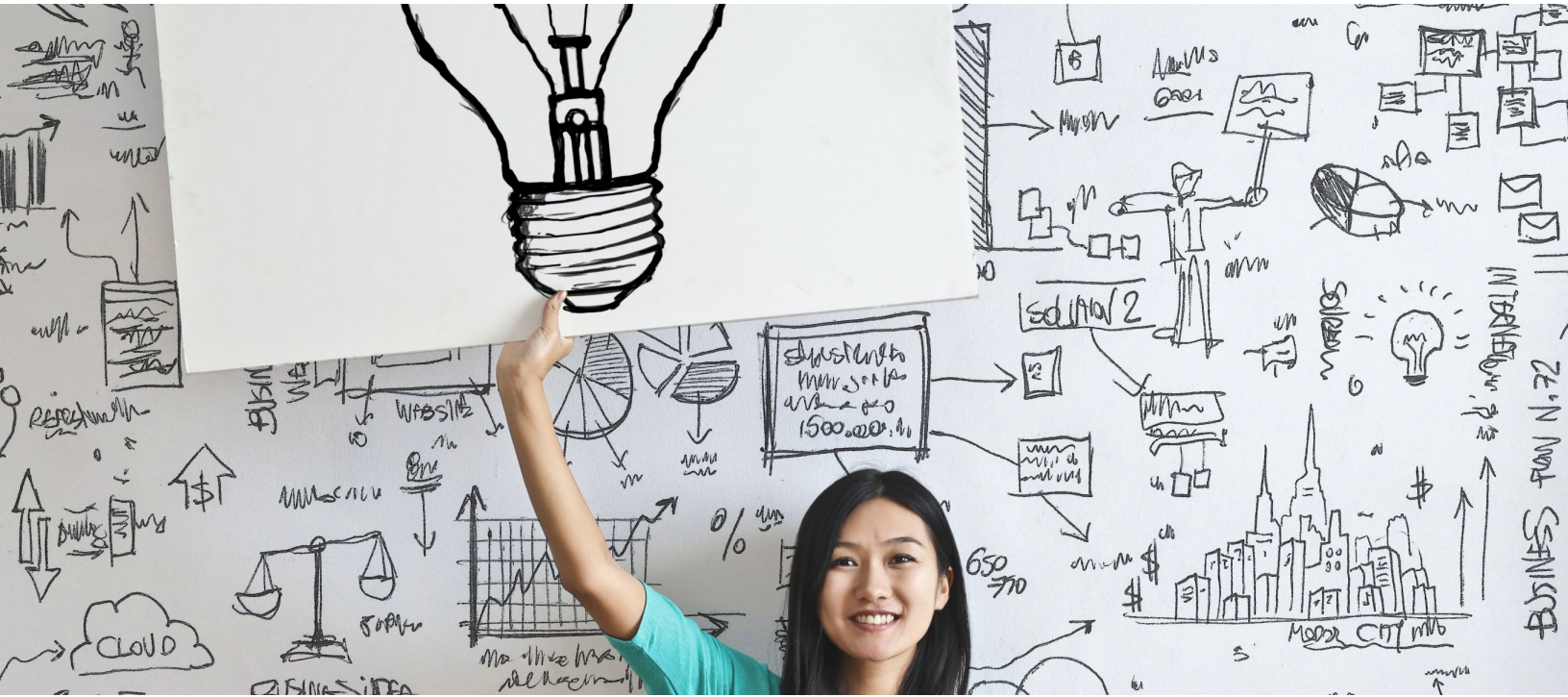


2025  
24 HOUR COMPANY

# CREATIVE WORKSHOPS





## Innovative Learning

# CUSTOM WORKSHOPS

**O**ne-size-fits-all training has proven to be less than ideal. All of 24 Hour Company's workshops are customized to meet you and your team's and organization's needs. **Training is tailored** to efficiently meet your specific goals and mitigate your recurring challenges.

24 Hour Company offers **one-on-one** and **corporate/group/conference training** and **in-person or virtual keynotes**. The choice is yours. You decide what type and duration of training works best for your needs, schedule and budget.

The process is simple. First, Mike Parkinson (facilitator) reviews your current needs, challenges, and goals. If you identify specific challenges, he will focus on those. He then

creates a unique program that ensures you get results. Workshops share best practices, tips, techniques, tools, and pro secrets to achieve your desired results. Longer sessions apply these techniques to your real-world business situations and challenges. Meaning, **you learn how to do it and you also create solutions and products for active projects.** All workshops give you immediate answers to your most difficult questions.



## MIKE PARKINSON

As a self-proclaimed geek, all training is performed by Mike Parkinson. His high-energy and engaging style is backed by over 30 years' of professional experience. Mike is **one of 36 Microsoft PowerPoint MVPs** in the world and has the highest level certification and honors as a proposal professional, **CPP APMP Fellow**. He is an internationally recognized, award-winning communications expert and is a multi-published author, professional trainer, keynoter, and public speaker. He has spearheaded multi-billion dollar projects and created thousands of graphics, presentations, solutions, and proposals resulting in greater success for his clients (including **improved learning** and **billions of dollars in increased**

**revenue**). As a thought leader, Mike is a regular contributor to international periodicals, industry bodies of knowledge, blogs, videos, newsletters, and a variety of professional websites. He has trained educators; sales and marketing teams; and business, technical, and design professionals at organizations such as **Microsoft, Fed-Ex, Lockheed Martin, Ernst & Young, Pfizer, AMEX, Dell, Boeing, and NSA** (U.S. National Security Administration) as well as at colleges and other learning institutions.

Mike's keynotes, training, books (*Billion Dollar Graphics* and *A Trainer's Guide to PowerPoint: Best Practices for Master Presenters*), and tools ([www.Build-a-Graphic.com](http://www.Build-a-Graphic.com)) **help companies succeed while saving money and time.** He is a partner at [24 Hour Company](http://24HourCompany.com), a premier creative services firm specializing in bid-winning proposal graphics and solutions and owns [Billion Dollar Graphics](http://BillionDollarGraphics.com).

## TESTIMONIALS

The following are a *few* of the testimonials from Mike’s workshops and speaking events.

**“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.

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

“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

“[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 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

“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

“In short, we started to be **more proactive and not reactive** to the working with consultants.”—Leonard Marshall, Dell

**“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

“Mike’s process for creating graphics - **I’ve already started using it during the break** for something I’m currently working on.”—participant at CreativePro Week

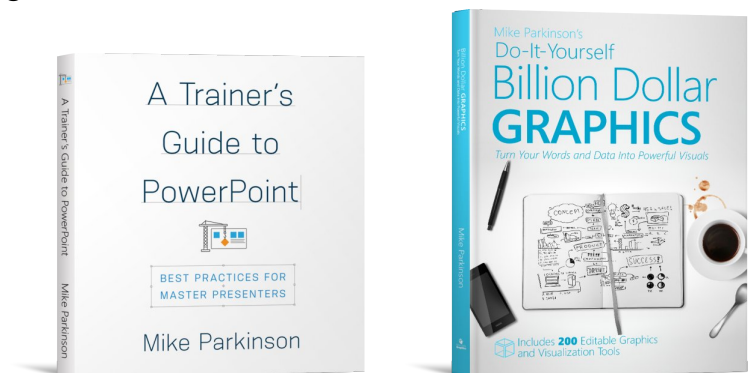
"I took the [Mike's] course, and not only **learned a lot**, but found the instructor to be really great to work with and learn from during the session. The way the course was structured was nice because **each topic or action item built on the previous one**. The instructor was also **engaging and passionate** ... and I think this course is a great example of how some professionals could lead more ..."—Risk Advisory Team, Baker Tilly

"I was in the audience at a conference where you explained an "At-a-Glance" and the three things all customers want to know... I brought the idea back to my bids, and we've been using "At-a-Glance" as much as possible as the first thing a customer sees in our proposal. The impact has been VERY positive. **Each time we have used it, we have been down-selected almost immediately. It works. It's awesome.** Thank you for the idea!"  
—Anita Edwards-Moore, Global Strategic Sales

"I just wanted to say thank you for the GREAT webinar yesterday. **It was one of the best informational, helpful, and enjoyable [sessions ever]**. You provided more helpful tips and how-tos in the shortest time. You have inspired new ways to make those plane ppt on my training presentations more interesting and exciting."—Donald Scrima, AFP Education and Consulting

"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 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

"Mike can **make even our most complex content easy to understand** for our audience."—Neal Leven, Aptive

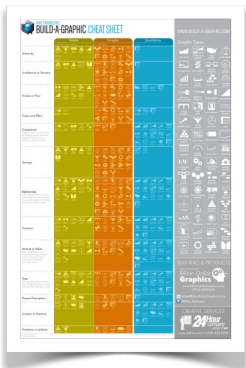


## SOME OF OUR WORKSHOP CLIENTS

The following are **some** organizations who have engaged Mike for custom workshops.



## TOOLS AND HANDOUTS



Our workshops include **valuable tools that jump start creativity**. Tools like Mike’s Build-a-Graphic app, Graphic Cheat Sheet, Project Startup Sheet, PAQS Questionnaire, Billion Dollar Graphics ebook, A Trainer’s Guide to PowerPoint: Best Practices for Master Presenters ebook, Top Free and Low Cost Design Websites, step-by-step graphic instructions, 100s of icons and graphics, and more depending upon the workshop.

# FAR (FAR) BEYOND GRAPHICS TRAINING

“This is way more than a graphics class.” 24 Hour Company’s workshops go far, far beyond making pretty pictures. Aesthetics matter (a lot) but success also requires compelling messages, stories, solutions, narratives, teamwork, consensus, and more.

24 Hour Company’s classes help participants **quickly** go from a blank page to making a winning solution, professional graphic/infographic, compelling learning materials, a powerful presentation, or a successful marketing document. All lessons are reinforced by the most recent science.

## NO BEST PRACTICES

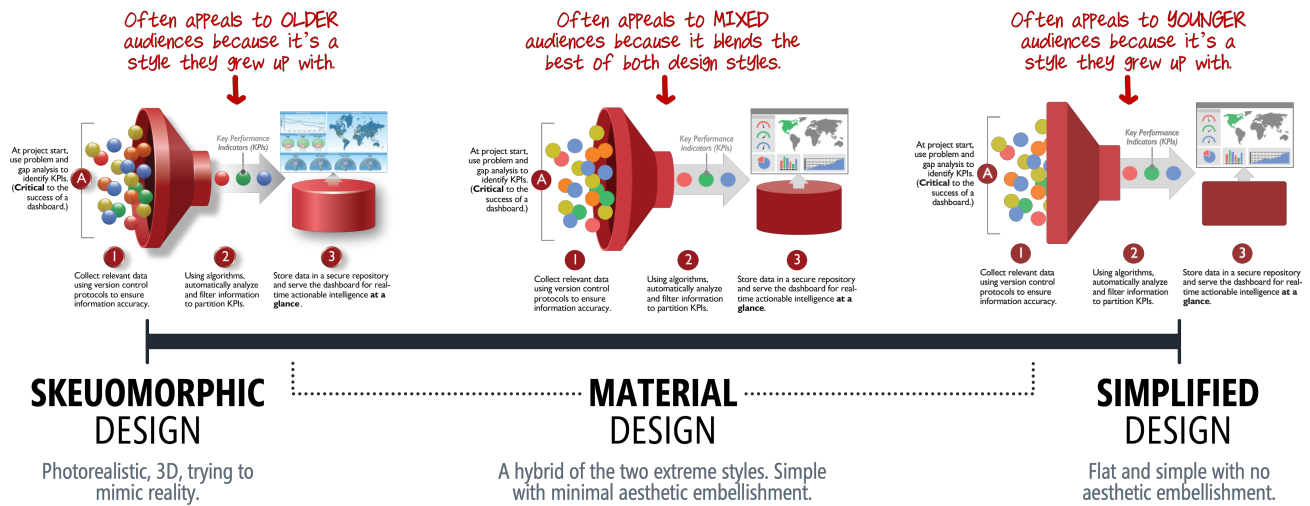
Poorly designed  
Not customer focused  
Inconsistencies in narrative and aesthetics  
No clear discriminators  
Poorly written and edited  
Content does not align with RFP  
Lack of evidence or proof

## BEST PRACTICES

Professionally designed  
Succinct, specific, consistent customer focused narrative and messaging  
Clear discriminators  
Content structure aligns with RFP  
RFP section references  
At a glance callouts and graphics  
Quantitative evidence  
Highlight important information

Uncover the latest design and communication trends that get results. Learn to achieve your goals objectively. His workshops **eliminate, “I’ll know it when I see it.”** It’s about getting your content right the first time. No more endless revisions. Hands-on training and real-world before and after examples delivers greater adoption rates. **“Mike’s training is an investment with a very high ROI.”**

Mike’s workshops are also high-energy, fun, and engaging. **“I’ve never had a presenter that could hold an audience all day for two days!”**



**Takeaways will vary from session to session based upon the needs** of the company or individuals involved. Takeaways may include (depending upon the class curriculum made for your needs), and are not limited to, the following:

- Improve understanding, recollection and adoption
- Make any complex idea easy to understand
- Turn ideas, words, and data and into professional graphics
- Storytelling and storyboarding
- Budgeting and scheduling
- Develop winning solutions
- Working with Subject Matter Experts (SMEs) to quickly get what you need

## BEFORE

**Professional Development Model (Phase I)**

NT's standard operating procedure for growing and advancing staff benefits everyone. As we progress through the five steps, the process evolves to meet the needs of participants through frequent lessons learned feedback from other participants. Phase one involves 5 steps:

1. **KNOWLEDGE** – Build your knowledge base through experience and training. Input and feedback from lessons learned helps the system evolve and improve.
2. **APPLICATION** – Apply your new skills for live opportunities. Provide feedback so that we may grow the program.
3. **COLLABORATION** – Work with others and get feedback. Working as an interdependent team increases value to everyone and the organization. Feedback is required.
4. **MENTOR** – Growing others is key to growing yourself. Learn to develop skills and talents in others to grow those around you. Be a roll model. Share what you learn.
5. **PARTNERSHIP** – Those who graduate phase one become a partner and begin the second leg of their journey (Phase II). You are expected to provide feedback.

## AFTER

**5 STEPS TO BECOME A PARTNER**

NT's standard operating procedure for growing talent benefits everyone. It is the **simplest and fastest** way to achieve partnership...

**KNOWLEDGE** Build your knowledge base through experience and training.

**APPLICATION** Apply your new skills for live opportunities.

**COLLABORATION** Work with others and get feedback.

**MENTOR** Growing others is key to growing yourself.

**PARTNERSHIP** Become a partner and begin Phase II.

**LESSONS LEARNED**

**GROWING THROUGH THE GROWABLE AND IMPROVE**

NEW TECH

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## WORKSHOPS AND PRICING

**All classes are customized and can be combined.** Virtual workshops can be conducted over multiple sessions or days. Standard pricing is as follows:

- \$3K/hr or half day for \$8,000, full day for \$12,500, two days for \$16,000. *(Less time is needed for one-on-one sessions.)*
- Prices are for 1–20 participants and \$500 for additional participants. (The price per additional participants lowers as the number of participants increases).
- Pricing includes logistics and planning, customization, preparation, delivery, travel time, and handouts.
- When applicable, a fee of \$2K (East Coast) and \$4K (Midwest to West Coast) covers travel, lodging, transportation, and meals. *(If required, direct cost receipts can be arranged instead of the set travel, lodging, transportation, and meals fee.)*

## CORE WORKSHOP TOPICS

Contact Mike to customize/combine topics or to request other topics.

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

Learn to turn words and ideas into powerful proposal, sales, or learning graphics; and design tricks, tips, and techniques. Includes infographics and storytelling. (PMI and APMP Certified)

### Winning Solutioning (Solution Architecture)

Learn advanced and creative techniques to develop solutions for complex challenges. Solutions are developed and validated through a combination of discovery and creative thinking. Includes infographics and storytelling.

### Powerful PowerPoint and Presentations

Learn how to quickly make engaging, compelling, professional content, graphics, and presentations and materials in Microsoft PowerPoint. Includes infographics and storytelling.

### Innovative Adobe Illustrator

Learn the secrets of rendering professional graphics in Adobe Illustrator. Get real world tips and techniques you can use immediately. Includes infographics and storytelling.

## ADDITION WORKSHOPS

The following are examples of additional, custom classes and sessions.

At a Glance (making powerful, at-a-glance content quickly)	Quick Fixes for Bad Slides
At a Glance Proposal Graphics	From Story to Slides
5 Presentation Silver Bullets	Create Stunning Graphics for eLearning
8 Ways to Make WINNING Executive Summaries	Power of Persuasion
Picture Perfect Infographics	Realistic Solutions to Unrealistic Schedules
Advanced Infographics	Super Simple Slide Design
Win Them All: 8 Master Techniques to Make Props for ALL Evaluators	Top 5 BD Techniques to CRUSH the Competition
Top 10 PowerPoint Pro Tips and Tricks	Beautiful Typography for Presentations
Victory with Vectors	AMAZING Microlearning in PowerPoint
From Bullets and Data to Design FAST	PowerPoint Hollywood FX
Icon•ography	Pitch Perfect Sales Presentations
No Money, No Design Skills, No Problem	Visual Sales and Marketing
Persuasive Storytelling	Simplify Complex Content ... Fast!



**Contact Mike now** at [mike@24hrco.com](mailto:mike@24hrco.com) or call (703) 533-7209 to schedule the most valuable (and fun) training your team has ever had.