Over the past 25 years, Duarte has helped hundreds of top brands and institutions tell their stories and change the world. A story that emotionally and visually engages its audience can:

- Raise awareness of global issues.
- Convince people to adopt a product that changes everything.
- Help brands build stronger connections to their customers.
Our Approach

Duarte’s 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 people can see what you’re saying, they’ll understand it. Use visual thinking and smart design to convey 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.
“It wasn’t just confidence building – it was a holistic understanding of what it means to give a really good talk. I went to you to accomplish one thing and came out with much more.”

Elli Kaplan
CEO and co-founder of Neurotrack

Source: 90 seconds. https://www.youtube.com/watch?v=4Bn6KQg5znk
Duarte delivers communications that transform. We specialize in moving people — in one moment or over the course of many moments — through persuasive visual stories and presentations. We also teach storytelling, design, and delivery skills in engaging, in-person workshops and online via our award-winning eCourse.

Our Offerings

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CREATIVE SERVICES
TRAINING

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BOOKS
THOUGHT LEADERSHIP

Presentation
Design and Development
Event Services
eCourse
Content and Communications Strategy
Delivery Coaching
Workshops
Presentation Design and Development

We create presentations of all kinds—high-stakes keynotes, mobile and tablet-based communications, viewer-guided and on-demand experiences, videos and multimedia, dynamic documents, sales enablement tools, and more.

We can start from a blank slate, or, if you have an existing presentation, we can help you improve your materials.

Learn More
Our Process

We work collaboratively with clients to understand their audiences and evolve their ideas into persuasive communications.

**Discovery**
We learn about what makes your audience tick and what they believe. Then we listen to the messages you want them to hear and what you want them to think and do after you speak to them.

**Concepting**
Before putting anything down on paper or into PowerPoint®, we creatively brainstorm directions for storytelling and visual design to shape tone, look, and feel.

**Content**
Like a story, a speech or presentation follows a story arc. There are ups and downs and moments of suspense and release. We incorporate those principles into a script.

**Design**
We create visuals that make the content come alive in clear, immediately understandable ways for viewers. We also can create templates and guidelines that large teams can use.

**Production**
Our designers use their top-notch technical know-how to make the project’s creative vision a reality. We can craft your presentation on multiple devices and for many situations.
Content and Communications Strategy

A presentation is one moment in a larger movement. Duarte can help you define an audience-centric communications plan that moves people to embrace your dream and drive it forward.

Once you’ve defined the shifts you’d like to create and built a plan to communicate your ideas, we can help you shape your ideas into engaging and empathetic communications that will win the hearts and minds of your people.
“The experience from the beginning to end with the entire team at Duarte was not only right – it broke down the idea that we had a consultant or a partner. We in fact had friends.”

Jim Stuart
Co-founder and Chairman at Pirch

See the Case Study
Event Services

We use your entire event environment as a canvas to create immersive experiences that bring your story to life in multiple dimensions: presenters and their slides, sound and motion graphics, staging, signage, and more.

Next, our on-site team can coordinate with your A/V team and stage manager to meticulously test, proof, and optimize presentations and videos for the event. We also provide live sketching and graphic recording to visually capture conversations.

Learn More
“The Duarte team very rapidly hit the ground running and delivered super high quality messaging and presentation in record time. It felt like they were an extension of the Hyperloop One team in terms of strategic thinking, agility, speed, and trustworthiness.”

Kimberly Salzer
Former Chief Marketing Officer, Hyperloop One
Delivery Coaching

Our Delivery Coaches work with speakers to help them become more powerful and persuasive communicators by making them more comfortable on stage, more empathetic in how they engage the audience, and more dynamic in their presentation style.

A presenter can work one-on-one or in teams with a Duarte Delivery Coach.

Learn More
“Duarte understands what we’re doing in a way that makes us say it better.”

Lex Sant
Sant Foundation
Instructor-Led Workshops

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

**VisualStory**

- **2 Day**: Our most comprehensive workshop, write your next presentation using the power of story structure and sketch slides to effectively display information.
- **1 Day**: The best of both worlds, this workshop offers insights into the basics of story content from *Resonate* and visual design principles from *Slide:ology*.

**Captivate**

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

**Resonate**

- Based on Duarte’s best-selling book, *Resonate*, you will learn a new method of story development that transforms audiences and initiates action.

**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**

- We’ve retired our Slide Bootcamp workshop. If you’re looking for a presentation design workshop where you storyboard a powerful presentation with a clear visual message, consider our Slide:ology workshop.

Learn More
“The Duarte workshops have been very well received within our team, and we are seeing a marked difference in how we are telling our stories.”

Laci Marden
VP, Partner Marketing Strategy, Wells Fargo
Self-Guided 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
We help top organizations tell compelling stories — from keynotes to everyday presentations — and share our methodology through five books that cover all facets of effective communication.
Let us help you tell your story and ignite change.
Call us. +1 650.625.8200

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