Slide:ology®
Virtual Workshop

An education in visual thinking
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.
SLIDE:OLOGY VIRTUAL WORKSHOP

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.

**Understanding 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 Will Benefit

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...

**Leaders**
- who struggle to turn their content into a visual message that aids their communication

**Influencers**
- who need ways to conceptualize their ideas into visuals

**Emerging Leaders**
- who feel their slides don’t look good or communicate clearly

**Experts**
- who need methods for making complex information clear and persuasive

**Team Members**
- who want their ideas to stick in the minds of decision makers
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 $895 PER PERSON

Corporate Workshop CONTACT US

WHAT’S INCLUDED

Interactive sessions of live, virtual instruction

Hands-on practice exercises & accompanying files

Breakout sessions for visual thinking exercises

S
Simplify

P
Plan

A
Arrange

C
Consistency

E
Emphasis
LEARNER EXPERIENCE

Workshop Ratings

9.23/10 Attendees said they were able to apply principles immediately to improve communication.

9.11/10 Learners said their needs were met during the virtual workshop.

9.7/10 Attendees were satisfied with the facilitator and felt they delivered the content in an engaging manner.

91% Average Satisfaction Rating
“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
“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
CONCLUSION

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?
In-Person Workshop

Live Virtual Workshop

Self-Paced Online Course

Story

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

Slideology
Turn words into pictures and simplify complex concepts in presentations

Presentation Design

Slide Design
Quickly make clean, compelling slides in PowerPoint

Delivery

Virtual Presenting

Captivate for Virtual Communication
Learn to communicate effectively in virtual environments

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
Our Methodology
Let us help you communicate your best.