

Memorable Visuals™



your challenge

Visual storytelling is the language of business. Marketing campaigns, sales presentations, prospecting calls, and internal meetings all rely on visual components that guide and shape the direction of the conversation.

But how do you know that what you produce is good design? And how can you ensure that the visuals you create are compelling and memorable enough to persuade others to take action?

what's going wrong?

- Prospects tune out bullet lists and graphics that are not compelling.
- You're using cliché stock photos that don't support the story.
- Visual elements are too simplistic.

what if you could...

- ...build engaging and beautiful visualizations for complex information?
- ...apply universal design principles to draw attention to the most important information in your content?
- ...create designs that spark action, even if you don't have graphic design skills?

83%

of salespeople use
PowerPoint slides for
online presentations

if...

Your content is filled with bullet lists, random shapes, and dull stock photos

Prospects and customers can't remember your messages or content

Conversions stall and opportunities don't move forward

then...

You need Corporate Visions' **Memorable Visuals™**, where you'll learn how to how create and select visuals that impact memory (and avoid those that don't).

what it is

With **Memorable Visuals**, your marketers will learn how to create beautiful, engaging visuals that appeal to your audience in a way that influences their memory, and ultimately, their decisions.

what you gain

- Your team will create more compelling and memorable visuals for your content.
- Your visuals will support your message by following universal design principles.
- Your customers and prospects will be more likely to remember your content and make decisions in your favor.

flexible learning options

classroom training:

In our instructor-led classroom training, participants view eLearning content for a pre-event knowledge transfer of the skills they'll be putting into practice. In the classroom, they work in groups to discover and apply concepts to their actual work projects.

instructor-led virtual classic training:

In our instructor-led Virtual Classic training, participants attend a virtual classroom environment with live facilitation and coaching, complete eLearning modules, and work in small teams to apply concepts and create content for actual work projects.

inline training:

In our Inline training, participants self-schedule and complete online modules, then actively apply skills by reviewing a challenge assignment and rubric. They then create and present content that aligns with the concepts learned, and they receive personal coaching from Corporate Visions facilitators about how they applied their new skills.

ongoing reinforcement

Engage your team with a series of activities designed to accelerate adoption and help them apply their new skills on the job.