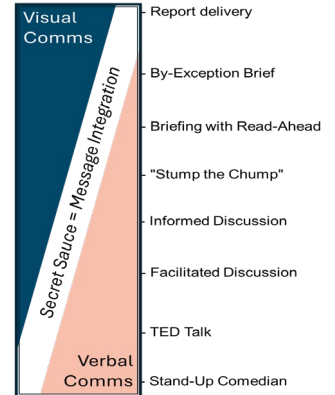


Visual and Verbal Communications Methods™ (V²CM)

Training Schedule: 2 days

Course Overview

This intensive two-day workshop equips technical and business professionals to create crisp visuals and deliver confident, bottom-line-up-front briefs that move senior decision-makers to action. Participants learn to apply the ABS principle—accurate, brief, specific—to both slides and speech, ensuring every word and pixel earns its place in driving the message. Live drills build executive presence through rehearsal. Hands-on chart labs reinforce visual best practices such as the Tufte-inspired data-ink frugality. Precise messaging ensures every graphic tells a memorable story, without memory friction, and accomodating a multitude of possible presentation environments with a single slide set.



Learning Objectives

1. Craft purpose-driven narratives that open with a clear BLUF and align to audience needs.
2. Translate complex data into emotionally resonant visuals using proven slide-hygiene guidelines.
3. Project executive presence under pressure—command voice, body, time, and tough questions with confidence.
4. Integrate verbal and visual techniques to deliver concise, high-impact briefs in any format.

Who Should Attend?

This course is designed for mid-career professionals—especially engineers, analysts, project managers, and emerging leaders who routinely translate complex data into executive-level decisions and need to sharpen both their slide design and high-stakes briefing skills to win faster “yes” votes from senior stakeholders.

Summary Course Agenda

Day 1	• Welcome & Course Expectations • Audience & Stakeholder Analysis • Message Architecture • Live Drill #1: 90-second BLUF flash briefs • Slide Hygiene Fundamentals	LUNCH	• Guiding the Audience Journey • Chart Typology & Selection • Color & Accessibility • Design Geometry & Data-Ink • Advanced Storytelling Graphics
	• Lab: Build-the-Chart – simplify, annotate, highlight key insight. • Vocal & Physical Delivery Mastery – pace, pause, gesture, etc. • Managing Nerves & Real-Time Q & A		• Live Drill #2: Integrated 5-minute executive brief + Q & A. • Personal Action Planning • Course Wrap-Up & Commitments

Logistics and Pricing

This course is designed for delivery at the client’s location. A standard class size is up to **15 participants**. Clients are asked to provide basic audio/visual support (e.g., projector/screen, flip charts, markers) and a suitable training space. Optionally delivered as (4) half days. *Optionally added workshop days are available for more practical application feedback and high stakes presentation practice.* Detailed price estimates available upon request.