



## Visual Communication Public Workshops

### Program Overview

- Are you looking for a way to easily grab your audience's attention?
- Have you always wanted to solve complex problems with ease?
- Are you wanting to express your thoughts in a way that make sense?
- Keen on becoming a white board ninja?
- Are you looking to take your facilitation skills to the next level?

**Great news, you are in the right place. Read on!**

## Firstly, let me tell you what's happening

The world is experiencing information overload, we are consuming more data than ever before. It's everywhere. As such, traditional ways of communicating have become redundant. Things like text heavy PowerPoint presentations are no longer effective in grabbing attention, problem solving or getting your message across.

This is why the saying 'a picture is worth a thousand words' has never been more true. Visual images help people remember information. Pictures linked with words form great bite sized chunks of information that are even easier to digest. When you can 'see' what someone is talking about, decisions are easier to make. Problems become more straightforward to solve. It's like having a clearer language to work with.

## Here's why

- 50% of our brain is involved in visual processing
- 70% of all sensory receptors are in our eyes
- We can get the sense of a visual scene in less than 1/10 seconds
- Science (the important stuff) clearly states that our brain loves to remember interesting things.

Being able to use graphics and words together to demonstrate ideas and communicate with your team is an invaluable skill. The great news is that this can all be easily learnt.

## Visual Facilitation Workshops show YOU how to:

- Take your own workshops to another level
- Developing a new way of thinking – what does that look like?
- Learning to draw what you see, not what *you think you see!*
- The confidence to stand up in front of a room and say 'let me draw that'
- Demystify complex concepts with visual elements
- Communicate with key stakeholders more efficiently
- Be able to easily prototype an idea using design thinking principles
- Stop killing your audience with PowerPoint
- Develop essential skills in crafting and creating stories
- Know what NOT to do



## But I can't draw. How will it work?

Firstly, don't worry. Literally, **everyone** we work with says that!

Simon has developed a unique approach over the last 20 years that focuses on 3 fundamental principles. These are principles that allow ANYONE who walks away from our Visual Facilitation workshops to express their thoughts visually.

## What are they?



### Vision

Showing people how to draw what they see, as opposed to what they think they see. This is about refining perception and being able to communicate visually without sacrificing accuracy.



### Direction

By breaking down the drawing process to its fundamental level of line and shape. Once these are mastered, you can literally draw anything.



### Confidence (This is the clincher)

With the help of humour, energy and a passion for drawing, Simon instils everyone with confidence to actually go and draw. With his extensive Arts and Corporate background, Simon can take your team from "I can only draw a stickman" through to "I can't actually believe what I have created!"

**Sounds great, but who facilitates this? What's their experience?**

Simon Banks is an author and sought-after speaker, MC and artist. Not your usual corporate turned creative, Simon knows his art and has a passion for helping people to draw and rediscover their most human elements of curiosity, creativity and imagination and let these thrive. **His book [A Thousand Little Lightbulbs: How to kickstart a culture of innovation in your Organisation](#) is out now.**

Mixing a slightly unusual creative and corporate career, Simon has had numerous exhibitions both in Australia and overseas. He was a university art lecturer, lecturer at the National Gallery of England and headed up the Generation Next program at the Museum of Contemporary Art in Sydney.

He has delivered over a 1000 events across Europe, Asia, America and Australia He's worked to bring fresh thinking and innovation out of teams in companies that include: EY, Chevron, BHP Billiton, Sportsbet, Suncorp, NAB, Challenger Financial, Commonwealth Bank, Macquarie University, Geoscience Australia and Volkswagen, to name a few.

He has run visual communication programs for NAB, ANZ, The Queensland Government, numerous Federal Government organisations and Sydney's University of Technology, MBA Entrepreneur program.

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## How does the workshop run?

Over a day, delegates are taken through a how-to process so that they can visualise their own thoughts. This reframes thinking, removes clutter and provides delegates with a new language to express their thinking and communicate with team mates. Particularly useful for any strategy, workshops or innovation session, delegates can easily review ideas that have been visualised on the walls. This then stimulates open communication, understanding and clarity moving forward, as well as providing a much greater level of insight and understanding.

## Be warned...get ready to be busy.

This program squeezes four years of art school into one day.

The program is a highly practical session. Delegates are taught a technique and they then practice and apply it to explore further in a context that is important to them.

## The program is about:

- Learning basic skills (with the ability to create an awesome flow chart as a minimum standard)
- Developing a new way of thinking – what does that look like?
- Learning to draw what you see, not what *you think you see*!
- Knowing what NOT to do

## How it unfolds

### ☉ **Some interesting facts:**

- We are going to move at pace. Skipping 4 years of art school and squeezing it into 1-2 days
  - 10% representation is all that you need
  - Drawing is a learned skill – like changing a tyre
  - Using the KISS theory
  - Practice is essential!
  - Developing confidence. Dealing with the Ogre, the internal monster that tells you how terrible your drawing is!
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### ☉ **Lines:** *Drawing at its most basic level is made up of lines*

- How to show expression through lines
  - How to use your natural body movement to draw
  - The techniques to draw a straight line
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### ☉ **Shapes:** *When you join lines you make a shape!*

- Shapes are the basis of every drawing
  - How to draw square, rectangle, line, circle
  - Understanding the use of size and scale of the shapes is important – circle with money – do you want this much or that much?
  - Developing the mindset of, “If I am stuck, how do I make this concept into a shape?”
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### ☉ **People and Faces:** *Goodbye stick figure! People have shoulders, hips, joints and mass*

- How to create people with real bodies
- Understanding proportions for bodies and faces
- How to draw crowds
- Using expression on faces to convey emotion

## How it unfolds

### ● **Colour:** *This is what really makes your drawings come alive*

- Understanding colour theory: What is a positive colour? What is a negative colour? What is the connecting colour?
  - Understanding what colours can and can't be seen
  - What colours to use for connecting concepts and highlighting Use a connecting colour e.g. Red
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### ● **Symbols:** *Creating symbols to use throughout your story telling that trigger immediate recognition*

- i.e. Apple, Nike, McDonalds draw instant recognition
  - How to develop your own suite of symbols that work for you and your audience
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### ● **Headings and text**

- How to make your writing look professional and nail it every time!
  - How to use personality in your headings
  - What colours and styles to use
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### ● **Facilitation Skills**

- How to prepare
  - Tips and tricks to engage a room with drawing
  - Questions to kick start thinking
  - How to deal with mistakes
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### ● **Putting it all together**

- Delegates spend time putting all of their skills together
- Working in pairs, people visualise situations and stories that are read out to them
- Each pair presents their ideas back to the group to seek further feedback and insight on how to communicate with visuals and storytelling

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## Who is this for?

- Professional Trainers and Facilitators
- Presenters
- Learning and Development Professionals
- UX and CX Designers
- Innovation Professionals
- Design Thinkers and Design Leads
- Agile and Lean Professionals
- Team Leaders
- Problem solvers
- Solution Architects
- Anyone wanting to take their facilitation and communication to another level. Whilst the program is specifically focused on drawing and using this for facilitation, the principles can be used across a whole array of visual communication

## Who it's not for:

Those who aren't committed to practice. It takes practice to get better. There is no set amount, just an acknowledgement that practice makes perfect and a commitment to improving.

### What's it cost?

**\$850 exc. GST**

### What's included?

- All papers and materials for day
- Morning and afternoon tea
- A copy of Simon's Book ([Click here for more details](#))
- Pack of Mr Sketch Pens

## Sydney

### What's the venue?

**We Work Pymont**  
100 Harris St, Level 4  
Pymont, NSW 2009

### Parking

[Wilson Parking](#) - Jones Bay Wharf,  
17-23 Pirrama Rd, Pymont NSW 2009

[Secure Parking](#), 320 Harris St,  
Pymont NSW 2009

### What's the date?

Thursday 17th October 2019

### Getting there

Catch Bus 389 to Harris St. near John St

Catch The Star Light Rail Station -  
L1 Dulwich Hill Line

Or check other Public Transport options [here](#).

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## Melbourne

### What's the venue?

**We Work Melbourne**  
120 Spencer St, Level 22, Room A  
Melbourne, VIC, 3000

### Parking

[Care Park, 615 Little Collins St,  
Melbourne](#)

### What's the date?

Tuesday 15th October 2019

### Getting there

Catch a train - Southern Cross Station  
(is less than 1 block away)

Catch a tram - 11, 12, 48, 86, 96 & 109

Or check other Public Transport options [here](#).

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## Brisbane

### What's the venue?

[Escient](#)

179 Turbot St, Level 21  
Brisbane, QLD, 4000

### Parking

[Secure Parking](#),

179 Turbot St, Brisbane

### What's the date?

Wednesday 23rd October 2019

### Getting there

Catch a train or bus – Central Station is a 5-minute walk and Roma St Station is an 8-minute walk

Or check other Public Transport options [here](#).

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## Still not sure?

- Want to have a chat? Send us an email [letschat@simonbanks.com.au](mailto:letschat@simonbanks.com.au) or call 1300 227 215
- Check out these free [‘How to draw’](#) videos by Simon
- Just to prove he can draw, you can check out some of [Simon’s Illustrations here](#)
- You can read some [great testimonials here](#)