

## WHAT YOU WILL LEARN?

- Why to use visual tools at all
- How to draw in the most simple manner
- How to understand your challenges and set your objectives
- How to visually map your plans, thoughts and ideas
- How to consolidate and present ideas, and visualize data
- How to use drawings to tell engaging and convincing stories
- How to make your visual plans, thoughts or ideas receive better feedback
- A way to use visual thinking to help create a shared vision, together with your colleagues, clients or other stakeholders

## WHO SHOULD ATTEND?

- Business owners
- Leaders
- Strategists
- Facilitators
- Consultants
- Coaches
- Managers
- Information Workers

or anybody else who is interesting in creating clarity with visual tools.

## INVESTMENT

The investment for this two day workshop is € 1200,00 excluding VAT. Including lunch and all materials.

## CONTACT

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## ABOUT HOLGER

Holger Nils Pohl is an internationally active Visual Strategist.

His expertise is helping and coaching teams to visualize, understand and communicate their strategy, innovation and change efforts.

He is the founder of the WorkVisual Institute, CEO of the Visual Manufactory GmbH and Creator of the WorkVisual App. He lectures at the University of Arts Berlin and the Hochschule Macromedia, University of Applied Sciences Cologne.



## ABOUT HENK

Henk Wijnands is an internationally active Visual Thinker and Strategist.

After a successful international business career, Henk Wijnands obtained a master in Visual Thinking and Graphic Facilitation.

Today he helps companies to optimize their way of functioning and communicating by combining the right and left side of the brain. His secret weapon is the pen.



**THE VISUAL**  
COMMUNICATION  
**COMPANY**

SCAN TO REGISTER



# HOW TO CREATE STRATEGIC CLARITY WITH VISUAL TOOLS



Amsterdam, November 7 & 8, 2019  
Dubai, November 24 & 25, 2019  
AbuDhabi, May 2020  
Qatar, May 2020

[www.workvisual.nl](http://www.workvisual.nl)

## 1. WHY VISUAL TOOLS



PRACTICAL BACKGROUNDS  
AND INSIGHTS



ANALYZE AND LEARN  
TO DRAW SIMPLIFIED

## 2. UNDERSTAND



HOW TO DEFINE OBJECTIVES,  
CLEAR YOUR HEAD AND  
CREATE A MAP

## 3. CREATE & INNOVATE



EXPLORE POSSIBILITIES  
REFINE YOUR PROTOTYPE

## 4. SHARE

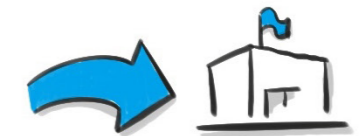


PREPARE THE STORY  
AND PRESENT LIKE A PRO

## 5. HOW TO FACILITATE



HOW TO DESIGN WORKSHOPS  
AND WORK WITH OTHERS



HOW TO IMPLEMENT ALL  
OF THIS TO YOUR BUSINESS

If you are a business owner, leader, facilitator or visual practitioner, then you know how vital it is to see your situation clearly, to think clearly under pressure, and to make decisions based on a clear understanding of all the factors at play – not only for yourself but when working with others as well.

Yet our modern hyper-connected world, with endless streams of information and demands, can feel like it was purposely designed to destroy clarity, overlaying it with distractions and irrelevant details.

Visual Tools offer you a powerful way to reclaim your headspace and restore clarity to your thinking, decision-making and communication.

By sketching out your situation, problems, ambitions and options, you tease out your own thinking, combine it with inputs from other people, and arrive at common understanding of the challenges you face.

Once you have done this, you are in a position to make important decisions with clarity and therefore with confidence

### NO PREVIOUS DRAWING EXPERIENCE IS REQUIRED!

You don't need to be a great artist to communicate effectively with Visual Tools. Holger will even teach you some very cool techniques to help you instantly improve your drawing ability. And this workshop goes way beyond a drawing class...

... Because Holger and Henk will teach you not just how to draw, but how to capture a business challenge on paper - and how to solve it using the same Visual Toolkit.

Over the course of the day, you will learn to start building your library of Visual Tools. Through example, practice and feedback, you will gain confidence in your ability to use the tools in real-world situations as soon as you return to work.

## IN AN AGE OF OVERLOAD

AND ANXIETY,  
**CLARITY IS  
INCRASINGLY  
RARE - AND INCREASINGLY  
VALUABLE.**