

What is Strategic Illustration?

Strategic Illustration, also known as Rich Pictures or Graphic Recording, integrates business strategy with art to clarify and illuminate an organization's direction. Through the use of metaphors, color, illustrations and key words, **Strategic Illustration** enables teams and leaders to work together in highly effective, and collaborative ways and produce an effective mechanism delivering performance. Information, conversation and energy is captured real time to improve business results. Created in a large scale format, these **high impact** visuals may be 8 ft long and over 4 ft wide

Engage both the right and left brain while clarifying, simplifying and prioritising complex and challenging business process and issues!



Join professionals in Denver to engage in a workshop that will:

- **Inspire** leaders, consultants, coaches and facilitators to improve their effectiveness during and after meetings.
- **Introduce** you to the world of graphic language and inform ways to apply pictures and metaphor in a business context.
- **Expand** your own set of tricks and tips that allow you to bring a vision, process, product or performance to life!



Basic Strategic Illustration Course March 2-3, 2012

Registration

(includes all materials, handbook, and snacks for two days)

Early Registration: \$695

(Open until Feb. 21st)

General Registration: \$800

Concessions and scholarships available

Interested? Send your full name, address, email address and your mobile phone number to scott@link2alchemy.com.

You will receive registration confirmation, payment information and additional details about the course upon receipt. Questions? Concessions? Please email scott@link2alchemy.com or call 720.932.8720.



The basics of visual language March 2

Join us on Day One to learn:

- How to effectively use graphics in all types of business and organisational meetings.
- Basic listening and recording skills, including hand writing/printing, the use of colour & useful icons.
- Various formats, templates and images to use in a variety of professional settings.

Strategic Illustration and Business March 3

On Day Two you will:

- Link words and images in the synthesis of information.
- Deepen your listening skills and abilities to capture.
- Experiment with more templates and outlines for professional settings.
- Add to your visual "toolkit".
- Apply your new skills to reflect on your own business/profession.

