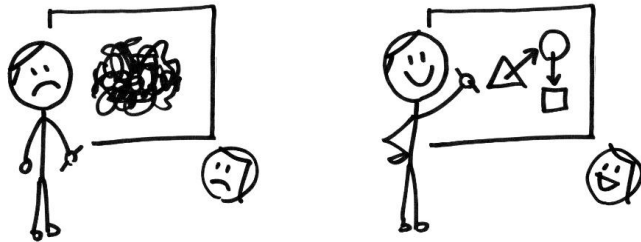
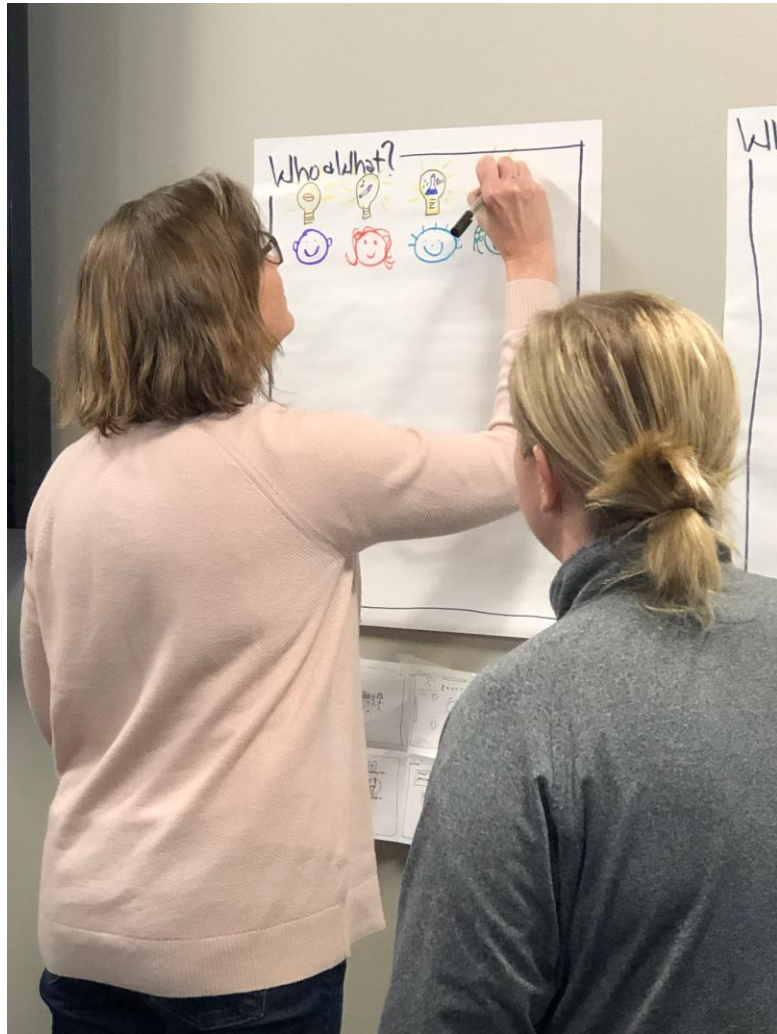


# Back of the Napkin Visual Power Series



A GROUNDBREAKING BUSINESS VISUALIZATION PROGRAM:

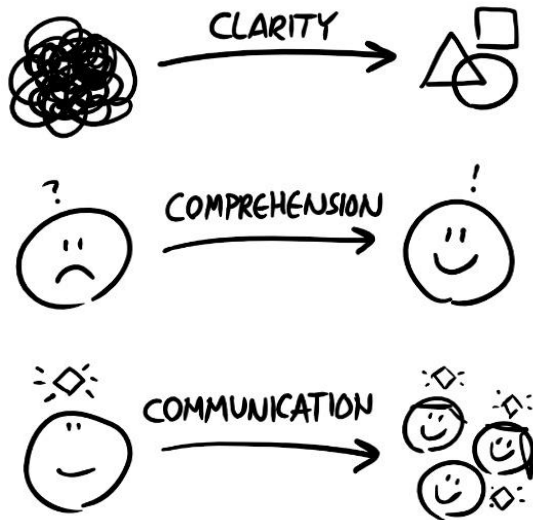


**Back of the Napkin Visual Power Series visual thinking workshops** help leaders use simple pictures to achieve **clarity** in work and life.

## THE VISUAL IMPERATIVE:

Why is **clarity** more critical than ever?

Because the **business landscape is blurring**, and leaders need a **new way to see**.

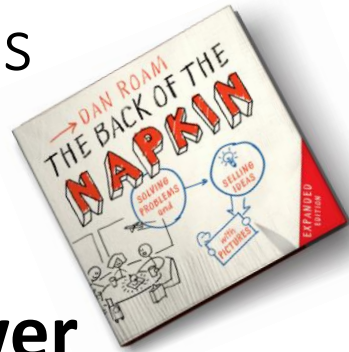


Our clients tell us: **volatility**, **uncertainty**, **complexity** and **ambiguity** dominate their world.

More than ever, **clarity** is a business requirement: *clarity* about what is true, *clarity* about what is important, and *clarity* in what to do about it.

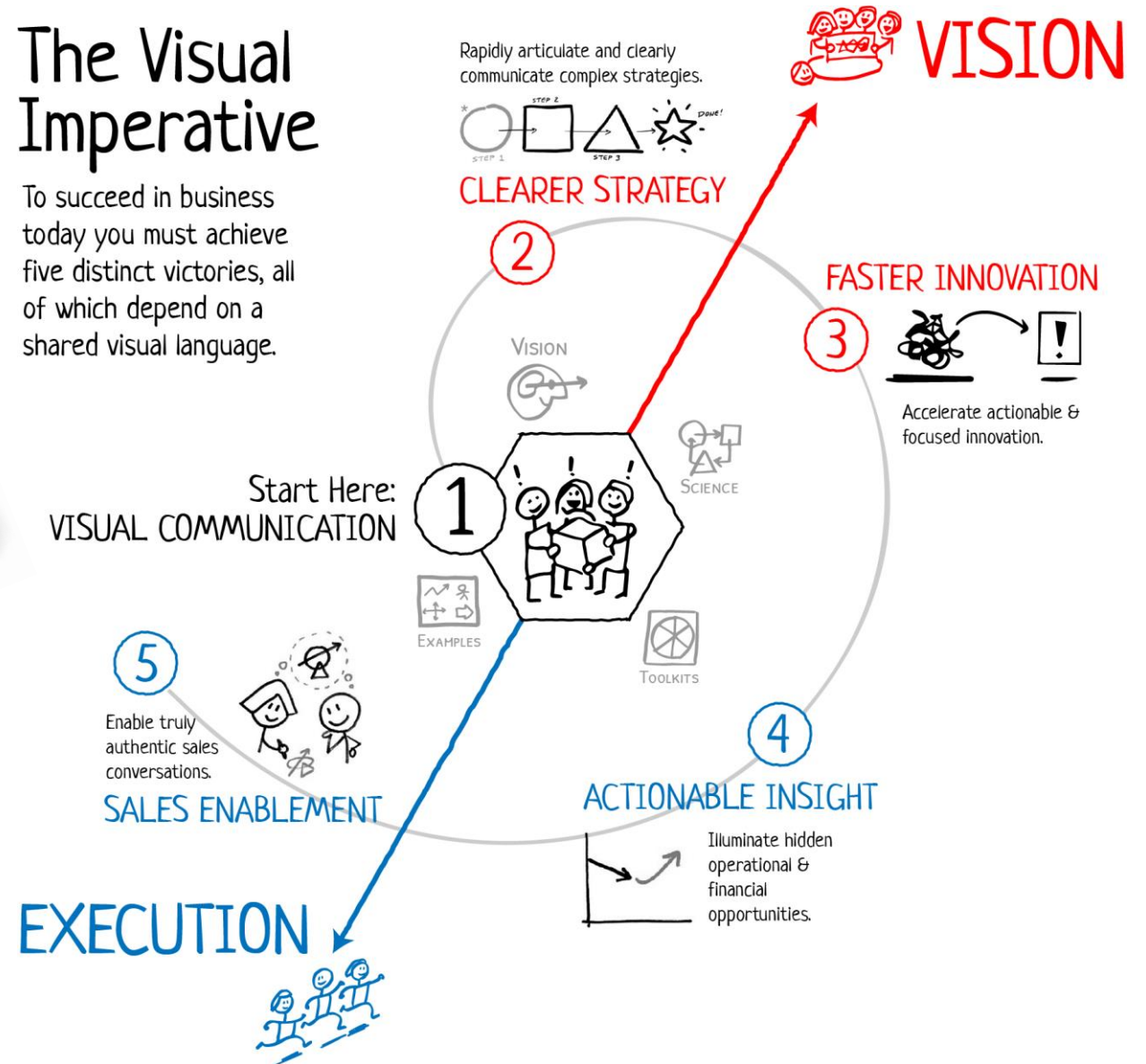
HARNESSTHE  
REMARKABLE  
POWER OF VISION:

Based on Dan Roam's pioneering business visualization work, the **Back of the Napkin Visual Power Series** helps leaders and teams succeed in **five must-win** areas:



# The Visual Imperative

To succeed in business today you must achieve five distinct victories, all of which depend on a shared visual language.



T O D A Y ' S   C O N V E R S A T I O N   I S   V I S U A L :

The **Back on the Napkin Visual Power Series** is crafted specifically for leaders and teams who want to see more clearly and **join today's visual conversation.**

A   S E R I E S   F O R   A L L   L E A D E R S   A N D   T E A M S :



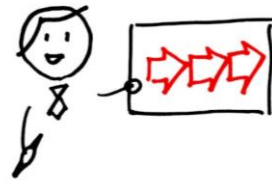
I'm the **CEO**.  
Let me show you  
**WHY** we're doing  
what we're doing.



I'm the **CMO**.  
Let me show you **WHO**  
our customers are and  
**WHAT** we offer them.



I'm the **CFO**.  
Let me show you **HOW**  
**MUCH** we have and  
how much we need.



I'm the **COO**.  
Let me show you  
**WHEN** we are taking  
each step along the way.



I'm the **CSO**.  
Let me show you  
**WHERE** we are now and  
where we are going.

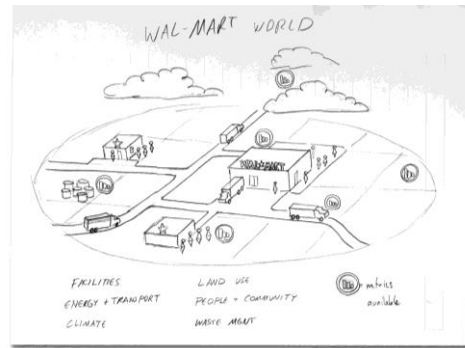


I'm the **CTO**.  
Let me show you **HOW**  
we are technologically  
making this all happen.

# MAJOR BRANDS BELIEVE IN OUR PROCESS:



For the CEO:  
Sharing the Sustainability Vision.



A simple visual model of the Wal-Mart supply chain makes sustainability ideas easy to see.



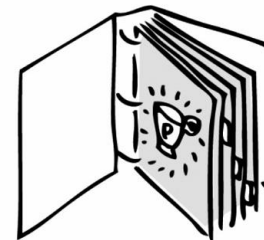
For the CEO:  
Strategy on the back of a napkin.



Peet's Coffee: vision, mission, and operating structure become instantly clear.



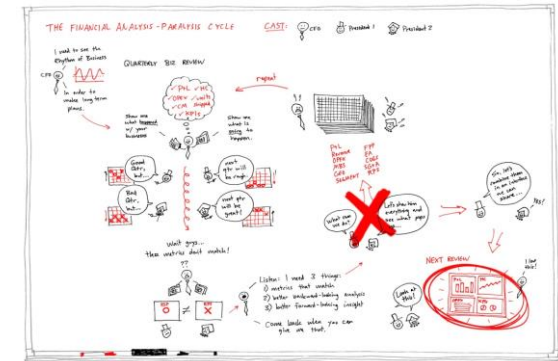
Shift Planner...



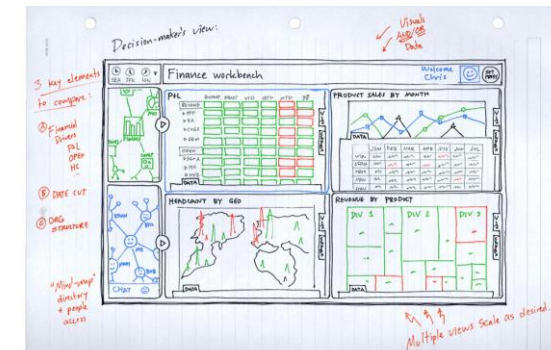
Training Binder...



For the CFO:  
Imagining the future of finance.



Visually modeling out a typical analyst challenge helped us see the future of data.



# WE OFFER TWO PATHS TO SUCCESS:

1

## Action Path

1-Day

**Purpose:** Quickly learn and practice a common visual language.



- ❑ 20-36 leaders
- ❑ Apply tools to solve a personal business challenge
- ❑ 10% credit towards Consultancy Solution



**Outcomes:**

- ✓ Newfound clarity on a range of individual challenges.
- ✓ Authentic and differentiating communications skillset.

2

## Decision Path

2-Days

**Purpose:** Apply visual tools to drive alignment around a common challenge.



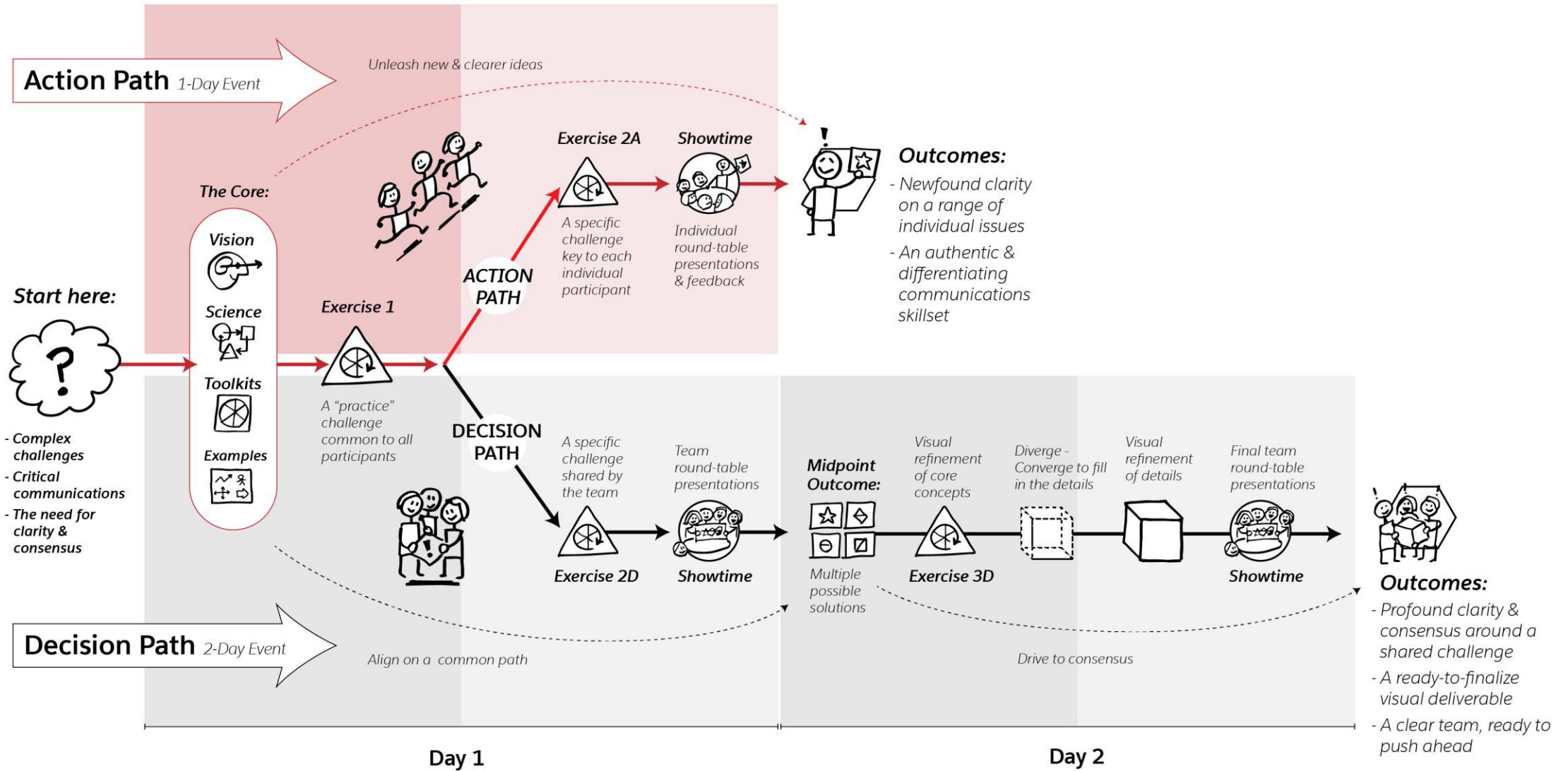
- ❑ 10-20 leaders
- ❑ Apply tools to one agreed-upon business opportunity
- ❑ Complimentary Napkin Academy membership for 30 days
- ❑ 10% credit towards Consultancy Solution



**Outcomes:**

- ✓ Profound clarity & consensus around a shared challenge.
- ✓ Ready-to-finalize visual deliverable.
- ✓ A clear team, ready to push ahead.

# THE TWO PATHS IN STEP-BY-STEP DETAIL:





## THIS SERIES DELIVERS:

There is quite simply no other program like this on earth, and the results are equally unique.

## OUR CLIENTS ACHIEVE:

- ✓ Individuals equipped with the **single most powerful communications tool** of all time: ***the visual mind***.
- ✓ Leaders with the **confidence to go to the whiteboard** and initiate an authentic conversation with their clients.
- ✓ An aligned team with a **singular shared deliverable**, ready to execute.

YOU'RE IN TERRIFIC COMPANY:

Over the past decade, Back of the Napkin courses have been delivered to leaders at more than 100 of the world's most dynamic organizations.



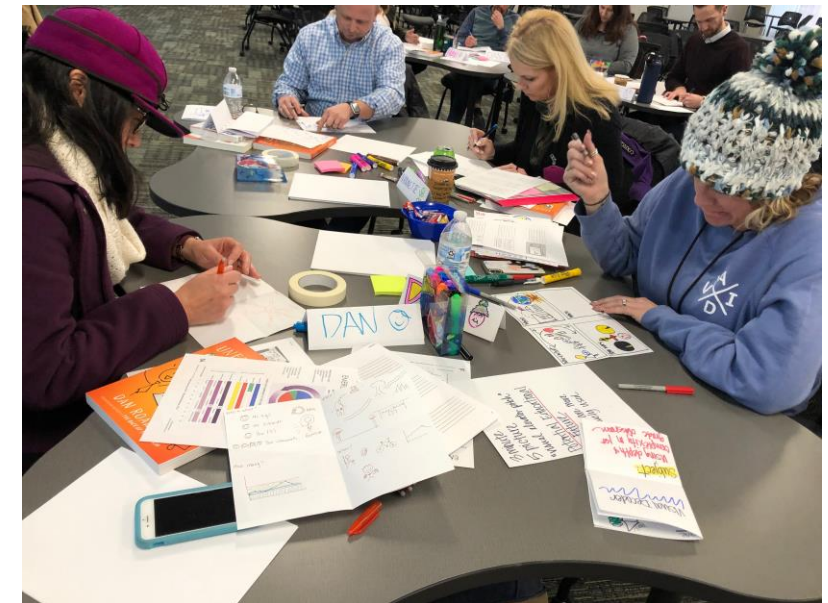
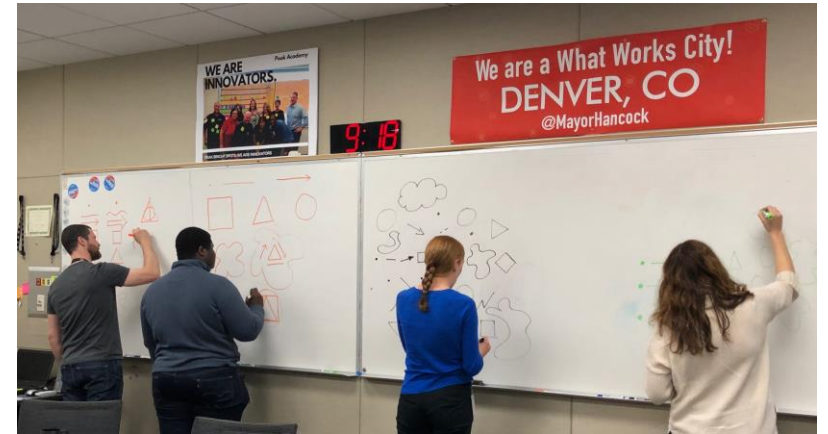
## WHAT CLIENTS ARE SAYING :

**"Anyone can be a visual thinker and Deborah can help!** Deborah is a wonderful facilitator and her Back of the Napkin Visual Thinking Workshop provided our team with the tools and resources to confidently apply visual thinking to our work. The workshop flow is an enjoyable mix that includes the science behind why visual thinking works as well as plenty of hands on practice. Applying the tools through our own problem exercise at the end of the workshop really brought everything together for our team. Every organization can benefit from visual thinking, and best of all, no artistic ability required!"

- Andy Rees, Process Improvement Specialist, Denver Peak Academy

"Students are exposed to complex problems every day. What if students had a visual vocabulary that tapped into their visual mind and allowed them to clearly articulate their thinking? The purpose of teaching visual thinking at the Elementary level (K-5) is to help students better understand how visual processing works in the brain, and then use pictures *to illustrate their thinking, tell better stories, and convey complexity through visuals.* Learning to sketch your ideas is an important skill. **In just one hour, students were having deeper conversations about the book than after previous read alouds.**"

- Adrian Neibauer, Elementary (K-5) STEM & Innovation Coach, Cherry Creek Schools



## C O N T A C T :



### Deborah DeLue

Licensed Partner

Certified Back of the Napkin

Black Belt Master Trainer

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