

agenda | inline training ▶ digital content + expert coaching 5-step agenda

Discovery & Assignments

STEP 1

Introduction

- Awaken the visual brain & Think Visually

Write Review

- Download Workbook (iPDF)
- Based on the digital content in steps 1-4, participants write an informed review of their own visual marketing content to enhance memorability

STEP 2

Complete Part 2 modules

- Pictures & Text
- Lines & Shape, Color and Texture
- Practice

STEP 3

Complete Part 3 modules

- Dominance
- Balance
- Practice

STEP 4

Complete Part 4 modules

- Unity
- Proportion & Scale
- Practice

STEP 5

Peer Check-In

- Participants meet up with a colleague or manager to further refine their review

Fluency Challenge

- Participants do a final check of their updated review and submit it
- Then, they receive personal coaching on the review of visuals based on the grading rubric.

Post Training

Skills Reinforcement: Participants receive a series of mini-boosters to activate and reinforce new skills.

