

Workshop Proposal: *Beyond Bullet Points* with Cliff Atkinson

If you want to increase the effectiveness of your communications, it turns out that the conventional PowerPoint approach can actually hurt you rather than help you. According to research, when presenters show too much information or read bulleted lists of text off of a screen, it reduces the ability of an audience to understand. The solution? Transform your approach in a new way that helps you and your organization to find focus, clarity, creativity and better understanding.

A 6-hour workshop presented by Cliff Atkinson, president of Sociable Media, will provide participants with the skills they need to begin transforming their own presentations using the methodology described in the *Beyond Bullet Points* book (Microsoft Press, 2005). The workshop demonstrates the transformation of one of your organization's existing presentations from bullet points to an engaging storyboard, and small group exercises help participants apply the principles to their own presentations. The recommended number of participants is 10-15 to ensure one-to-one feedback during the workshop. The learning objectives of the workshop include how to:

- Engage an audience from start to finish by using a persuasive story structure.
- Quickly structure a presentation by filling in the blanks of a story template.
- Reduce information overload by using a logic tree technique.
- Transform large quantities of data and information into informed decision-making.
- Quickly turn a story outline into a PowerPoint storyboard.
- Illustrate the storyboard to highlight the most important information.
- Strengthen public speaking skills and confidence.

Fee: \$10,000 plus business-class travel expenses from Los Angeles (half due upon booking and the remaining half upon completion of workshop). Recommended copies of the *Beyond Bullet Points* book for participants may be purchased directly from Amazon for \$16 per participant.

Cliff Atkinson is an acclaimed writer, popular keynote speaker, and an independent consultant to leading attorneys and Fortune 500 companies. He designed the presentations that helped



persuade a jury to award a \$253 million verdict to the plaintiff in the nation's first Vioxx trial in 2005, which *Fortune* magazine called "frighteningly powerful." Cliff's book *Beyond Bullet Points* (Microsoft Press, 2005) is an Amazon.com Top 5 bestseller that expands on a communications approach he has taught at many of the country's top law firms, government agencies, business schools and corporations, including Sony, Toyota, Nestlé, Amgen, Bristol-Myers Squibb, Intel and Microsoft.