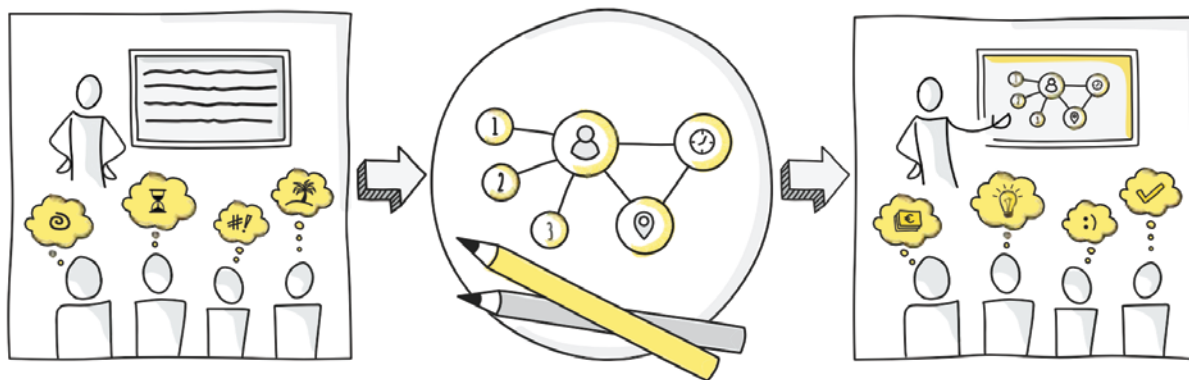


VISUAL THINKING FOR BUSINESS

Make your point.



Workload

A total of 12-16 hours (no fixed completion time)

Language

English (subtitles in English and German)

Start

12 October 2015

Price

€ 399 per participant

About the Course

When making presentations, you want to inform and convince your audience without boring them. The challenge is to structure your arguments clearly in order to deliver complex information in a nutshell. The solution: Incorporating visualisations into your presentations that will resonate with your audience and stay with them long after your talk. The online course „Visual Thinking for Business“ will teach you how to master these skills.

Team Leads and managers, as well as sales agents and business or product developers all have to present their ideas and concepts, whether in team meetings, customer pit-

ches or at conferences. Their subjects are complex and their time restricted - as is the concentration of their audience. Messages are better remembered if they have been presented visually – a well-demonstrated effect referred to as “Picture Superiority”.

In the online course “Visual Thinking for Business”, participants will learn how to develop graphic drawings and images and how to integrate these into their presentations. Fortunately, drawing is not an innate talent but a skill that can be learned and applied by anyone.

The course combines high quality instructional videos with additional materials that provide the opportunity to apply and practise the new knowledge and skills in creative exercises. Additionally, every participant will receive direct feedback on their progress and can also learn with and from other participants.

After successfully completing the course, drawing will be a daily habit and a simple routine for the participants, applicable in almost every professional situation. Presentations will become clearer, meetings will be more efficient and even your own thoughts will be better structured.

Target Group



„Visual Thinking for Business“ is useful for anybody who wants to communicate their ideas more clearly, command attention, convince an

audience and master complexity in business meetings and presentations. The newly learned skills can be applied to every aspect of business life:

- Leadership tasks and strategy development
- Marketing and sales
- Product and innovation development
- Project management

Prior knowledge is not required, though basic English knowledge is recommended.

Many of us lack or are insecure about our drawing and visualisation skills, having not improved or practised them since our school days. But good visualisations are not a matter of talent. With the right insights, methods and tools at hand, anyone can learn it, step by step.

Elementary Sketching Skills

- Revealing essential problems that everyone faces when drawing and overcoming the fear of drawing
- Training brain-hand coordination
- Learning to draw and visualise simple forms and people
- Introducing simple tools and tricks for nearly any business drawing you will ever need
- Drawing with perspectives and in three dimensions
- Making drawing a daily habit and a simple routine



Course Content

Visualisation Skills in Business Settings

- Visual Thinking and visual communication
- Graphic creations in your office daily life (white board, flip-chart, paper)
- Psychological aspects: About presenters and listeners
- Giving outstanding presentations that will be remembered
- Use ad hoc sketching to better communicate your ideas and thoughts in meetings with your team or a client
- Choosing the right visual formats and tools and know how and when to use
- Creating engaging material on-the-fly



Learning Experience

The course employs high quality instructional videos and additional materials as teaching tools but also offers far more dynamic opportunities for learning: On the iversity platform participants will learn how to apply their newly acquired skills via interaction with other participants.

This rewarding exchange and reciprocal feedback are core elements of the learning process.

Course Structure

The course content is divided into clearly arranged learning units. These units consist of short videos, animations, graphics and other additional materials.

Social Learning

Online learning is not a one way street. iversity's didactical framework is based on interaction and engagement between students. The course community exchanges ideas in forums and every participant will receive constructive feedback from their peers. This results in an active, social and fun learning process.

Flexible Learning

All course materials will be available from the course start date on any device online. This way, we ensure that all participants can learn anywhere and anytime they want, at their own pace.

The Platform

The award-winning learning platform iversity.org is straightforward and user friendly. This allows participants to focus on what really counts: mastering the skills of visual thinking.

Why Visit an Online Course?



Online learning has many advantages for professionals and companies: Employees gain access to high quality academic knowledge without the stress and cost of travel and accommodation of onsite-workshops. Online learners are more flexible: they can engage with the material when and wherever they want.

And since web-based courses do not have a participant limit, the attendance costs are undeniably low.

Instructor



Prof. Dr. Christoph Hienerth was appointed to the Chair of Entrepreneurship and New Business Development at WHU – Otto Beisheim School

of Management in June 2012. He holds a PhD from WU Vienna, where he also completed his post-doctoral degree as an assistant professor at the Department for Entrepreneurship and Innovation. From 2006 to 2012 he held a tenured position as Associate Professor at Copenhagen Business School, Department for Innovation and Organisational Economics. Prof. Hienerth had various research visits and fellowships at Massachusetts Institute of Technology (MIT), Harvard Business School (HBS), McGill University, and George Washington University.

Institutions

**WHU – Otto Beisheim
School of Management**



The WHU – Otto Beisheim School of Management is one of the highest ranked and renowned German business schools, and enjoys an excellent international reputation. In a 2013 Financial Times EMBA ranking it was placed as the best German Business School. WHU was founded in 1984 and has become a model for future-oriented research and teaching in the field of business and economics. Its academic programs and continuing education formats offer a relevant training concept for executives at every stage of their careers.

„Visual Thinking for Business“ is one of the most popular courses of the MBA-program at the WHU. In cooperation with iversity and now in digital format, WHU is opening up its course for the first time to a global audience.

<http://www.whu.edu>

iversity.org



iversity.org is one of Europe's leading platforms for academic online courses, with almost 1 million enrolments to date. Learners can choose courses from a wide variety of topics, ranging from business and economics to the social and applied sciences. Moreover, firms increasingly make use of iversity's courses for the professional development training of their employees.

[http:// iversity.org](http://iversity.org)

General Set-Up

Course start:

12 October 2015

Price:

399,- Euro per participant

Workload:

A total of 12-16 hours (no fixed completion time)

Course language:

English (German and English subtitles available)

Learning period:

All course materials will be available from course start at any time. Certificate: Participants receive a Statement of Participation after successfully finishing the course.

Number of participants:

There is no restriction or maximum of participants

Technical Requirements

Browser:

Chrome, Firefox, Internet Explorer

Audio equipment:

Speakers or headphones are not necessary.

Hardware:

Our platform is available on any device (Computer, Tablet, Smartphone).

Final Evaluation

After completing the course, we ask all participants to fill out a digital survey. The anonymous results will be shared with the participants and the participating companies. These results will directly influence our further course conception.

Registration

We are looking forward to discuss the details of your registration in person:

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You can find the detailed description and a trailer here:

<https://iversity.org/visualthinking>