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Brandy Agerbeck's Visual Thinking Talks & Workshops



Hello + Welcome!

Thank you so much for your interest in my event offerings.

First off, if you have **any** questions, please ask. This document is meant to give you a clear picture of possibilities and be opener to conversation and customization.

Second, if you have not seen me speak, here's two videos online that will give you a good idea of my style, skill, and tone.

- My 2013 TEDxWindyCiy talk, [Shape Your Thinking](#)
- [A mini-workshop](#) I led at EuViz in 2018 on **The Trio**.

Thirdly, I'm **not** here to give you a shiny toy that you forget about next week.

I know that drawing and visual thinking has a pretty high novelty factor for most groups. It's definitely not business-as-usual.

I'm here to teach you **indispensable tools** that change your work. Create clarity for yourself, your teams, your organization anytime you've got paper and pen (or whiteboard, or tablet, or...).

We can also discuss how to extend the learning beyond a one-and-done

experience to a longer learning journey with books, courses, video call coaching that complement these programs.

I never shared a visual thinking **how-to** without the all-important **why it matters**. This work is always grounded in hands-on practice, making it a refreshing change from lecture-based training. I take great care to cultivate learning environments of respect, safety to try, challenges to make us all better, responsiveness and joy.

While my goal is to make everyone better thinkers, communicators and happier humans through learning visual tools, these experiences also **create stronger teams, increase collaboration, improve communication, and are chock full of social learning**.

The way we set up the space and craft our agenda shapes these outcomes. Be sure to share your objectives with me so we can meet your group's individual needs.

I always welcome questions to help you decide what's best for your people and your goals.

I look forward to hearing from you,

Brandy Agerbeck

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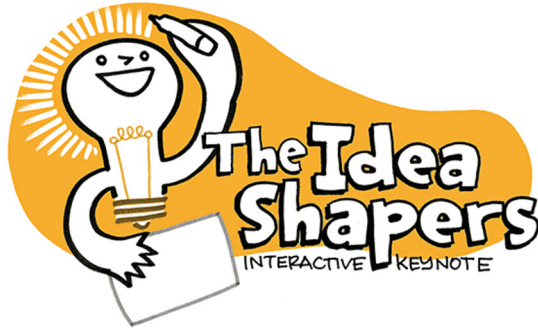
Page 3 | Interactive Keynote

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At-A-Glance Overview



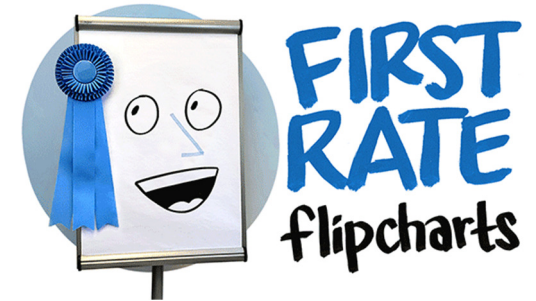
Add a memorable & experiential element to your event to spark creativity, problem-solving and reflection.

2-4 hr interactive keynote | page 3
Variable group size



Learn the vitals of visual thinking for communication, critical thinking and wrangling complexity.

1-3 day workshop | page 4
Variable group size



Craft the 10 crucial flipcharts that take meetings from meh to masterful.

1-2 day workshop | page 5
Up to 16 people, space dependent



Tune into this essential life skill of listening by making it tangible with paper and pen.

1-2 day workshop | Page 6
Variable group size



Capture the core qualities and guiding principles for supporting groups visually.

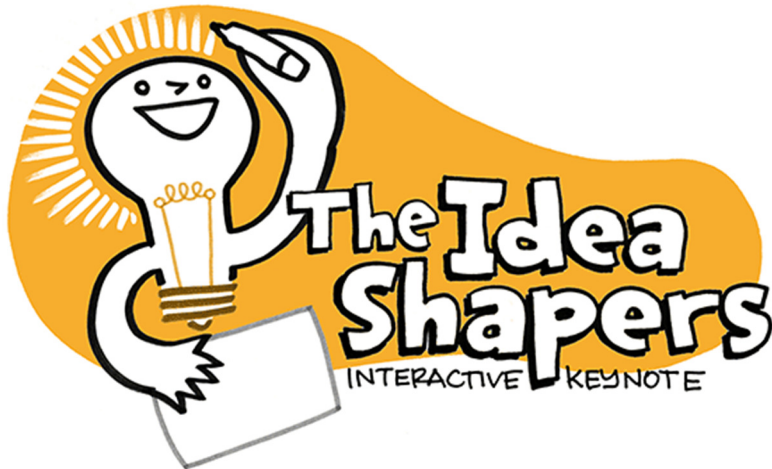
1-2 day workshop | Page 7
Up to 16 people, space dependent



Take this brilliant brainstorming tool to a whole new level.

Half day to 1 day workshop | page 8
Up to 16 people, space dependent

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2-4 hours | adaptable to different event formats, room configurations and group sizes | bulk book sales and book signing available



Audience engages with Brandy's live drawing projected from an overhead camera.

Add a memorable and experiential element to your event to spark creativity, problem-solving and reflection.

Brandy begins with a 45-60 minute “sage on the stage” keynote on visual thinking while every participant draws along. Next, everyone puts their brand new learning immediate into practice with a 1-3 hour “guide on the side” exercise. **This exercise is a highly customizable component designed to integrate with your event's format and objectives.** A few possibilities:



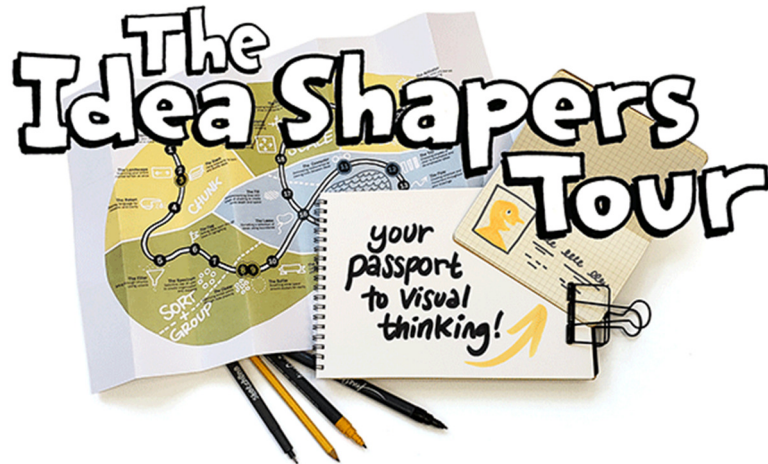
Launch your event with an **introductory exercise**, followed by small group sharing to get the pulse of your audience and help participants connect with each other.

We can craft a session of **small group problem solving, or tackle parallel scenarios**, followed by report outs.

Create a bridge from your event into your attendees' return to their workspaces with a **reflection exercise** and new ideas and skills to implement.

- ★ Give your audience Brandy's instantly-understandable and endlessly replicable “four tips and a rule of thumb” for visual thinking.
- ★ Learn the single most important idea to shush the Inner Critic that keeps you from learning and growing.

For more details or to book Brandy Agerbeck for this program, contact her at brandy@loosetooth.com



1-3 days | Room setup, group size, length, and exercises will change levels of social learning and collaboration for participants



Far left, Brandy fields questions mid-tour, sharing from her 22 years of experience.

Experience the vitals of visual thinking for clearer communication, critical thinking, and wrangling complexity.

Grab you your passport to the rich world of visual thinking! As a respected, international leader in the field, Brandy has broken down the complexity of visual thinking into 24 accessible, concrete “idea shapers.” This workshop is your tour through these tools and drawing as an **endlessly adaptable thinking tool**. New lands await!

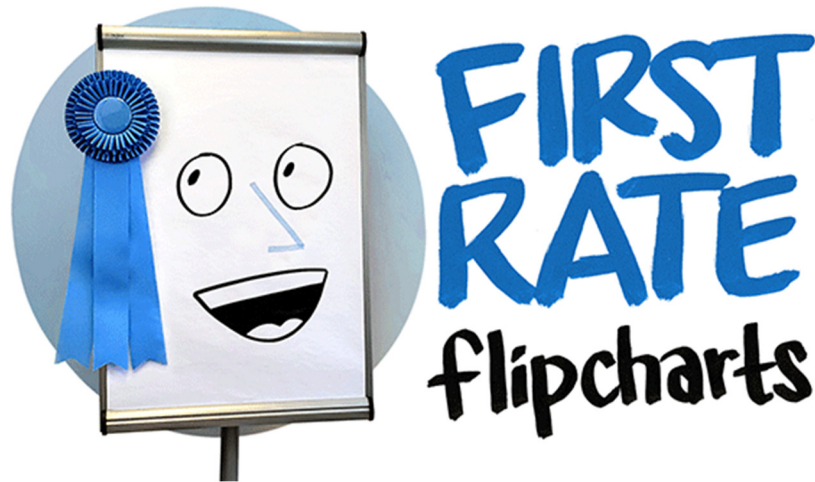
Brandy's core small group workshop is adaptable in length:

Lite 1 Day	Essentials 2 Days	Intensive 3 Days
Quick overview of visual thinking with a handful of exercises A “hop-on, hop-off tour” of all 24 Ideas Shapers with 2-3 stops for hands-on exercises.	Recommended for stronger skill- & team-building Lite Level plus: <ul style="list-style-type: none">+ More hands-on exercises+ More Q&A time+ The magic sleep-on-it factor	Give your team the gift of time to directly apply these new skills to their work Lite and Essential plus: <ul style="list-style-type: none">+ Exercises customized to your team or organization+ Open Day 3 work session to tackle your real work.

- ★ Think only artists and designers can do this? **Wrong.** Brandy's gives every participant — no matter their background or skill level — **concrete tools and methods to use time and again.**
- ★ This is not mindless doodling. This is making great work happen with paper and pen. We emphasize the **thinking** in visual thinking.

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1-2 days | Flipchart stands, flipcharts taped to walls, or tabletop easels and space to work needed for each participant.

Craft the 10 crucial flipcharts that take meetings from meh to masterful.

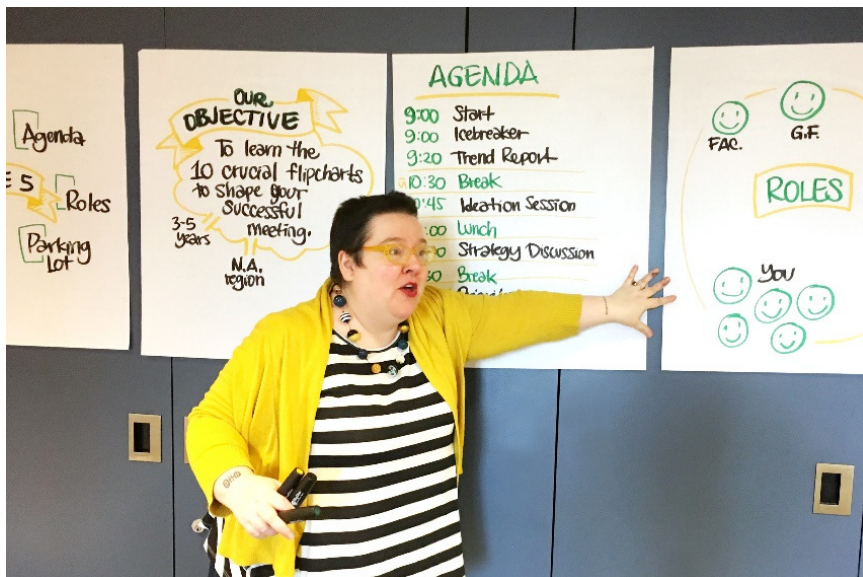
In a [Harvard Business Review study](#), 71% of senior managers said their meetings were unproductive and inefficient.

Learn the antidote to this lousy statistic. The humble conference room staple — the flipchart — is **the key to unlocking the untapped talent of your team and making the most of your time together.**

- ★ Not only does Brandy show you step-by-step **what** to draw, she divulges all her best practices in **how** to use each one and **why** every single flipchart is critical to your meeting's success.
- ★ Take the guess work out of whether your meeting time was well-spent. Your productivity is made tangible. Increase the focus, participation and collaboration of every meeting.
- ★ Ace these 10 indispensable flipcharts and adapt them to **any meeting topic.**

Note: This workshop is **not** artsy-fartsy flipcharts facelifts. These 10 proven formats are GAMECHANGERS. Spread this approach throughout your organization to change meeting culture *forever*.

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Brandy piloting this program with “lab partners” from her three-day immersive public workshop, [The Lab](#).



1-2 days | Complements any program



Tune into this essential life skill of listening by making it tangible with paper and pen.

Great listeners are indispensable. Sadly, most people are lousy at it. **The power skill in the noise of the 21st century is visual listening.**

In this workshop, we dive deep into specific visual listening techniques:

- ★ Learn how a conversation transforms with paper and pen. People feeling listened to is even more important than you think.
- ★ Recognize your own filters and biases that affect your ability to listen well.
- ★ Discover the different types of speakers and how each one helps and hinders listening.
- ★ Tap into the treasures of Brandy's 10 Micro Listening Cues to guide comprehension and synthesis.
- ★ Understand the Visual Organization Scale, a spectrum for different levels of making listening visual and spatial.

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1-2 days | Easily pairs with The Idea Shapers Tour, First Rate Flipcharts and Stellar Stickies



Capture the core qualities and guiding principles for supporting groups visually.

Most narrowly defined, graphic facilitation (or graphic recording) is being the one person in the room making live, large-scale drawings of a meeting. But the **listening, thinking, and drawing skills** needed to excel in this unique role has immense power in so many more positions and projects.



Awaken your ability to guide groups with paper and pen!

- ★ Learn The Essential Eight from the author of the “graphic facilitation bible,” Brandy Agerbeck’s The Graphic Facilitator’s Guide.
- ★ Identify which group-serving smarts you already possess and know how to improve the ones you are missing.
- ★ Grasp the guiding principles that keep you focused and first rate in this complex role.
- ★ Use your improved listening, thinking and drawing skills in whatever work you do.

For more details or to book Brandy Agerbeck for this program, contact her at brandy@loosetooth.com



Half-day to 1 day | Wall-space required | Great addition to First Rate Flip Charts



Take this brilliant brainstorming tool to a whole new level.

At a couple pennies a piece, what sticky notes can help your team create is pure gold. **If you know how to mine them.** Stop squinty at scribbly stickies and turn them into industrial-strength idea machines!






Brandy is eager to share the very best practices from her 22+ year graphic facilitation career to use this simple, sticky tool to its highest potential.

- ★ Choose this workshop if you tackle complex topics and projects whose component pieces need to be named, understood and aligned.
- ★ Collect gems from your talented teammates, including those voices you don't hear often enough.
- ★ Discover the secrets of how to use these simple square to surface new ideas quickly, the zoom through alignment and to reach higher levels of meaning and agreement faster.
- ★ Master this ubiquitous ideation tool: from how to set up everyone for success → through proven processes → to elegant archiving.

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Who Brandy serves with these visual thinking programs

		Interactive Keynote	Workshops	Idea Shapers Tour	First-Rate Flipcharts	Visual Listening	Gold Star Graphic Facilitation	Stellar Stickies
	Conversation Shapers & Change Catalysts Motivated by helping people make positive change Facilitators Change Mgmt Consultants Change Agents Therapists Counselors Agile Practitioners	●		●	●	●	●	●
	Knowledge Seekers & Lifelong Learners Motivated by the pursuit of knowledge & skill building Life-long Learners Students Educators Librarians Trainers Learning Professionals	●		●	●	●	◐	◐
	Mess Wranglers & Complexity Tacklers Motivated by finding the clarity within complexity Leaders Directors Analysts Strategists Researchers Project Managers Information Architects UX Professionals	●		●	●	●	●	◐
	Life Shapers & Action Takers Motivated by self-awareness, growth & accomplishment High achievers Entrepreneurs Intrapreneurs Small Business Owners Bullet Journalers	●		●	○	●	○	○
	Message Makers & Communication Shapers Motivated by getting your message out into the world & understood Writers Speakers Leaders Teachers Students Influencers Communication Professionals	●		●	○	●	○	◐

KEY: ● = right on target for role ◐ = useful, but not core to role ○ = less applicable to role

To discuss your audience and discover if Brandy's workshops are a fit for your organization, contact her at brandy@loosetooth.com page 9

Ala Carte Options & Possibilities

All these are intended as conversation-starters, not invoice-inflaters. Brandy's rich content materials run across formats, with the ability to create more integrated learning experiences for your team and organization.



Can pre-record a welcome video for your audience



The right tools for the workshops are essential — and we can discuss different price options for materials.



Integrate and brand the session's physical materials to your event for the most useful schwag ever.



Brandy always integrates Q&A that adapts to your group's exact needs.



Bulk book orders and book signings available.



Bundled pricing for online courses that complement the live workshop.



Private online area for group to continue their learning



Follow up coaching in person or by video call.

Any and all questions, ask Brandy at brandy@loosetooth.com