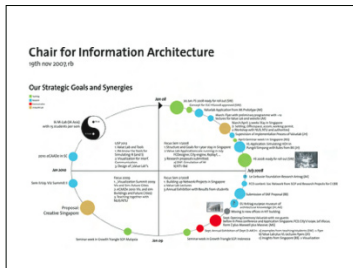


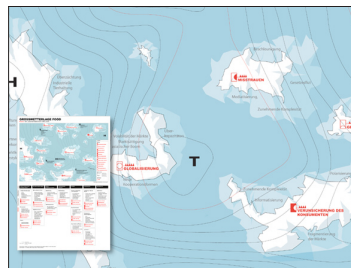
Continuing Education & Training: Industry-based and accessible skills training on:

# Visual Thinking & Management

Stay competitive and advance with skills through new Swiss methods to **re-duce complexity** and to **increase efficiency**.



A „Big Picture“ in strategic planning.



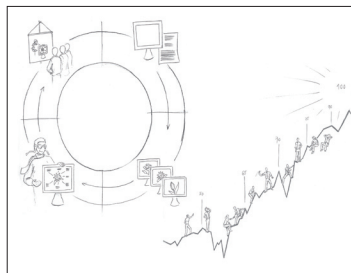
A „Big Picture“ to visualize risks.



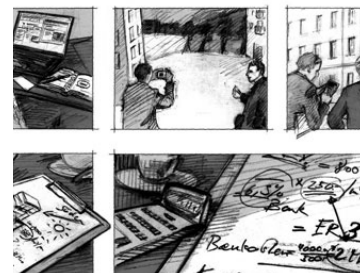
Big pictures can be used in teams.



You will improve your flip chart drawing skills.



Visual storytelling is a proven way to disseminate knowledge



Example of how our customers use illustrations to explain and sell their consultancy services.

## ARE YOU LOOKING FOR NEW METHODS TO INCREASE EFFICIENCY?

Maybe you are a manager dreaming of better ways to visualize and communicate risks? Or are you an education and training specialist who has to develop concepts to effectively train people? Are you a line manager or a team manager wanting to increase the efficiency by improving the ability to think out-of-the-box and in customer-oriented ways? Are you a product, sales manager or client advisor looking for tools to explain products and services to customers? Or are you just looking for alternative ways and tools beyond PowerPoint?

Visual thinking and knowledge visualization are currently transforming the way business is done in various industries, be it in the financial industry where visualizations help to explain the financial products. Or in any company, where you have to implement a strategy, new processes and train people. The Visual Thinking Workshops aim at leveraging success stories from our consultancy experience in Switzerland and to teach tomorrow's best practices.

We offer two workshops which complement one another and regular refresher seminars.

### WORKSHOP 1: „BIG PICTURE“

In this workshop, you will get to know the „Big Picture“ method. You will learn through examples how the „Big Picture“ method can be used in various situations to reduce complexity by more than 90 percent and to increase efficiency. In an exercise you will create an own Big Picture and visually structure your personal goals. Then, you will be introduced to two commercial software tools to create „Big Pictures“ with the computer.

### WORKSHOP 2: „BEYOND POWERPOINT“

This workshop is targeted at people who think they cannot draw. In this workshop, you will learn simple tricks to improve your drawing and sketching skills. You will learn powerful tricks how to draw objects, people, faces, facial expressions and processes on napkins or on a flipchart. You will learn through examples how such sketches, narrative illustrations and animations can be used in business, for example to train people, sell your products or impress your client or boss in your next meeting.

## DATES

Next „Big Picture“ workshops:

- Monday, 9 Feb 2009, 7pm - 9.30pm (evening)
- Saturday, 10 Feb 2009, 10am - 12.30 (morning)

Next „Beyond PowerPoint“ workshops:

- Wednesday, 11 Feb 2009, 7pm - 9.30pm (evening)
- Saturday, 14 Feb 2009, 2pm - 4.30 (afternoon)

## TARGETGROUP

This industry-based and accessible skills training is targeted at professionals from banks, insurances, governmental agencies, NGOs and SMEs who want to think out-of-the box, to increase efficiency and learn current best practices from Switzerland.

## COST

S\$ 320 per workshop. The full amount has to be paid after the registration. In case the person cannot participate a colleague can attend for the registered person.

## PROMOTION

People who register before January 11 2009 pay only S\$ 190.

## VENUE

To encourage out-of-the box thinking the workshop will be held in a unique „WorkLoft“ environment, at Blk17 Woking Road #02-03, Singapore 138696. Ask the taxi driver to go to Portsdown Road and to stop opposite Senior Tanglin Trust School.

*„I was impressed how much insights I gained by visualizing my personal strategic goals in the „Big Picture“ exercise. I have learned a lot from the various innovative case studies and feel much more comfortable to draw on a flipchart.“*

Feedback from a manager who attended the workshop series in Nov 2008

*„This seminar is an eye-opener!“*

Feedback from a participant (Dec 2008)

*„After this seminar I decided to stop using PowerPoint. I first had to learn Illustrator, which was not easy, but today I can draw my own Big Pictures and course documentations. The main advantage of the Big Picture approach is that my information is more concise and that I save time. Previously, I spent most of my time to create my 50+ (boring) slides. Today, I firstly draw a Big Picture and in doing so sharpen my ideas and focus on the essential information. In a second step, I write the missing textual descriptions. Overall, I am more effective and my information is more comprehensible.“*

Feedback from a trainer (Dec 2008)



## REGISTRATION

The number of participants for each workshop is limited to 5. If you are interested in attending, please send your contact details by e-mail to [vision@vasp.ch](mailto:vision@vasp.ch). You will then be informed whether there are still places available. The course will only take place if a minimum of three people register.

Dr. Remo Burkhard  
[vision@vasp.ch](mailto:vision@vasp.ch)

## ORGANISER

vasp consulting Pte. Ltd.  
Blk 17 Woking Road #02-03  
Singapore 138696  
<http://www.vasp.asia>

## TRAINER

**Dr. sc. Remo Burkhard** is the managing director of vasp consulting Pte Ltd ([www.vasp.asia](http://www.vasp.asia)), a subsidiary company of vasp datatecture GmbH ([www.vasp.ch](http://www.vasp.ch)) in Switzerland. The company reduces complexity by more than 90 percent and creates visual solutions for their clients such as UBS, Credit Suisse, local Swiss Banks, Swiss Re, IBM, Swiss, ABB and others. Remo Burkhard is also a **lecturer and researcher** at the chair for information architecture ([www.ia.arch.ethz.ch](http://www.ia.arch.ethz.ch)) at **ETH Zurich**. He has published two dozen research articles in international peer-reviewed journals and international conferences. Moreover, he is the initiator and organizer of various scientific symposia and conferences. Previously, Remo Burkhard was a consultant at the leading Swiss School of Business at the **University of St. Gallen** ([www.unisg.ch](http://www.unisg.ch)), where he worked as a knowledge management consultant and was responsible for executive seminars. Before that, he was employed at Credit Suisse, IBM and in New York, where he worked on the famous 3D trade floor visualization project for the New York Stock Exchange.