

Mike Parkinson's Classes and Workshops

Our Road to Success

Mining | Go/Stop | Service Co. Future | Go/Stop | Distribution

2015 | 2015

Tracking | Encryption | 2011

TODAY

Improve learning by 200%!

Improve retention by 38%!

Our Plans for Success

- 1
- 2
- 3

Communicate 60,000 times faster!
Increase Your Sales by 43%!

Our Road to Success Management

Our five-year plan includes four spinoff products...

Spinoff Product | Service Company Future | Spinoff Product

2011 | 2015 | 2015 | 2011

Today

Stop losing time and money communicating the wrong way. Eliminate wasted effort—learn the right ways to be creative and make clear, compelling content that educates, achieves your goals, and lowers your cost.

How It Works

Option 1: One-On-One Training (Collocated or Virtual)

First, we review your current needs, processes, and goals. Then we share best practices, tips, tricks, and secrets to achieve your desired results. Next, we apply these techniques to your real-world business situations and challenges—you receive immediate answers to your questions. We tailor the training to meet **your** needs. If you identify a specific step or challenge as a hurdle, we will focus on that.

Option 2: Group Training (Collocated or Virtual)

This class uses real-world challenges to educate you and your colleagues on how to better communicate and improve understanding, recollection, and persuasion. First, we review your company's current needs, processes, and goals. We then tailor the training to share best practices, tips, tricks, and secrets that solve you and your group's challenges and achieve the company's goals.

Who?

All training is performed by Mike Parkinson. He is an internationally recognized, award-winning communications expert. Mike is a multi-published author, professional trainer, and public speaker. He has spearheaded multi-billion dollar projects and created thousands of graphics, presentations, and proposals resulting in success for his clients' projects (and billions of dollars in increased revenue). Mike is a regular contributor to international magazines, newsletters, and a variety of professional websites. He has trained educators; sales and marketing teams; and business, technical, and design professionals at organizations such as Lockheed Martin, Dell, Boeing, and NSA as well as at colleges and other learning institutions.

Mike authored the first and only book that shows professionals how to turn their ideas into clear, communicative, and compelling graphics. He started BillionDollarGraphics.com and GetMyGraphic.com (recently sold to a leading elearning organization) to further the use of information graphics. Mike is also a partner at 24 Hour Company, a premiere design firm in the Washington, D.C. area. Mike has more than 20 years of creative experience supporting industries ranging from education, legal, defense, healthcare, and environmental through ad campaigns, tutorials, corporate briefings, web portals, proposals, and more.

Over 20 Years of
Experience



Mike
Parkinson

Where and When?

Most training is conducted at your facility with schedules arranged to fit your needs. Conducting training at your facility ensures that real-world, day-to-day challenges are in the same building and can be seen, reviewed, and solved. Virtual training is also available for remote attendees and teams.

Takeaways

Takeaways will vary from session to session based upon the needs of the company or individuals involved. Takeaways may include (depending upon the class curriculum made for your needs), and are not limited to, the following:

- Know how to use the latest behavioral psychology to improve your success rate
- Increase the likelihood of success by 43% (based upon independent research)
- Make any complex idea easy to understand
- Increase audience retention rates
- Influence and motivate your audience
- Turn ideas and text into graphics
- Visualize and better communicate your solutions
- Make professional graphics that are clear, communicative, and compelling
- Know what imagery, colors, fonts, and style to use (and why)
- Master Quality Control (stop making errors that cost you money, time, and credibility)
- Eliminate reoccurring challenges
- Know where to go to find the right imagery at the right price
- Get presentations, content, and graphics right the first time
- Accurately budget and schedule support
- Estimate level of effort and staffing needs
- Know how to make anything you can imagine in the Adobe Creative Suite
- Know PowerPoint tips, tricks, and secrets
- Make better templates
- Make powerful Executive Summaries
- Finish work faster
- Develop fast solutions to your biggest challenges

Increase the likelihood of success by 43%

(based upon independent research)

Classes and Workshops (Collocated and Virtual)

All classes are customized (and can be combined). Collocated and virtual class prices range from \$3,000 - \$12,500 + other direct costs (travel, lodging, transportation, and meals) depending upon length and the number of attendees. Special pricing is available for educational institutions, non-profits, government agencies, and small businesses. **Please contact us at 703-608-9568 for specific pricing for your class.** (Not all classes are shown. Hourly prices available for shorter sessions upon request. Virtual classes can be conducted over multiple sessions.)

Dependent upon the class, materials include (and are not limited to) the *Billion Dollar Graphics* book, the *Graphic Asset Library* of 200 professional/editable graphics, *P.A.Q.S. Questionnaire*, *Graphic Cheat Sheet*, *Photoshop Cheat Sheet*, *Illustrator Cheat Sheet*, *Creative Cheat Sheet*, *Solutioning Cheat Sheet*, *Graphic Project StartUp Sheet*, and the *Top 10 Tools for Creativity*.

Billion Dollar Graphics (BDG)* and BDG Advanced**

Learn why graphics matter (graphics ROI); how to turn words and ideas into powerful graphics; and design tricks, tips, and techniques.

Solution Development

Learn advanced and creative techniques to develop solutions for complex challenges. Solutions are developed and validated through a combination of discovery and creative thinking. Use the solutions in briefings, proposals, education, and marketing and sales materials.

Infographics

Learn to make powerful infographics using only PowerPoint or tools like the Adobe Suite and other free online tools.

PowerPoint

Learn how to quickly make and edit graphics and presentations in Microsoft PowerPoint. Learn how to make educational and engaging PowerPoint presentations.

Creative Thinking

Learn the repeatable process that harnesses the power of creative problem solving.

*Courses accredited by the Association of Proposal Management Professionals: half-day class 5 CEUs awarded, full-day class 8 CEUs awarded, and two-day class 10 CEUs awarded.

**Requires BDG completion.

Classes and Workshops (Continued)

Photoshop and Illustrator

Learn the secrets of rendering professional graphics in Adobe Photoshop and Illustrator.

Pitch Perfect: Advanced Sales and Marketing

Learn the latest behavioral psychology techniques to increase sales and improve your marketing efforts. Use the most effective tools to communicate to prospects who are considering buying or who are ready to buy. Get the secrets to building successful marcom and sales content that are proven to work. See how to eclipse your competition.

Presentation Master

Learn how to present like a master. Apply the eight critical elements that *all* master presenters use in their presentations. Eliminate any public speaking challenges with a few clever techniques. Use your new skills in everyday situations (e.g., collocated and online meetings, conversations) to improve your success.

Organizations Trained (Partial List)

- U.S. National Security Administration (NSA)
- Lockheed Martin
- Motorola
- Raytheon
- Northrop Grumman
- Association for Proposal Mgmt. Professionals (APMP)
- U.S. Interagency Visual Media Group (IVMG)
- U.S. Centers for Medicare and Medicaid (CMS)
- Verizon
- Computer Sciences Corporation (CSC)
- L3 Communications
- Financial Research Associates
- Nortel
- SAIC
- Honeywell
- Dell
- Boeing
- HP
- AMEX
- LexisNexis
- Wellpoint
- Morgan Franklin
- Noblis
- Orbital ATK
- General Dynamics
- Fluor
- LMI
- ATD (was ASTD)
- CAMBER Corporation
- Grant Thornton

Testimonials

“4.973 out of 5!” based on ATD (formerly ASTD) speaker evaluation forms with standing room only for over 300 attendees for the *Making Powerful InfoGraphics Fast* workshop.

“For most companies, determining when and where to use graphics ... is a constant challenge. Mike showed us that if you use the right tools and methodology, getting technical abstract thought on paper and transforming it into a visual that technical and/or managerial evaluators [and decision makers] understand does not have to be an overwhelming dilemma. Mike’s training session was an immediate hit. Some of the participants were so excited, that they started using the new methodology the very next day. I would highly recommend Mike for his ability to communicate with his audience--whether it be subject matter experts, graphic designers, proposal managers, or executives. With this new level of efficiency, we can now focus more of our time and effort on creating a winning solution.”

—Kathy Furlong, Nortel

“Was an incredible class! This class is one of the most powerfully packed, concise, creative conceptual graphics classes I’ve ever attended.”

—Barbara Best, Booze Allen Hamilton

“What I liked most was the quick easy tips that I have been able to apply right away to our work products.”

—Karen Winger, Veolia Transportation

“[The class] was well worth my time away from my job...he brings a unique perspective in dealing with customers and producing valuable, quality, informative graphics.” “Probably one of the most relevant government funding training I have attended.”

—Attendees, NSA

“I was tasked to conceptualize an important strategy element for the group and I was able to easily follow your methods step-by-step to develop a draft.”

—Christi Allen, Fluor

“I cannot begin to tell your how helpful this class was to me. ... Real life scenarios [helped me] practice the concepts which helped me in retaining the information. Thank you so much.”

—Nicole Solomon, MCR

“In short, we started to be more proactive and not reactive to the working with consultants.”

—Leonard Marshall, Dell

“The power in the process is that it *eliminates* rewrites, gets the message right, and validates your approach all at the same time. It really validates the whole proposal solution.”

—Bob Gillette, CRI

Sample Curriculum (Billion Dollar Graphics)

Part 1: Review your current needs, processes, and goals. A questionnaire, phone interview, or question and answer session provides the necessary feedback we need to tailor your training.

Part 2: Provide specific best practices, tips, tricks, and secrets that will get you your desired results. The following is a list of optional topics:

a) Graphics 101 (a basic understanding of visual communication):

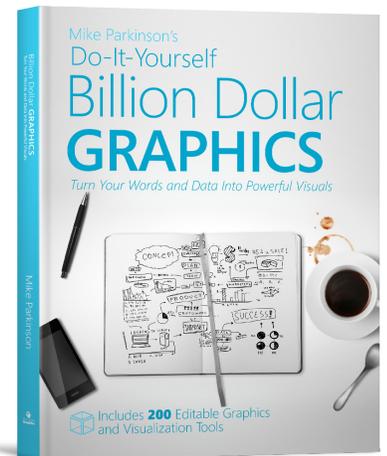
- Why graphics matter
- How to estimate level of effort, support, and schedule projects
- Styles
- Vector vs. raster
- Color theory
- Fonts
- Icons and symbols
- Resolution and dimensions
- Templates
- Legibility
- Legends
- Telling a story
- Animations (when applicable)
- Copyright and rights-of-use law
- Critique

b) Getting Graphics Right the First Time (save time and money by getting graphics correct on the first version):

- Six Strategies:
 - Designers and teams
 - Storyboards
 - Leverage existing graphics
 - Evolve the concept (exercise)
 - Templates (exercise)
 - Customer focus

c) Conceptualization (how best to translate words and ideas into clear, compelling graphics):

- The Lifecycle of a Successful Graphic (overview and introduction)



- Step 1—Know the P.A.Q.S.
 - The Primary Objective
 - The Audience
 - The Questions
 - The Subject Matter
 - P.A.Q.S. Questionnaire
 - Interactive Testing and Application
- Step 2—Conceptualize
 - Four Methods
 - Design Techniques
 - Affecting Emotions
 - Interactive Testing and Application
- Step 3—Render
 - Problem Solving—Three Traps and Eight Rules
 - Interactive Testing and Application
- Conclusion and Summary of Lessons Learned
- Putting It All Together—Interactive Application

d) How to better use graphics software to get what you want (tips, tricks, techniques, and software secrets shared):

- Adobe Photoshop
- Adobe Illustrator
- Microsoft PowerPoint

Part 3: Real-world application. We will evaluate, conceptualize, or render graphics for your day-to-day needs. Mike will also answer any outstanding questions and help solve any reoccurring challenges.

1 TEXT/IDEA



2 CONCEPT



3 RENDER



4 FINAL IMPLEMENTATION



Call or email now to ensure you get the training you need when you need it.

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(703) 608-9568

