



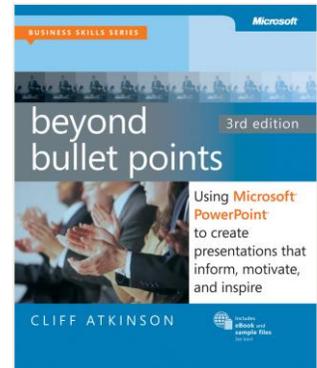
## CLIFF ATKINSON

Author | Speaker | Consultant

### Proposal for a *Beyond Bullet Points* 1-Day Workshop with Cliff Atkinson

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

A 1-day workshop presented by Cliff Atkinson provides your team with the skills they need to create more effective presentations using the methodology described in the *Beyond Bullet Points* book (Microsoft Press, 2011). The workshop demonstrates how to transform presentations from bullet points to an engaging storyboard, and helps participants apply the principles to their own presentations during group exercises. The day ends with participants delivering a 10-minute presentation they have created themselves using the BBP approach.



The learning objectives of the workshop include how to:

- Increase the impact and effectiveness of all types of presentations.
- Present data in a way that makes it more accessible and actionable.
- Make an emotional impact in the first few slides, balanced by a logical structure throughout.
- Reduce information overload by identifying the most important information to be presented.
- Strike a proper balance between presenting information with spoken words and printed slides.
- Strengthen public speaking skills and confidence.

A \$10,000 fee includes the 1-day workshop and 25 copies of the BBP book; travel is billed separately.

*Cliff Atkinson* is an acclaimed writer, popular keynote speaker, and 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 bestselling book *Beyond Bullet Points* (published by Microsoft Press) was named a Best Book of 2007 by the editors of Amazon.com, and has been published in three editions and translated into a dozen languages including Chinese, Korean, and Russian. The book expands on a communications approach he has taught internationally at top law firms, government agencies, business schools and corporations, including Sony, Toyota, Del Monte, Nestlé, Nokia, Deloitte, BBDO, The NPD Group, Ipsos, Facebook, Bristol-Myers Squibb, Intel, GE, the American Bar Association and the UN International Criminal Tribunal.