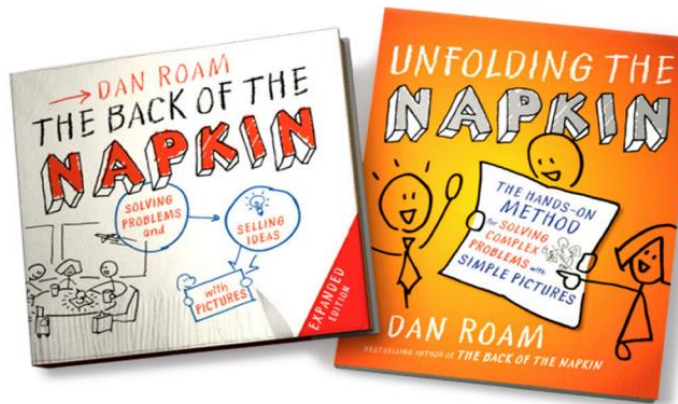


The Back of the Napkin Workshop (2 Days)

A powerful simple and fun way to solve business problems



**TRAINING COURSE BY INTERNATIONAL BESTSELLER
'DAN ROAM'**

Dan Roam is the author of the international bestsellers "The Back of the Napkin" (Fast Company's Innovation Book of the Year, The London Time's Creativity Book of the Year, and Amazon's Top 5 business book of 2008) and "Blah Blah Blah: What To Do When Words Don't Work."



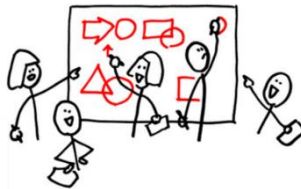
DISCOVER A NEW WAY TO SEE!

Visual thinking is using our innate ability to see, both, with our eyes and our mind's eye, to discover previously invisible ideas, develop those ideas in a rapid and intuitive way, and then share those ideas with other people in a way they simply "get."

Any problem can be made clearer with a picture, and any picture can be created using a set of tools and the rules for its use. The core of The Back of The Napkin Workshop is learning to use the Visual Problem-solving Toolkit – a powerful new way of looking at problems and their solutions.



Simply picture help us **discover** new ideas



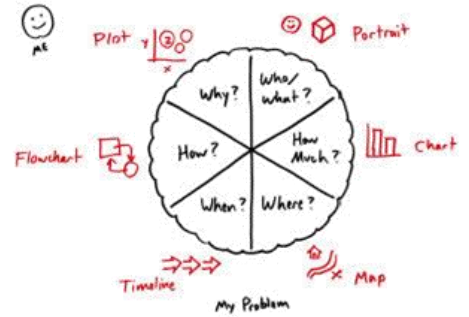
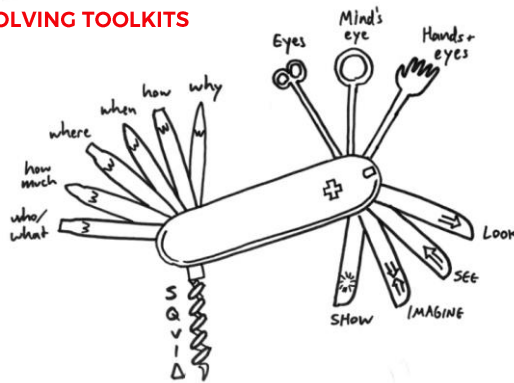
Picture help us **develop** ideas



Picture help us **share** (and sell) ideas

KEY BENEFITS OF ATTENDING

- Learn a whole new way of looking at business problems more quickly, understanding them more intuitively, addressing them more confidently, and conveying results to others more rapidly.
- Learn to solve problems with pictures.
- Learn how to think visually - how to look better - how to see sharper - how to imagine further - how to show newly discovered ideas



METHODOLOGY

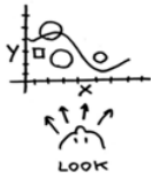
This is a highly participative and interactive workshop. Participants will learn through short lectures, hands-on exercises, live study cases, group discussions and experience sharing, presentations and feedback.

PROGRAM OUTLINE

- Visual Thinking – What is – Why
- The Visual Thinking Toolkits – What does it contain
- Using the Built-in-Tools
 - ✓ The eyes
 - ✓ The mind's eye
 - ✓ The hand & eyes
- The Visual Thinking Problem-solving Process

✓ **Looking**

- “Whoever is best able... is the person most likely to solve it.”
- “Whoever draws the best picture...”
- Active looking: The Four Rules To Look



✓ **Seeing**

- “We cannot solve a problem we cannot see...”
- The 6x6 Rule of seeing (Which problem?, Which picture?)
- The right picture for any problem



✓ **Imagining**

- “Those who see the possibilities, win”
- Meet the SQUID
- Exploring the breadth of an idea
- Practical lessons in applied visual imagination



✓ **Showing**

- “The more human the picture...”
- Why seeing is believing
- Putting it together
- Drawing conclusions





CERTIFIED TRAINERS



Dr. Kulachet Mongkol, Certified Trainer

Dr. Kulachet Mongkol is currently an assistant professor at the College of Graduate Study in Management, Khon Kaen University. He has more than 15 years of experience, teaching business and management for both Thai and international universities. His research has been published in a number of international academic journals including Research Journal of Business Management and International Journal of Trade, Economics and Finance. Apart from being in the academic area, he has been actively involved in business and management consulting and training for over 10 years.

Prior to his appointment at Khon Kaen University, Dr. Kulachet worked for various leading organizations such as Thailand Convention and Exhibition Bureau (TCEB) and the Fiscal Policy Office, Ministry of Finance.

Dr. Kulachet received his Ph.D. degree in management from the University of Canberra, Australia and M.S.A. degree in international administration from Central Michigan University, U.S.A. At present, he is also a member of Association for Strategic Planning (ASP) and Strategic Planning Society (SPS).



Wissarut Kehasuwon, Certified Trainer

Wissarut is a founder of Visual Training Plus Co., Ltd, the training institute which offers the great visual thinking & presentation skill training programs in Thailand.

With a strong background in business at SCG, he had experiences in marketing, selling and a presentation consultant for an internal competition. Lately, he worked as a business strategy consultant for banking industry.

With 5 years of experience as an expert trainer about presentation, story-telling, boardroom presentation. He was awarded as 1st runner-up in a world class business plan competition; SCBFLC organized by SCB and SASIN (105 Teams from 11 countries) and the winner of national marketing plan competition organized Marketing Association of Thailand.

He holds both Bachelor of International Logistics Management and MBA from Chulalongkorn University.

CLIENTS

