

# Creative Story Boarding for Business

## What is this course?

This one-day workshop will take students on a truly creative journey to discovery. Attendees will graduate fully equipped with visualisation concepts, tools and techniques as well as a clear and engaging storyboard bursting with business value.

Attendees will be provided with a basic foundation of visual skills before progressing with a variety of storyboarding techniques to narrate a unique customer or business story. By the end of the day students will have created a highly refined large-scale storyboard ready to present to key stakeholders.

This is an Informal but immersive one-day learning experience.

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## What will you receive?

Two days of high quality instruction from Stuart Young , a professional live illustrator and Certified ScrumMaster with a deep-rooted appreciation of Agile Principles. Stuart has harnessed his creative skills to translate concepts and processes into engaging visuals during workshops, events and conferences. Also included are:

- A sketchbook and drawing materials.
- A vast selection of reusable images.
- A variety of flip-chart size graphic templates.
- A large scale bespoke Illustrated Storyboard.
- Scrum Education Units (SEUs) – Attendees may be eligible to apply for SEUs towards their CSP (Certified Scrum Professional) through the [Scrum Alliance](#).
- PMI Professional Development Units (PDUS) – Two days of high quality instruction from Stuart Young, a professional live illustrator and Certified ScrumMaster with a deep-rooted appreciation of Agile Principles.

## What will you learn?

At the end of this course you will be able to:

- Gain the ability to support a working group to express ideas and solve problems effectively by applying a visual language.
- Build a reusable bank of images that can be employed for facilitation, coaching and classroom purposes.
- Gain an awareness of how to build on ideas and create a highly refined storyboard.
- Learn how to facilitate a storyboarding session with teams.

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## Who is this course suitable for?

This workshop is aimed at anyone who wants to learn and improve their visualisation skills for use within business contexts. The following individuals will benefit from this course:

- Team members
- Project Managers
- Product Owner
- Scrum Masters
- Business Visionary
- Workshop Facilitator
- Agile Analyst
- Business Analyst
- Trainers
- Facilitators
- Teachers
- Presenters
- Coaches

## What topics are covered?

- The theory behind visualisation, learning styles and visual concepts.
  - Practising basic seed shapes before progressing to idea-focused drawings.
  - Collaborative sketching.
  - Introduction to the benefits of Storyboarding.
  - The key ingredients of a Storyboard.
  - Creating a narrative flow of the big picture from beginning to end.
  - Establishing key milestones and panel elaboration.
  - Camera angles, framing shots, creation and refinement.
  - Presentation, feedback and digital approaches.
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## What about exams and certifications?

This workshop does not provide a formal certification and does not include an exam.

## Are there any prerequisites for this course?

Pre-requisites are not required for this course but it is helpful if students come equipped with a story they wish to capture visually such as a customer journey, product roadmap, plan or vision.

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## How should I prepare for this course?

This workshop does not require any pre-course preparation.

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## Meet the Trainer



**Stuart Young**