

## Business drawing - Cartoons and Sketchnotes

### Group Training

|                    |                                             |
|--------------------|---------------------------------------------|
| Training code      | CGAZATE-CD                                  |
| Spoken Language    | Dutch                                       |
| Language Materials | Dutch                                       |
| Dayparts           | 2                                           |
| Price              | <b>€750,00</b><br>excl. VAT No extra costs. |

### What is Business drawing - Cartoons and Sketchnotes

Zakelijk tekenen - Cartoons en Sketchnotes is a group workshop that introduces the basics of visual annotation during sessions, pitches, and meetings. This training is designed for direct application on your notebook, tablet, flipcharts, and whiteboards. Learn to analyze and structure concepts, processes, or tasks visually. Images can often convey information faster and more accurately than text. Quick sketches, like doodles during a phone call or meeting, help our brains organize, understand, and remember complex information. Visual communication is also universal; a picture of an object is understood regardless of language. Whether brainstorming, managing change processes, identifying new challenges, or inspiring colleagues or customers, the ability to create clear images is invaluable. Visualizing your ideas clarifies them for others and yourself, sparking discussion and new insights. Discover and harness the power of visual thinking with this course, which provides the first steps towards enhancing your visual skills.

### Who should attend Business drawing - Cartoons and Sketchnotes

- Business Analysts: Enhance your ability to visualize data and processes for better analysis and presentation.
- Project Managers: Improve your skills in visualizing project plans and progress to communicate effectively with your team.
- Consultants: Learn to create visual aids that simplify complex concepts for your clients.
- Educators: Develop techniques to make your teaching materials more engaging and easier to understand.
- Marketing Professionals: Use visual storytelling to create compelling pitches and presentations.
- Team Leaders: Facilitate better brainstorming sessions and team discussions with visual tools.



- Designers: Integrate sketchnoting into your design process to capture ideas and feedback visually.
- HR Professionals: Visualize training materials and processes to enhance employee engagement and understanding.
- Entrepreneurs: Communicate your business ideas and strategies more effectively through visual means.
- Students: Improve your note-taking and study techniques with visual annotation skills.

## Prerequisites

No prior drawing skills are required. An open mind and a willingness to experiment with visual techniques are all you need to get started.

## Objectives

At the end of the training, you will be able to:

- Understand the basics of visual annotation and its applications.
- Analyze and structure concepts, processes, and tasks visually.
- Create effective visual notes on various mediums, including notebooks, tablets, flipcharts, and whiteboards.
- Use visual thinking to enhance brainstorming sessions and discussions.
- Develop your own style of visual communication for professional use.

If a third-party copyright applies to this course, you will find the copyright on <https://academy.capgemini.nl/en/topic/trademarks/>

Capgemini Academy's general terms and conditions are applied to all products and services mentioned within this document. For the latest version please check <https://academy.capgemini.com/>. The rates of products and services mentioned in this document are subject to change. For the most recent rates, please also visit our website.

---

## About Capgemini Academy

Capgemini Academy's professionals offer what people in IT need. Our professionals have a keen eye for motivation, talent and are aware of specific contexts and circumstances. They move people to move. Programmes and courses that originate from daily experience of our both didactical and substantively strong trainers, light a fire within the individual IT professionals. Real life stories of our professionals' experience that tell how to solve problems and work with the people around it, do the rest.

An organization, like ours, helps people and their organizations day by day to get the best out of themselves and each other. We prepare them to defy tomorrow's challenges. We stimulate learning and curiosity. In order for individual IT professionals and their employers, to build better, longer and more intensive relationships. For mutual benefit.

Capgemini Academy. We transform IT professionals  
[academy.capgemini.nl](https://academy.capgemini.nl)

IN/3A-018.18