

Statement of Participation

iversity hereby certifies that **JOSE MARIA FERNANDEZ ORTIZ DE LA TORRE** has participated in the following course from August 2015 to August 2017:

Visual Thinking for Business - Make Your Point

Taught by Christoph Hienerth.

Elementary drawing skills: The participant learnt to create representative objects and artifacts as well as people and characters. This included:

- Revealing essential problems everyone faces in drawing and overcoming your fears
- How to draw and visualise simple forms, people, perspective and the third dimension

Visual presentation skills in the business setting: The participant learnt visual structuring methods to transfer elementary drawing skills to the business environment and explain complex concepts with the common language of visualisation. This included:

- Visual thinking and communication techniques
- The visual setting in meetings (flip-charts, whiteboards, blackboards, etc.)
- Some psychological aspects of communication between the presenter and the audience

About WHU – Otto Beisheim School of Management

An internationally oriented Business School based in Vallendar and Duesseldorf. WHU is now one of the most renowned German Business Schools with an exceptional national and international reputation.



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