

Statement of Participation

iversity hereby certifies that **Beeta Masoumi** has participated in the following course:

Visual Thinking for Business - Make Your Point

Taught from October 2015 to October 2016 by Prof. Dr. Christoph Hienerth.

Elementary drawing skills: You will learn to create representative objects and artefacts as well as people and characters. This includes:

- 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: You will learn visual structuring methods so that you can transfer elementary drawing skills to the business environment and explain complex concepts with the common language of visualisation. This includes:

- 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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