



## YOUR VISUAL STORY

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September 5, 2018

Lauren Markofsky  
Senior Ethnographer  
Ultimate Software

Dear Lauren,

Thank you again for our recent conversation and a good briefing on your fascinating **Ethnographic and Qualitative Studies at Ultimate Software**. Based on this information, we are looking forward to exploring new practices to help you significantly differentiate your services by presenting results from interviews, focus groups and other qualitative research to your executive leadership, using the **power of Visual Storytelling**.

### **VISUAL STORYTELLING INSTITUTE (VSI)**

VSI is the only think tank in the world dedicated to Visual Storytelling in the context of marketing, offering consulting, corporate and academic training programs, and thought leadership. Typically, these are structured around VSI's 9-step signature framework and supporting digital workbook. Our main differentiation is about creating your visual storytelling experience using our **signature narrative framework** that's anchored on **high-end artistic visuals**.

### **DISCOVERY WORKSHOP - SCOPE**

As we discussed, once you finalize a research study (e.g., exploratory research 5-8 years out or validating an existing product) and ready to start packaging findings for your executive leadership, we suggest starting with a quick, low-risk option we call **VSI Discovery Workshop**. The workshop will be delivered online or in-person with additional travel costs.

Typical agenda follows these outlines:

1. Recap on your **Backstory and Objectives**.
2. **Story Making**: Brand Story SWOT – how far are we now, what needs work.
3. **Story Visualizing**: quick look on your visual formats, mini-stories harvesting, identifying artistic approach and production process.
4. **Story Telling Checklist**: reviewing your delivery channels, content planning process and metrics.
5. **Post-Workshop Follow-up Teleconference** within two-weeks: progress check, addressing questions and finalizing next steps and **Action Plan**.



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### AFTER THE WORKSHOP

At the end of the workshop, we'll be able to share with you a concrete white label **Action Plan Proposal** (i.e., Story Visualizing Plan covering scripting, shooting and editing your visual pieces) with the help of VSI's **Global Production House**.

### PRICING

Total price for this Pre-survey + 2-hour workshop + Follow-up teleconference is **\$490**.

### TERMS

- Full payment is due upon signing.
- Fees do not include travel and lodging expenses for in-person workshop, which are billed separately at cost. No expenses will be incurred for online workshop.
- Payments using check or bank wiring can be made to Visual Storytelling Institute LLC. Other payment methods are available, fees may apply.

### WIRE TRANSFER INFORMATION

- ACCOUNT NUMBER: 812772056
- RECIPIENT: Att. Shlomo Ron, Visual Storytelling Institute, LLC, 400 NW 26th ST Miami, FL 33127
- RECIPIENT'S BANK: Chase Bank 270 Park Ave New York, NY 10017
- CURRENCY: USD
- DOMESTIC WIRING: ABA ROUTING NUMBER: 021000021

In agreement to the above terms, please sign below:

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By

Date:

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By

Date: