

# PowerFrameworks

*Demonstrate and Inspire!*

## *Introduction to PowerFrameworks*

*Your presentation-development partner*

*<http://www.powerframeworks.com>*

## pow·er (pou' ər) n.

1) the ability or capacity to perform or act effectively; 2) a specific capacity, faculty, or aptitude; 3) the ability or official capacity to exercise control; authority; 4) Forcefulness; effectiveness: *a novel of unusual power*

## frame·works

(frām' wûrk) n.

1) structures for supporting or enclosing something else; 2) fundamental structures, as for a written work; 3) sets of assumptions, concepts, values, and practices that constitutes a way of viewing reality

## Pow·er·Frame·works

Dedicated to providing excellent production tools and philosophies that meet the needs of our subscribers as they develop and deliver high-quality presentations

*Demonstrate and Inspire!*

# What is PowerFrameworks?

**PowerFrameworks is a new set of dynamic tools for anyone who develops or presents onscreen or printed presentations**

- new – most comprehensive library of downloadable, customizable found anywhere
- set – a broad array of resources are offered to support the use of the frameworks and your presentation development efforts
- dynamic – the library is growing every month as well as the associated supporting resources
- tools – downloadable conceptual frameworks and resources for use during all phases of presentation development

Downloadable, editable conceptual frameworks • examples of framework usage • customization tutorials • sample animation schemes • articles • best practices • reviews of excellent charts

**All available when you subscribe!**

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## What do I get when I subscribe?

**Monthly update**  
What's new and what you can expect soon

**Library of conceptual frameworks**  
Series of variations containing over 5,562 individual frameworks, organized in searchable categories

**Library of best practices**  
Quick-hit miniarticles to help you raise the quality of your presentations and development processes

**New series of frameworks**  
Several series in multiple categories added each month



**A new world of presentation production resources**

**Chart of the month**  
Showcase for innovative, highly descriptive, and aesthetically appealing charts

**Tutorial for each series**  
Tips to help you customize and format frameworks like a professional

**Monthly feature article**  
In-depth material regarding all aspects and phases of presentation preparation

**Examples of finished slides**  
Frameworks illustrating concepts and downloadable samples of animation schemes

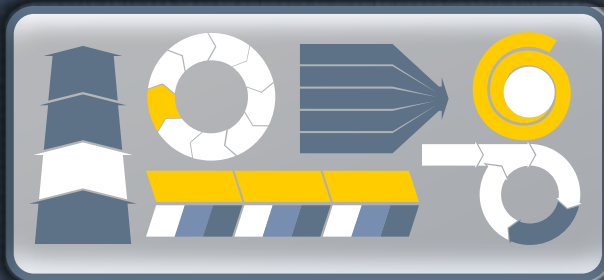
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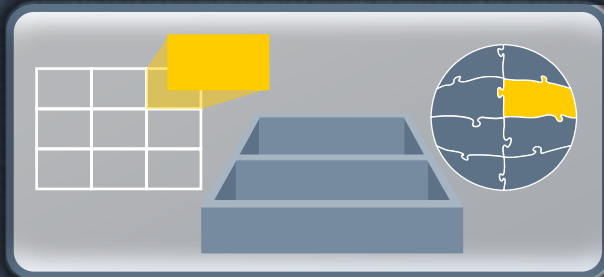
# What is the PowerFrameworks library?

***Downloadable, editable frameworks to give your messages context and motion***



### Hard-working flow frameworks

give motion to your words



### Series of segment and relationship frameworks

add visual context



### Concepts and forces frameworks

provide a visual metaphor and support your message

**Plus** bullet alternatives, arrow variations, design elements, frameworks that add emphasis, hierarchies, timing, and tools

***All these frameworks and many more!***

***Now available for download!***

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# How do I work with PowerFrameworks?

**It's a 4-step process from composing to presenting ...**

**Browse PowerFrameworks library for a framework that adds context, motion to your message; download, import, and combine with your text**

**Format your message and our frameworks within your company's template and color palette**

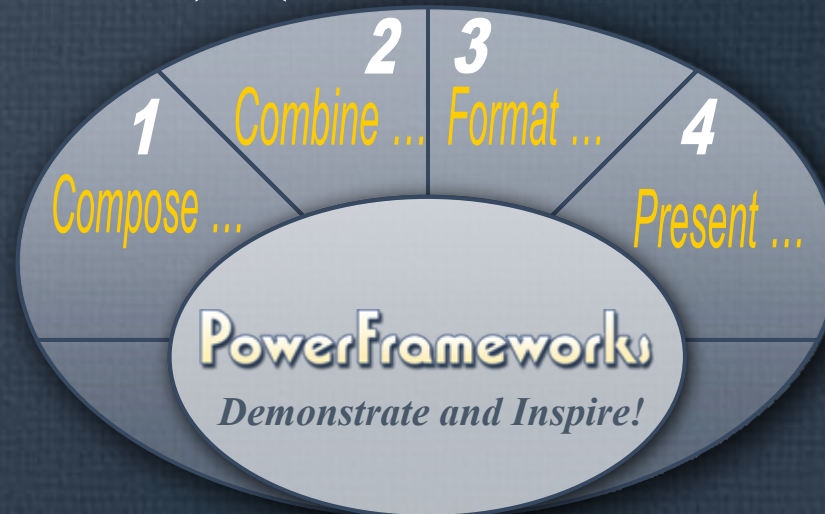


**Develop your storyline and compose the text message for each slide**

"Turn your good employee into a star – TrainTeam can help. It's not enough just to find and hire good people. By helping them meet their potential, you better your chances of meeting your company's goals."



**Present with greater impact**



# Why should I subscribe to PowerFrameworks?

## Boost productivity ...

*Draw from a comprehensive library of conceptual frameworks that are ready to be placed in your presentations; you no longer have to develop each element, align it, and adjust spacing ... **TIME SAVED!***

**Reduce cost of production ...**  
***Time saved and more impactful presentations mean less need for professional designers and support***

**\$ SAVED**

## Enhance visual quality and impact ...

*Apply high-quality conceptual frameworks to graphically support your messages, designed for consistency, engineered for maximum content*

**... GREATER IMPACT**

## Who uses PowerFrameworks?

I don't have to present that often, but it looks like I do. I can get a very polished presentation quickly and on my own



I write the storylines and my staff produce the presentations. I use PowerFrameworks as a brainstorming tool to help me frame my words and give them a better jumping-off place



**Anyone who presents, on screen or in print, benefits from ...**



**PowerFrameworks**  
*Demonstrate and Inspire!*

I produce high-end graphics. I can now save time by eliminating some of my preliminary conceptual work



I feel like I've got an assistant! The time I used to spend developing the graphic elements for my team is now used adding value in other areas



Sometimes I have to "shoot from the hip" on the road; I don't have time to involve my staff. Now I can develop that "ah-ha" chart on my own and quickly



I find that my students have a quicker grasp of the lesson material and retain more when they can visualize a concept. I love adding this dimension to my lesson plan.

## What are people saying about PowerFrameworks?

You help me “spin my straw into gold.”

– *Lawyer, entrepreneur*

I don't have to work so hard explaining concepts to my audiences. The slides do a lot of the heavy lifting now.

– *Trainer*

I love the frameworks. I thought they would only be a production tool, but I use them to brainstorm as I write now.

– *Independent consultant, technology*

A very generous offering on many levels. You really help me think about the issues so I can make good choices. I can't wait to see what you have for me next month.

– *Illustrator*

I pay less for my subscription to PowerFrameworks than half a day's rate for a professional production support specialist, and I get a whole year's worth of material. It's a great value!

– *Consultant for the healthcare industry*

I still need professional help, but not nearly as often. The frameworks that I could never draw on my own are now mine for the downloading. I'm a loyal subscriber.

– *Marketing vice president, multinational food corporation*

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