

GraphicKat

Case Study: Workbook

THE DESIGN AND LAYOUT OF A USEFUL AND **INFORMATIVE WORKBOOK** TO ASSIST A BUSINESS COACH IN RUNNING A WORKSHOP

The challenge facing this reputable business coach was creating an useful workbook to compliment the course he had designed to help his clients businesses

OVERVIEW

ebusiness Coaching had approached us to design and layout a 40 page workbook consisting of 5 sessions and including various pages per session of active working out and information including illustration. Meant to be used in conjunction with a course they had developed in business coaching.

CHALLENGES

- Making it interesting! Business coaching is often seen as boring and the design is usually boring and uninteresting.
- Creating a theme to run throughout the workbook to link the sessions together. They would be viewed per session so continuity was important.

RESULTS

- The newly designed workbook is easy to read and is simple to use
- ebusiness Coaching's brand was kept in the general colours and fonts used - making sure the ebusiness Coaching brand was kept strong and recognisable.
- The workbook theme was developed to compliment the branding, and the workshop the workbook was going to be used for. Therefore the "Building Block" theme was adopted, which worked very well with the concept.

REVIEW FROM THE CLIENT:

“When I approached Kathy, she took a full brief so as to fully understand what I wanted to achieve. The creative she came up with - each subject represented by toy bricks, fitted the purpose of the course exactly which was helping small business owners to build their businesses on solid foundations. Feedback from course delegates has been excellent.”

Paul McCartney
Managing Director, ebusiness coaching

