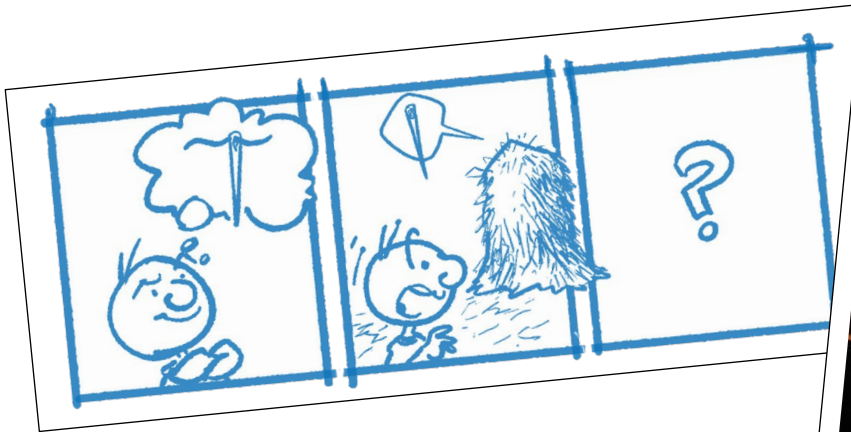


2

The 3 Panel Problem

An Engaging Problem-Solving Workshop that Unlocks Human Power

2 Hour workshop | 5 to 50 Participants | No Art Skills Required | Designed & presented by Gene Whitlock



What if there was a problem-solving process that helped you breakdown an issue, making it easier to share?

The 3 Panel Problem is a creative, scalable workshop that helps us rethink problems through a simple 3-panel, visual structure. This gives us clarity on the **current state**, the **challenge**, and the **outcome**, so we can then look at the issue in its simplest form, a **comic strip**.

This isn't a cartooning class. It's a re-visioning process that empowers us to build human stories around our obstacles, using our imagination.

Whether it's resource allocation, a client proposal, or a product process update, we need to ask, 'is our issue landing cleanly?' and 'how will we communicate the issue?'

The 3 Panel Problem is a fun and invigorating workshop delivering insights and complex skills, through a deceptively simple process.



3

Simple boxes

1000s

of story paths

1 – 50

Participants

Limitless

Creative Possibilities

Why It Works

- **Storytelling is our oldest cultural artifact.** Communicating with visuals predates civilisation. Visuals anchor characters, products, issues and places so the narrative can push forwards.
- **Complexity is simplified in parts.** Complex issues are easier to solve when simplified into smaller parts.
- **Structure your story, visually.** See the beginning, middle and end to better understand what's being said, and why.
- **Anchored in science, built on fun.** Participants become the creators, leveraging storytelling techniques to build a compelling, simple narrative around complex issues.

What Your Team Will Experience

- Warm-up exercises that build confidence.
- Understanding how stories work, and why human stories matter in the AI Age.
- Introduction to The 3 Panel Problem. Breaking the issue into bite-sized chunks and build your story.
- Group-based collaborative story visualisations breakouts.
- Sharing: Teams present their 3-panel comic strips, the group assess how well the story has landed.
- A closing reflection: *"can I communicate my issue clearly"*

The Outcomes

- A deeper understanding of how to communicate issues clearly.
- Enhanced communication and lateral thinking
- A structure to build better communication
- Renewed creative confidence
- A memorable, energizing shared experience

Perfect For

- Virtual & In Person Sessions
- Innovation & Comms Workshops
- Growth Mindset Practicums
- Offsites and Ad Hoc Collaborations

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*Every story has a beginning, a middle and an end, how we get there doesn't need to be overly complex. **The 3 Panel Problem** is an insightful step into the world of business communications, comic strips and imagination. Teams and Individuals are empowered to cut through the chaff, communicate clearly, and imagine **what's possible**.*

Who
Is
This For?

Teams who want to
communicate better

Offsites and online
innovation workshops
that need creativity

Individuals and teams
aiming to build human skills
into an AI World



Tackle the 3 Panel Problem!

Reach out to book your workshop today

**BOOK
THE WORKSHOP
NOW!**

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