

win the pitch

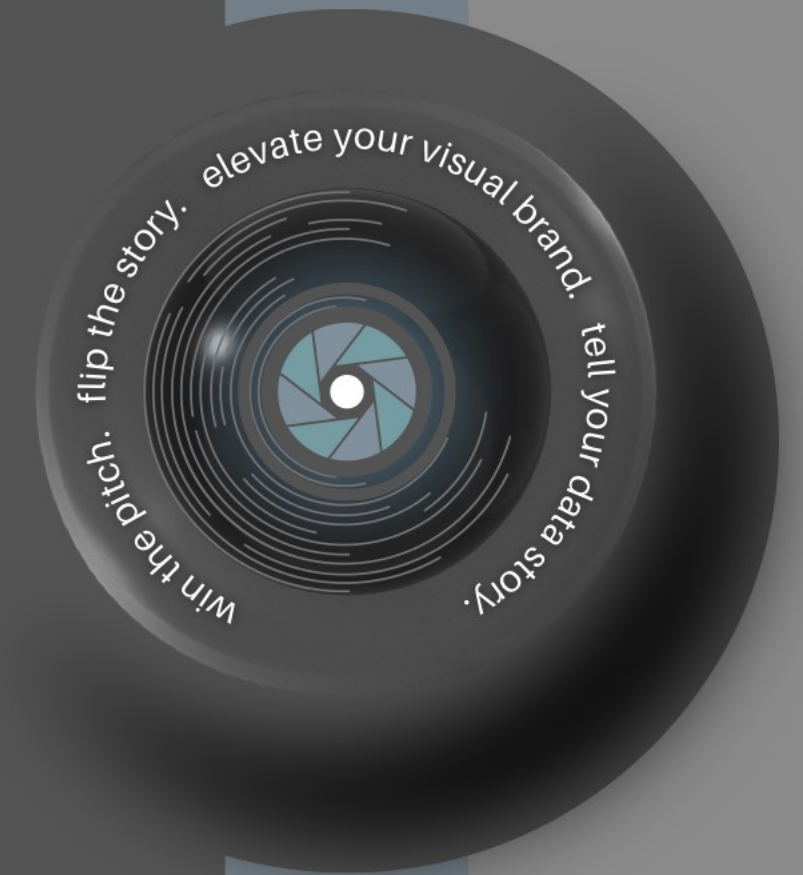
storytelling visualization
design services

1340.ORG

custom designs

**We position founders, executives, entrepreneurs, and influencers
with unforgettable visual presentations to win the outcome.**

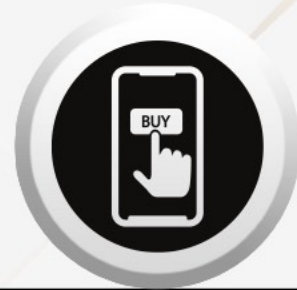
Win the funding. Win the budget. Win the contract. Win the conversion.



designs that win the outcome

Membership benefits include unique presentation designs all month long.

Shape your visual brand.



Subscribe

Subscribe to a plan and request as many presentation designs as you'd like.

- Fixed monthly rate: Pay the same fixed price each month and cancel at anytime.



Agile Delivery

Receive your designs within a few business days on average.

- Get your unlimited presentation designs *one at a time* with an agile turnaround.



Premium Quality

Top-notch custom design quality at your fingertips whenever you need it.

- Unfettered access to strategic partnership and high-quality design services.

monthly subscription design services

winthepitch. flipthestory.

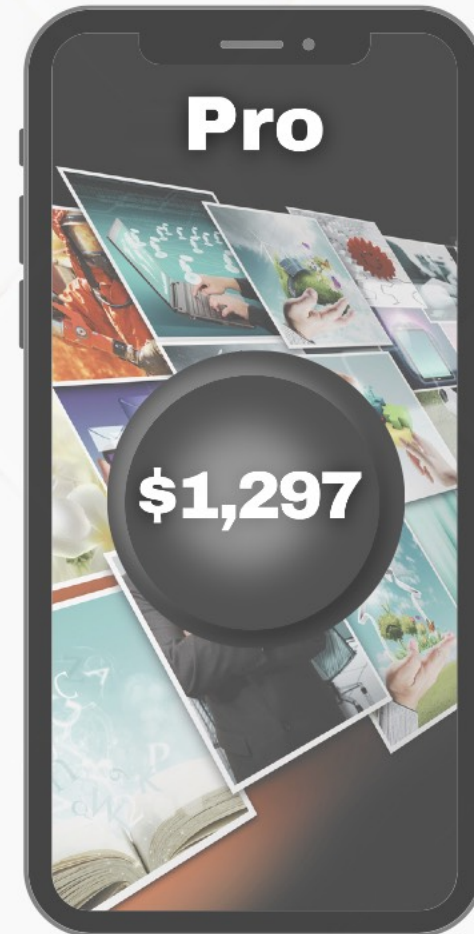
Unfettered access to strategic partnership and design services with 5-7 clients per month for dedicated attention and premium quality.

Clients Receive:

- High-quality visual documents
- Unique and custom client designs
- Creative problem-solving
- Strategic thought-partnership
- Curated content
- Curiosity & empathy with client objectives
- Elevated visual branding
- Agile turnaround time
- Beautiful design solutions

Visual Services:

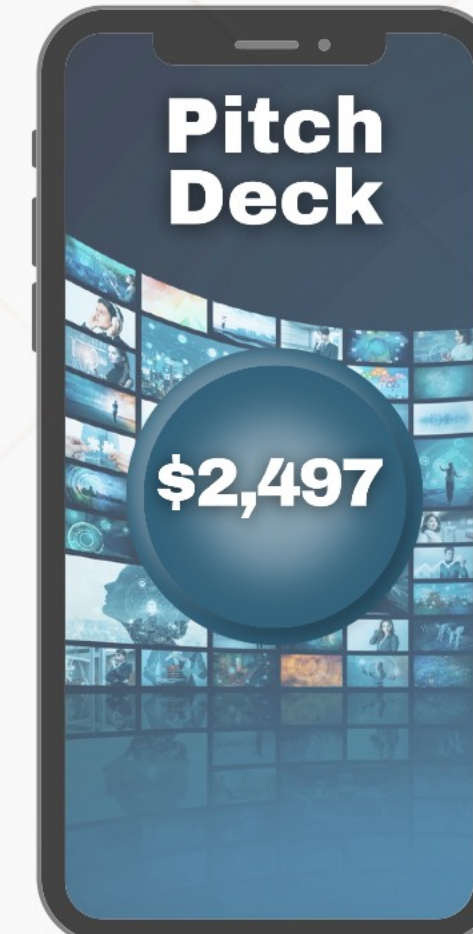
- Pitch decks
- Sales decks
- Concept decks
- Everyday strategic slide decks
- C-suite presentations
- Board presentations
- Educational materials
- Brochures
- Infographics
- Digital graphic illustrations
- Leader visual branding & profiles
- Animated short branding videos
- Clean up, re-design, & custom build



Pro Subscription Monthly Presentation Design Services Includes:

\$1,297/Month

- 30-minute intro intake call
- One project request at a time
- Unlimited presentation tasks
- Unlimited stock photography & graphics
- Three revisions per presentation
- Multiple file types
- Dedicated designer
- Pause or cancel anytime



Pitch Deck Subscription Monthly Presentation Design Services Includes:

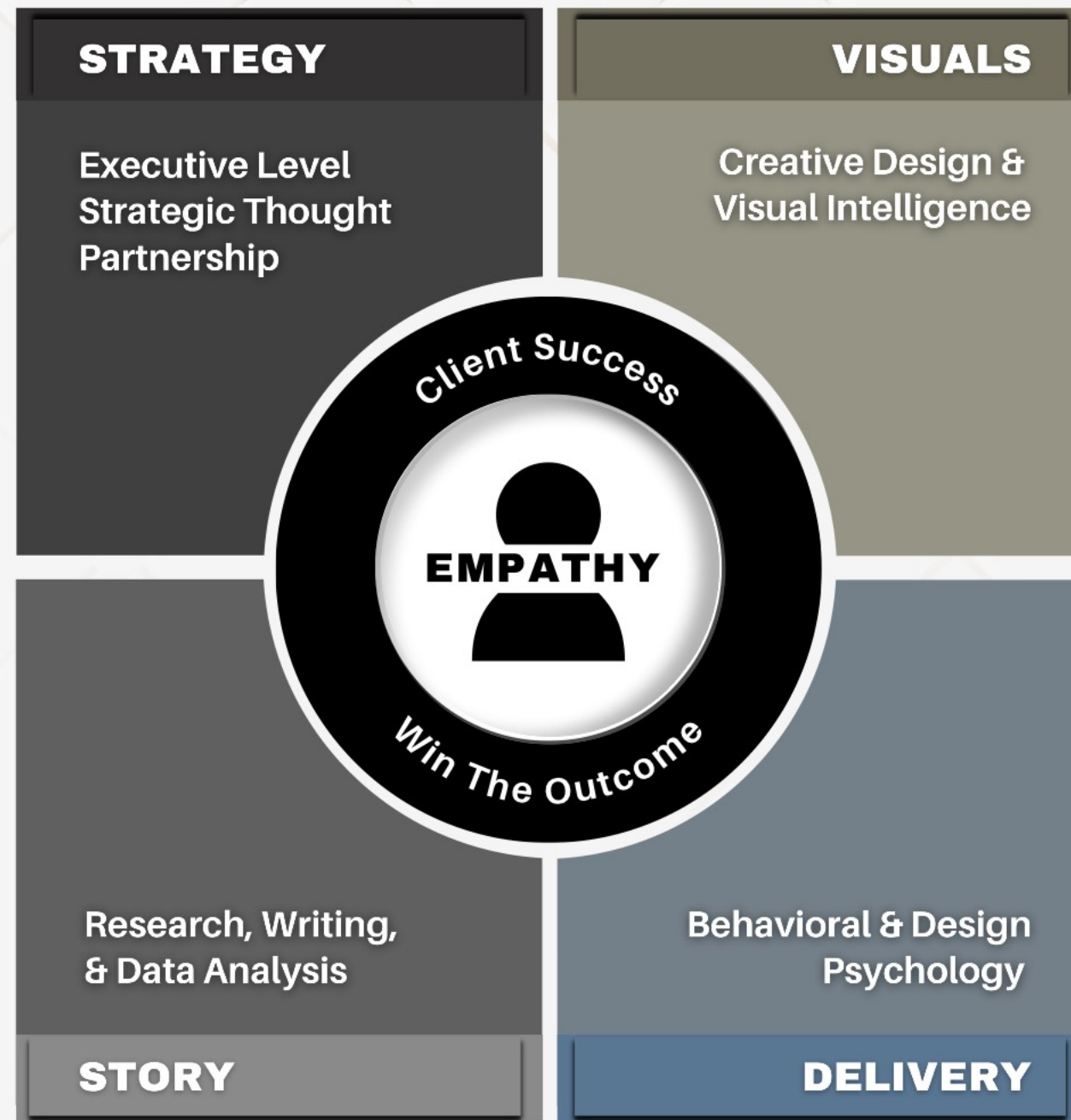
\$2,497/Month

- Includes everything in the Pro plan
- Discovery call
- Strategic consultant & designer
- Raw data & concepts into visual designs
- Data-driven storytelling
- Concept design
- Custom build & visual narration
- Power pitching & delivery practice
- Unlimited revisions
- Pause or cancel anytime

1340.ORG
michele@1340.org

how we differentiate

We work with clients at a unique intersectionality offering differentiating results.



frequently asked questions

? Why not just hire a FT designer or use the communications team?

- Outsourcing talent saves on budget, overhead costs, and efficiency of work that may have different demand cycles. Communication team members often singularly write versus also design visual presentations. Executives who desire a personal presentation designer gain access to a strategic partnership, research, writing, and curated visual content that elevates their brand all month long. Packages also include pitch practice and communications delivery.

? Is there a limit to how many presentation requests I can have?

- Once subscribed, clients can make as many presentation design requests as needed, and they will be delivered one at a time.

? How fast will I receive my designs?

- On average, most requests are completed within 2-3 days Monday to Friday. However, more complex requests can take longer.

? Who will complete my designs?

- All clients will work with Dr. Michele Mercer for unfettered access to strategic partnership and design services.

? What if I don't like the design?

- We want you to be 100% satisfied and offer three revisions on each presentation design for the PRO plan and unlimited revisions with the Pitch Deck plan during the subscribed month.

? How does the pause or cancel feature work?

- Clients can pause their subscription if they don't have enough presentation design work to fill during the month. Billing cycles are based on a 31-day period. If you sign up and use the service for 21 days, and then need to pause your subscription due to lack of work, you will have ten days of service remaining to be used anytime in the future. Clients can cancel their monthly subscription at any time and not renew.

? Are there any refunds if I don't like the service after one month?

- Due to the high quality nature of the work, we don't offer refunds, but clients can cancel their monthly subscription at any time and not renew.



Dr. Michele Mercer

Chief of Learning & Design
Freelance Pitch Deck Expert

1340

Center For Creative & Conscious Leadership

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Dr. Michele Mercer is a global expert on visual intelligence and human-centric design with a mission of education and advocacy for creative inquiry and conscious awareness in leaders, educators, and entrepreneurs to advance new mindsets and human potential for a path of growth, service, and transformation in the world. Dr. Mercer is the **Chief of Learning & Design at 1340**, the **Center for Creative & Conscious Leadership** (CCCL), and believes as the world, business, and people are changing, leadership requires awakening the creative brain to effectively lead daily complexity and scaling up mental and emotional agility to navigate paradox and unprecedented change.

Prior to 1340, she served as the former Head of Global Learning and Executive Development at **Cerner Oracle** as well as executive roles in global talent and organizational development at some of the most iconic brands such as **Nike, Starbucks, Microsoft, Schwab, HPE, and DocuSign**. Leading global change and transformation across varying cultures has included mergers, acquisitions, going public, organizational re-design, advancing women in leadership, multicultural leader and team performance development, deploying worldwide talent initiatives, designing workforce evolution strategies, revising learning in the flow of work and accelerating a culture of leadership 4.0.

Considered a visionary changemaker advancing mission-based work, Dr. Mercer works with clients at the intersectionality of organizational effectiveness, behavioral science, and design psychology with innovative ways to shift mindsets, help leaders scale up to lead from the inside out, and navigate the future differently through building conscious cultures. As a specialist in **storytelling visualization**, Dr. Mercer turns complex data and linear information into powerful design concepts, visual content, and unforgettable pitch presentations that elevate buy-in and winning outcomes.

By leveraging two decades of original and groundbreaking research on visual and creative leadership, she developed the empirically based framework, **The Four Mindsets of Visual Intelligence**, to help foster critical and creative thinking for top-team effectiveness, leadership development, and strategic visual communications. As an author of several publications including **Visual Quotient**, released in 2020, focuses on fostering visual intelligence to drive innovation. Dr. Mercer also penned **The Four Mindsets of a Visual Ecology In The Workplace: Revisioning Language Through Visual Literacy**, and as a chapter contributor for an anthology book, **Drawn Together Through Visual Practice**. Being an active researcher and adjunct professor, she is focused on design thinking and innovation, data visualization and visual storytelling, women in leadership, behavioral and spiritual psychology, high sensory processing, and holistic health theories.

Dr. Mercer has a Ph.D. in Organizational and Transformative Studies, an M.S. in Organization Development, an M.A. in Spiritual Counseling Psychology, and an ICF certification as an Integral Life Coach. As an executive career coach, she is certified in multiple psychometric assessments, including the Hogan, EQi-2.0 + 360, The Leadership Circle 360, The Leadership Challenge Leader Practices Inventory (LPI) 360, MBTI, DISC, Strengths Finder, and the Team Performance Model. She is also certified as a Wellness Health Coach through the Institute of Integral Nutrition (IIN).

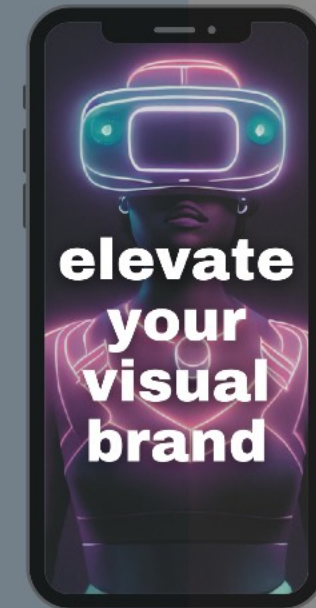
Recognized as an accomplished athlete, Dr. Mercer holds several awards including NCAA All-American and being inducted into the Athletic Hall of Fame at her undergraduate alma mater and has competed in some of the most prestigious global expedition adventure races.

Outside of work and research, she enjoys remote and long-distance hiking, aesthetics and design, healthy living as a lifestyle, global adventure travel, and resides in the San Francisco Bay Area.

design portfolio

1340.ORG

We extract brilliant ideas that need to be showcased and stories that need to be told.



samples

Shape your visual brand, stand out from the competition, generate trust, and bring your brilliant ideas to life through data-driven storytelling.

Branding is Storytelling

- Your origin story is a form of differentiation.
- You have a unique life story. A unique plot draws attention.
- Your background and quirks provide context & depth for audience engagement.
- Resonance and relatability affects value both emotionally & financially.
- What is your well-crafted story?

Center for Creative & Conscious Leadership

workbook visual content

storytelling visualization

WOMEN'S LEADERSHIP LOUNGE

SHINE Series Journey Map

The Gender Confidence Gap

The Masks We Wear

Center for Creative & Conscious Leadership

REFERENCE MATERIALS
Practices To Improve Confidence With

Feelings Of Insecurity

Practices To Build Confidence Included:

- Being Prepared For Anything: 54%
- Adopting A Growth Mindset: 48%
- Working Out: 43%
- Helping Others: 41%

The average American feels insecure **FIVE** times a day.

People Feel Their Names Are Be Mistaken When Confused With Someone Else:

- Spelling In Their CVs Or Emails: 50%
- Not Being Properly Praised: 54%
- Training A New Job: 58%
- Organizing A Personal Holiday: 59%

45% Said That Living Insecure Feels Like They Have To "Make It" Until They "Make It" To Feel More Confident.

32% Said They "Often" or "Always" Feel Like They Have To "Make It" Until They "Make It" To Feel More Confident.

SEVEN IS 10
Said Exercising Impacts How Confident They Feel

Agree that the physical benefits, there is a sense of pride and achievement after exercising, especially if it's a outdoor pursuit. Sometimes when you look back to see your progress, you can't help but feel confident.

Who Faked Confidence Said It Actually Helped Boost Their Real Confidence

55%

Most Common Obstacles Impact Your Confidence?

- Workload: 45%
- Business Man/Woman: 38%
- Publications: 35%
- Advisors: 32%

Most Addressed Traits In Confident People:

- Knowledgeable: 35%
- Real: 40%
- Positive: 35%
- Authentic: 37%
- Fearless: 38%

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SHINE Series workbook module:
Bridging the confidence gap.

women's leadership lounge

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Stages Of Development

MASTERY & SHIFTS IN CONSCIOUS GROWTH

VERTICAL LEARNING

INTEGRAL INNER AGILITY	INTEGRAL LEADERSHIP <ul style="list-style-type: none">Oneness, Completeness, Assurance, Development, Being State, Self-Transcendence
INCREASED INNER AGILITY	CREATIVE LEADERSHIP <ul style="list-style-type: none">Independent Thinker, Follow C, Configure Self From The Inside
LOWER INNER AGILITY	CONVENTIONAL LEADER <ul style="list-style-type: none">I Am My Role, Live Within Pressure, By Logic, One Right Way, Seek Approval
NARCISSISTIC	EGOCENTRIC <ul style="list-style-type: none">Focused On Own Needs, Ego, Oppressive, Defensive, Insecure

Conscious growth is shifting from reactive & below the line leadership to leading from a place of personal best even under stress and beyond the ego's narrative.

↑ conscious leadership

Your Hardware

Pathway to conscious leadership, shows that a leader is considerably more effective than their team when they have expanded capacity.

Business With Conscious

- EXPANDED Relational Capacity
- EXPANDED Emotional Capacity
- EXPANDED Mental Capacity
- Leadership Operating System

Conscious Leaders, Conscious From The Inside Out

Our Humanity Is The Foundation Of Our Leadership. Leadership Effectiveness In Requiring Us To Scale Up Who We Are As Humans & Our Future Depends Upon Conscious Cultures, Wellness, Being Emotionally Fit, & Being Authentic.

Mindset Shifts

Horizontal Learning
Vertical Learning

TOTAL VOLUME = MAX LEADERSHIP CAPACITY

Leadership Operating System

Our Humanity Is The Foundation Of Our Leadership. Leadership Effectiveness In Requiring Us To Scale Up Who We Are As Humans & Our Future Depends Upon Conscious Cultures, Wellness, Being Emotionally Fit, & Being Authentic.

Conscious Capitalism C

Lift up communities, elevate existence, cooperate, inspire human evolution, purpose, create caring cultures, integrity, interests, evolve business/world to a higher level of financial, intellectual, emotional, spiritual, ecological wealth for all involved, and

Business Transformation Cannot Happen Without Individual Transformation First.

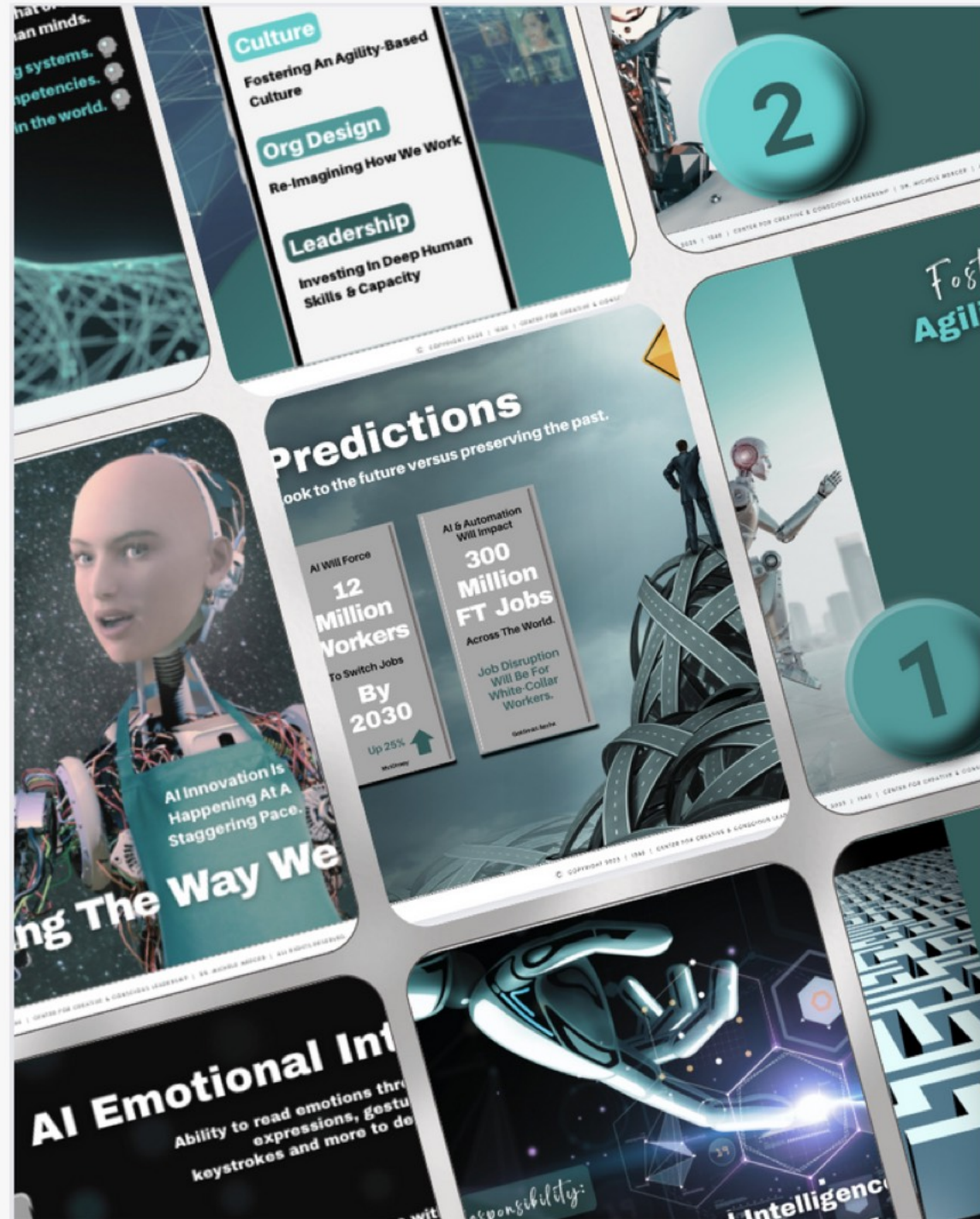
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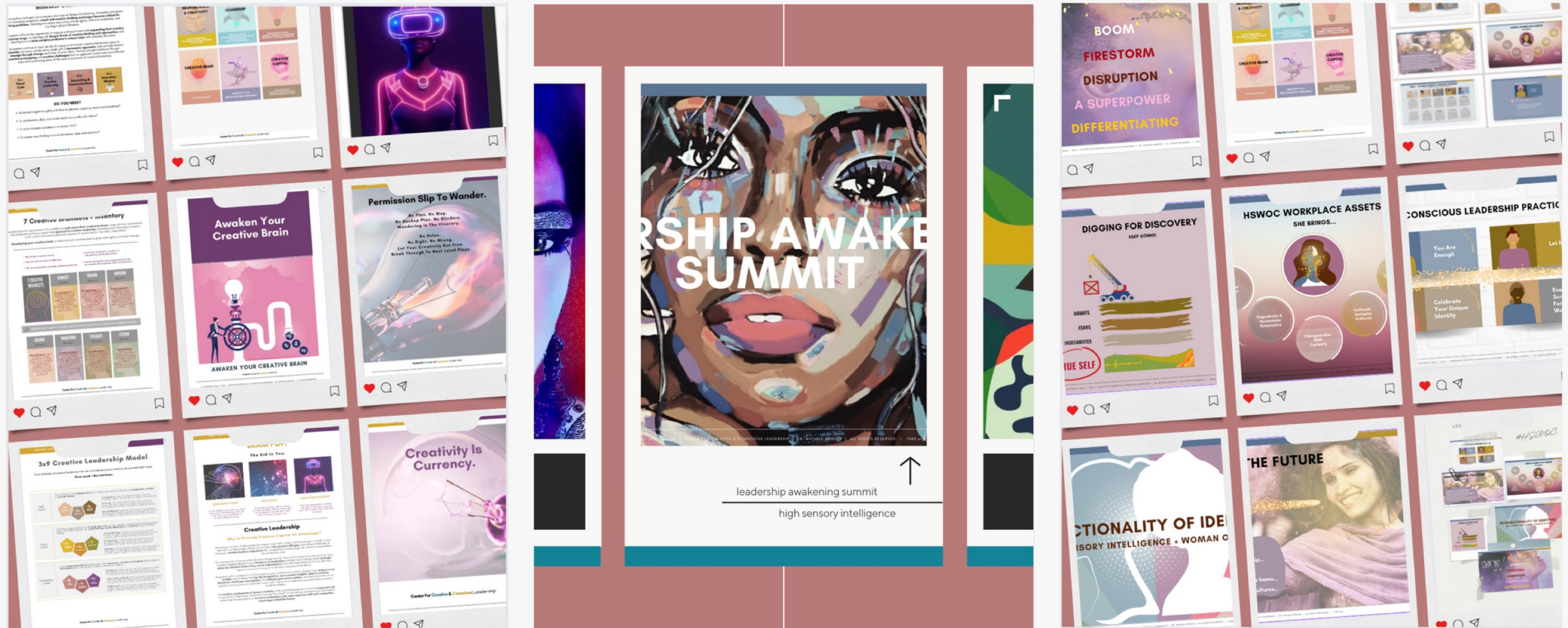
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WOC

she will.

leading the future.



By the year 2060, the majority of women will be women of color, with one in five Americans today being a woman of color. Conscious leadership explores who we are beyond the external world and the kaleidoscope of inner discovery that aids in the unfolding of authenticity, compassion, and purpose. Women of color are changing the face of leadership and bringing positive change by representing diverse identities, bridging the past to the future, and through the greatness of "we." Truth to power, story of origin, and what it means to contribute is a creative journey, personally defined.

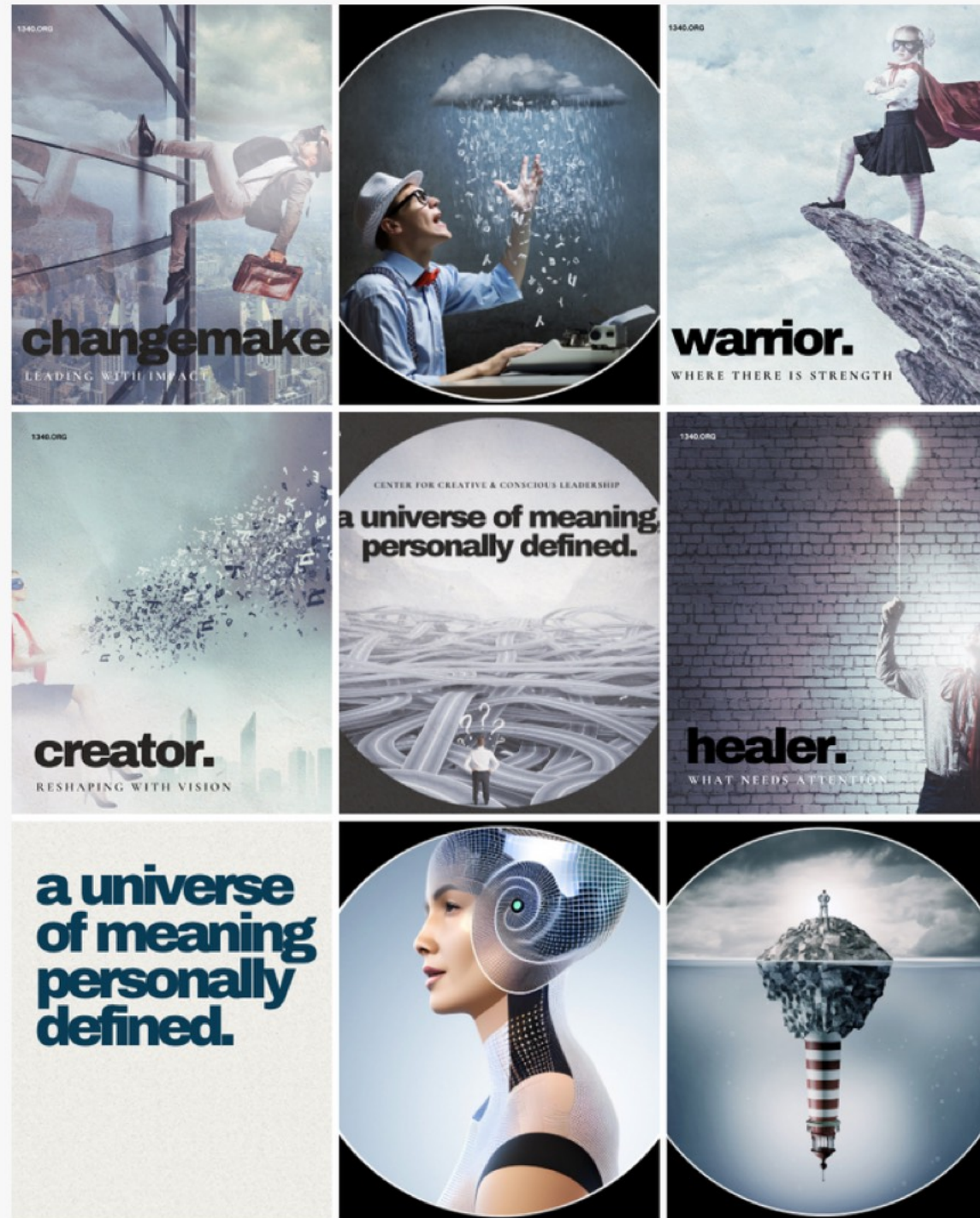
Join me in advancing awareness, education, and equality.

michele



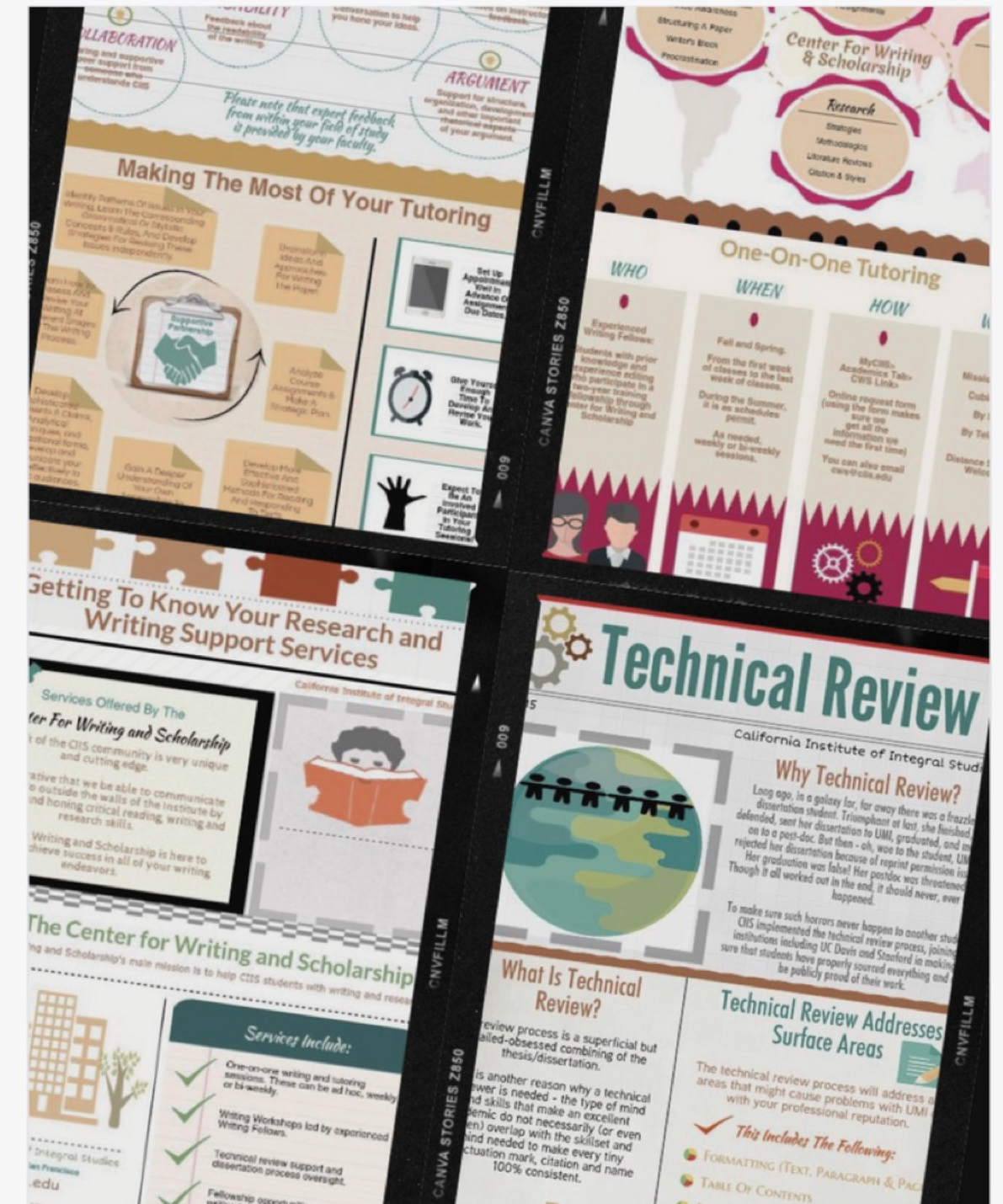
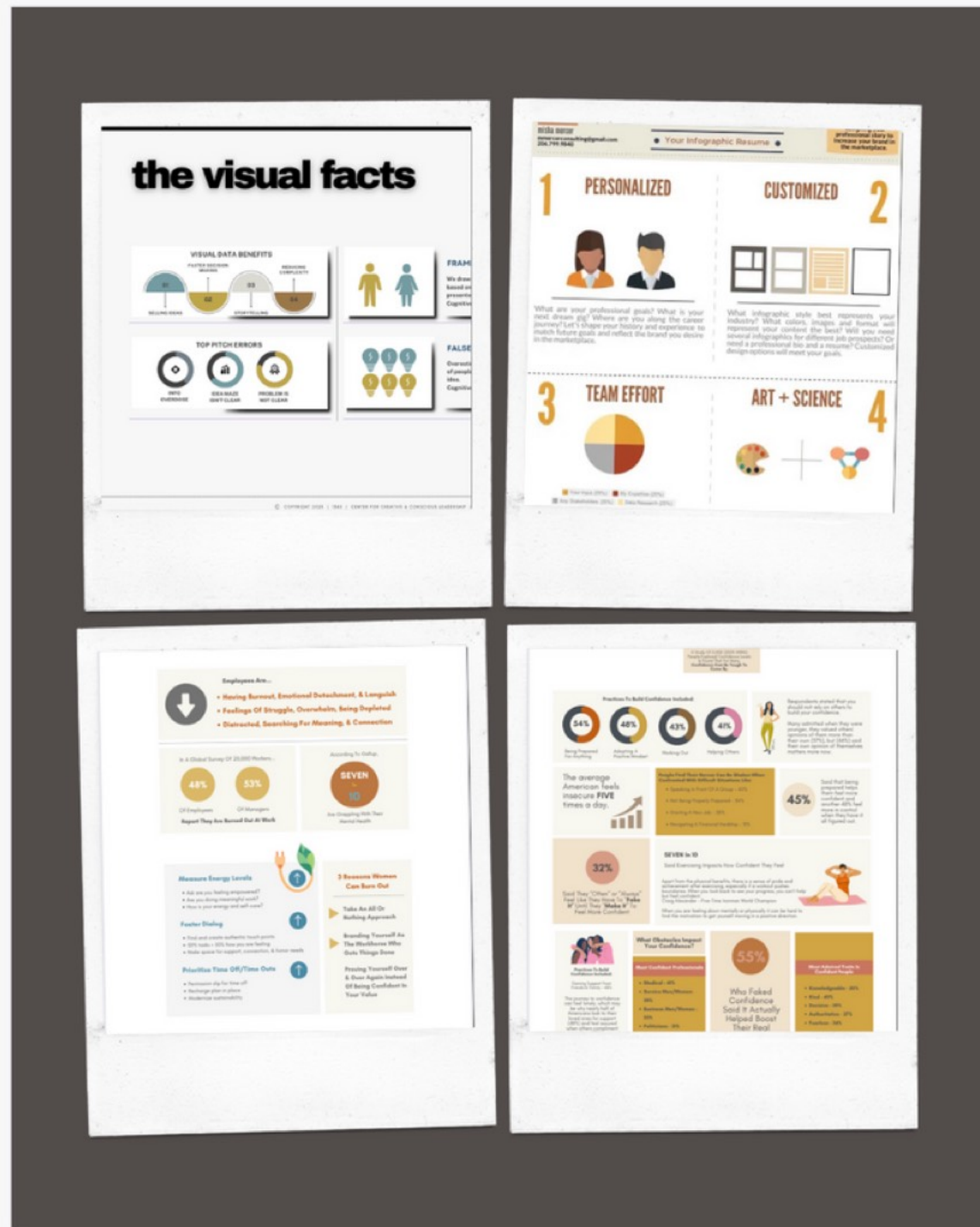
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power of the heart.
CREATIVE & CONSCIOUS LEADERSHIP PRINCIPLE #3
When purpose meets passion in life it can ignite a firestorm. Being in touch with the chambers of our heart awakens us into infinite possibilities as we align our gifts with what has meaning and flow. The sacred power of knowing what we are called forth into doing requires truth telling, accessing intuition, and vision to cultivate purpose and life dreams. Feeding the higher version of self creates a disconnect from business as usual and moves us into the world.

loyalty to your true self.
CREATIVE & CONSCIOUS LEADERSHIP PRINCIPLE #8
Awakening into who we are on a conscious level provides a choice of honoring our higher self or abandoning who we were meant to be. Walking a familiar path and identity can keep us anchored in a comfort zone, where some roots and chains hold us back. Shedding what no longer serves us requires brave and conscious evolution. Loyalty to your true self

above the line leadership.
CREATIVE & CONSCIOUS LEADERSHIP PRINCIPLE #2
Radical self awareness with conscious mindset, ability to rise above the noise to stay at personal best while under stress, can access emotional and spiritual intelligence beyond the ego's narrative, leads with creative thinking and empathy, takes responsibility when below the line and understands how to reset to move into a conscious state of being.

being in authenticity.
CREATIVE & CONSCIOUS LEADERSHIP PRINCIPLE #1
Genuine ability to show up as true self without any masks, own origin story and who you are with confidence including imperfections, live life according to values, vision, and goals versus pleasing external societal pressures, words and actions align, have emotional self awareness and regulation, and ability to cut through pretense and get to the heart of connection.

recognize unconscious commitments.
CREATIVE & CONSCIOUS LEADERSHIP PRINCIPLE #6
Our attachments and addictions to false identities and ways of being can prevent us from realizing our goals. Hidden unconscious commitments stand in the way of conscious commitments and act as competing priorities that impact relationships, decisions, and can conflict with intended outcomes and dreams. Being unconsciously committed to feeling comfortable is to

completing unfinished business.
CREATIVE & CONSCIOUS LEADERSHIP PRINCIPLE #3

transcending limiting interpretations of reality.
CREATIVE & CONSCIOUS LEADERSHIP PRINCIPLE #9
A false conclusion or a misidentification with how we see ourselves or the situation can easily surface. Unconscious filters can become a response pattern that alters our reality due to being anchored in a habitual mindset and internalized matrix that limits our perception of the truth. Radical awareness allows us to transcend conditioned behaviors and move into authentic choices from the inside out by achieving a new reality and connection.

unleash your creative scientist.
CREATIVE & CONSCIOUS LEADERSHIP PRINCIPLE #7
The ability to access our inner creative agency provides imagination and possibility. Life as a creative journey, personally defined, is a laboratory of creative solutions, divergent paths, and unique ideas. Accessing the creative brain is one of the most competitive capabilities in today's disrupted world with an ability to cultivate unconventional methods, diverse solutions, and innovative ideas.

applied empathy.
CREATIVE & CONSCIOUS LEADERSHIP PRINCIPLE #4

1340

24 DREAM BIG
YOUR BEST FUTURE

CREATIVE & CONSCIOUS LEADERSHIP

Law Of Connection.
Scale Up Emotional Capital
ATTRIBUTE: Scale Up Emotional Capital
TUNE UP: Awareness of true self and lead from the inside out.
DESCRIPTION: Higher state of mindfulness and conscious awareness that allows leading with increased emotional capacity.
PRINCIPLES: Leading With Authenticity, Above The Line Leadership
KEY WORDS: Presence, emotional & spiritual intelligence, radical self awareness, introspective, OUTCOME: Gain inner freedom & improved connection with self and others.

Law Of Creation.
Awaken Your Creative Brain
ATTRIBUTE: Awaken Your Creative Brain
TUNE UP: Explore the creative brain for breakthrough thinking.
DESCRIPTION: A place of possibility while activating the creative brain to envision transformative change and new solutions.
PRINCIPLES: Unleash Your Creative Scientist, Loyalty To Your True Self
KEY WORDS: Design the future, creative brain, experimentation, imagination, re engineer, OUTCOME: Strengthen left & right hemispheres and conscious & subconscious thinking.

Law Of Purpose.
Align With Authentic Purpose
ATTRIBUTE: Align With Authentic Purpose
TUNE UP: Find the greatest possibility in authentic leadership.
DESCRIPTION: An elevated and connected state of purpose and impact.
PRINCIPLES: Power Of The Heart, Recognize Unconscious Commitments
KEY WORDS: Bold vision, mission driven, heart and flow, relationality, congruence, gifts, calling, OUTCOME: believe in self, honor truth, and fulfill meaningful contribution.

Law Of Growth.
Release Inner Shadows
ATTRIBUTE: Release Your Inner Shadows
TUNE UP: Process unresolved issues getting in your way.
DESCRIPTION: Let go of habits where your shadow and inner ego are getting in your way.
PRINCIPLES: Completing Unfinished Business, Applied Empathy
KEY WORDS: Ego patterns/false narratives, release judgments, shed old identities, projections, OUTCOME: Reduce emotional suffering and live into authentic self.

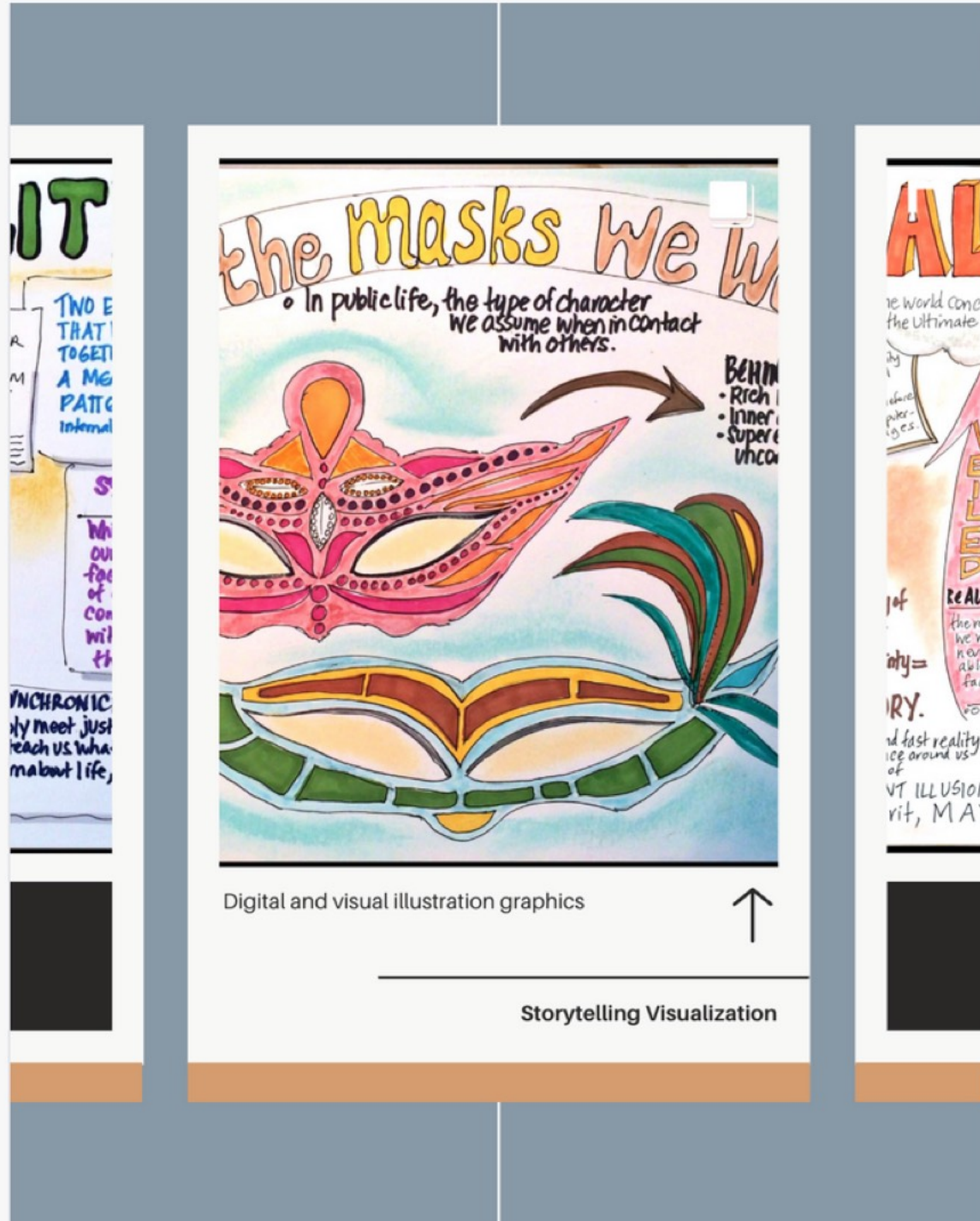
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inflammation

causes: fried fast foods, toxins, chemicals, gluten, processed foods, heart disease, arthritis, chronic disease, symptoms, emotional stress, lack of sleep, poor nutrition, relationships.

HIGH INFLAMMATORY FOODS:
SUGAR
PROCESSED
trans fat
ten

we are UNIQ... DUALITY

Diets based on the INDIVIDUAL, not the theory. Everyone is different... One person's food is another person's poison - based on age, gender, race, blood type, level of activity.

NO ONE DIET or LIFESTYLE WORKS FOR EVERYONE.

different ways of eating & living. Our bodies change over time.

WELLNESS

LIVE HEALTHY

SELF-CARE EDITION

WELLNESS FROM THE INSIDE OUT

SUGAR & THE BODY

STRESS & YOUR BODY

SLEEP DEPRIVATION

on the go girl health coach

HEALTHY EQUATION

30% FITNESS

JUMP START

Individuality this percentage may vary matters #WorkwithaHEALTHCOACH

ROOT CAUSE

Environmental stress, toxins, lack of routines, genetics, cortisol, depression, autoimmune, chronic disease, inflammation, stress, hormonal, digestive.

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To Win
workforce solutions.

EXTERNAL SPEED & COMPLEXITY OF CHANGE

AI
We position companies as human capital solutions...
an agile turnaround
solve short and strategic business

Staying Competitive?
The uncertain economic landscape has reduced in-house cost centers and is parting ways with the high-salaried executives, but still need qualified talent to execute high quality solutions.

E-LEARNING
We position companies for learning modules, customized learning paths regardless of location or time constraints.

LMS - Learning Management System
LMS options for businesses simplify success. Insignia supports data driven effective management of your learning.

Your Results

insignia

our vision

Empowering individuals and organizations to unlock their full potential through innovative and transformative learning experiences while fostering a global community of skilled, adaptable, and inspired professionals committed to continuous growth.

insigniatraining.com
human capital solutions

insignia training partners

insignia Training Partners
Human Capital Solutions

Contact Us!

The Insignia Difference.
Unlock Your Potential With Personalized Solutions.

Our Vision

Empowering individuals and organizations to unlock their full potential through innovative and transformative learning experiences while fostering a global community of skilled, adaptable, and inspired professionals committed to continuous growth.

Insignia Strategic Advantage

Top-Tier Insignia Talent & Unique Market Position

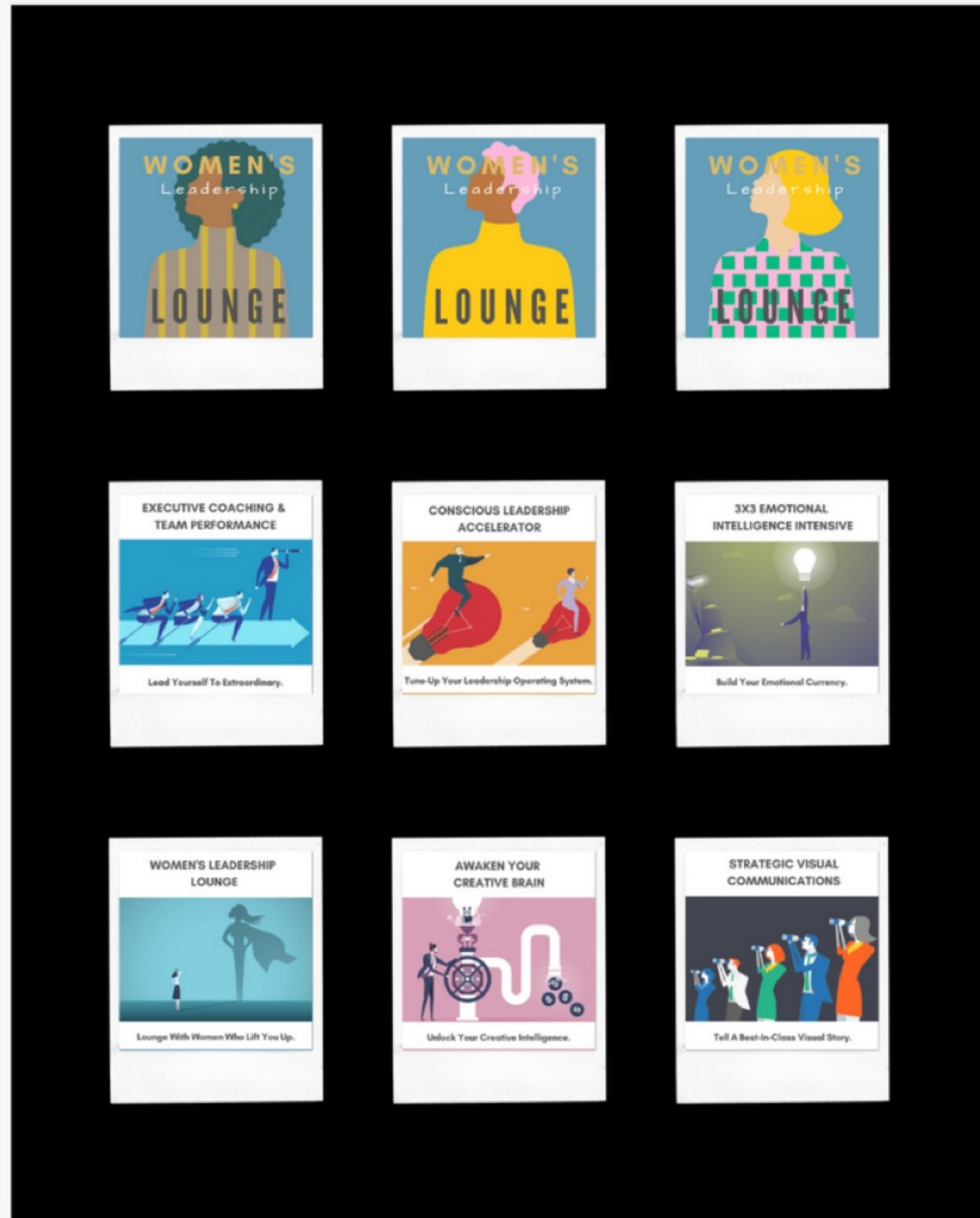
Insignia Clients

We position global companies with best-in-class outcomes.

- Amex
- Microsoft
- Ford Motor
- BP Oil
- Cherry
- Lilly Pharmaceutical
- Harvard Eng Group
- Geni Blood Inc.
- Raytheon Professional Services
- GP Strategies

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book a call.

learn more with how 1340 design services works and can help you.