



Try adjusting the format of the title/icon/logo to match the other 3 posters so we can see them all as a series.

I really like what you are doing with the offset colored boxes in the background here. Just be sure to keep it consistently places. The formatting on step one looks the strongest, the formatting on 2 and 4 seems a bit off.

Make the steps bolder so that the eye naturally knows to scan from #1 to #5.

I really like the way you use of color on this poster. If you need a different blue that isn't so close to step 1, try #1185A6



Consider adding numbered steps to this, or having an arrow that shows the order of each of these



More visual hierarchy on the page - this text should be more bold or larger so that the eye knows what to look at first.

1st most important: Conversation Driver (title)
2nd most important: Behaviors that keep the conversation going (subtitle/description)
3rd most important: Make connected comments (examples)

Side note - a long but good read on visual hierarchy:
<https://www.toptal.com/designers/visual/design-principles-hierarchy>

Also, consider using Source Sans as a way to complement the Quicksand. Too much of the same font can make the poster harder to read.

I think this needs more of a visual divide between 'Drivers' and 'Stoppers'. This doesn't have to be a line across the page, but something that shows "these are opposites."



Try to left justify the text here. I think it will be easier to read if it isn't centered.

Consider adding a solid background to the speech bubble so that the pattern does not show through.



Consider modifying the titles a bit so they are more stylized, something a bit more like one of these options:

HOW HOW



Consider changing the background a bit so that it feels more fun.

One idea is putting a background gradient in, but it's just a thought, I think there are other ways as well.

For the versions we show Brittany, let's do tabloid size portrait view. That shouldn't be a big change from what you already have and that way she can print them to see what they look like at full size.