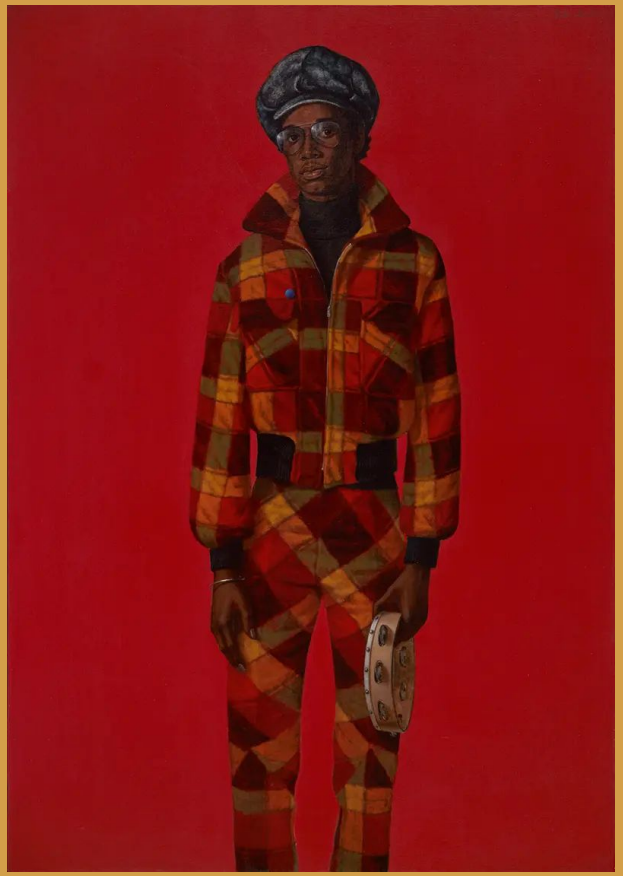
American Contemporary Artist

Barkley Hendricks



Blood (Donald Formey), 1975





Sir Neson. Solid!, 1970



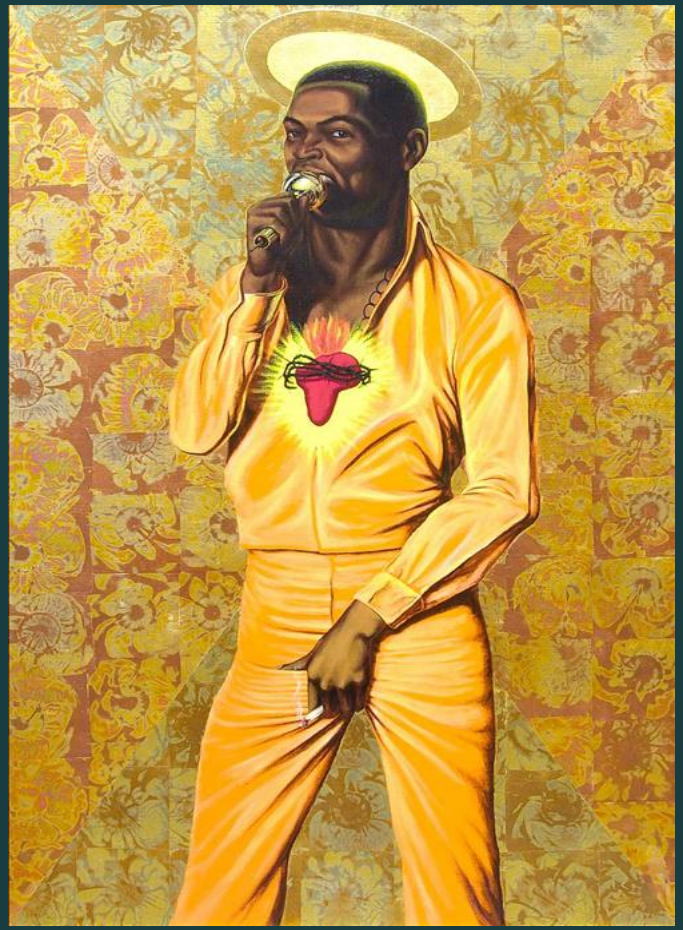
“What’s Going On”, 1974



“Lawdy Mama”, 1969



George Jules Taylor, 1973



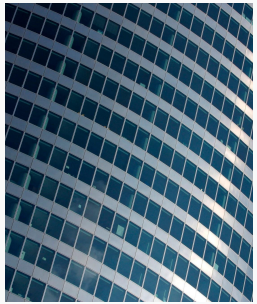


Barkley L. Hendricks (1945–2017) is best known for his expressive and large-scale portraits. They present a powerful vision of modern Black identity. Inspired by Old Master portraits and the desire for racial diversity in the artistic canon, Hendricks painted himself and the people around him.

- Lyman Allan Art Museum

OUR MISSION

This is your mission statement, your chance to *articulate your vision*. In a few words, identify what you do, why you do it, and who you do it for. *Be concise. Be confident.*



Add a few words expanding on the above. You can explain why this mission is important to you and your company and how you'll achieve it.

“Add a quote that captures your *mission statement*. Announce the impact you want to achieve and who you aim to help. Show where your *company is heading*, the ultimate goal.”



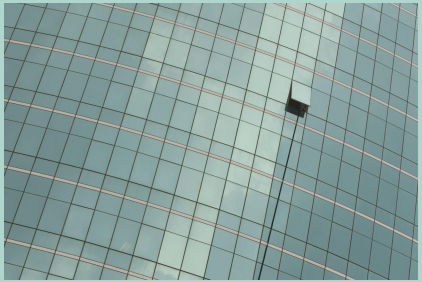
Full Name
Title





Originally from Philadelphia, Hendricks studied at the Pennsylvania Academy of the Fine Arts before attending Yale University, where he received an MFA in 1972. Hendricks then taught studio art at Connecticut College from 1972 until his retirement in 2010, living in New London. As his career advanced, Hendricks decided to stay in southeastern Connecticut.

- Lyman Allyn Art Museum



THE PROBLEM

What pain point are you tackling? *What gap are you going to fill?*

Briefly describe the impact of the problem and why people should *care.*

VALUE PROPOSITION

Identify your company’s primary benefit to customers and what makes your business or product distinctive.

Company Name

AUDIENCE

Write a *keen insight* about your persona or target audience.

Needs and motivations

What does your persona want to achieve? What are their goals?

Pain points

Identify an obstacle your persona struggles with. What interferes with their needs and motivations?

How we can help

Explain where your product or service fits.



Full Name

Introduce your audience persona. Highlight some key traits and mention their age, profession, and location.



Full Name

Age	00
Occupation	Job title
Status	Marital status
Education	Highest degree
Location	Place name
Archetype	Book club

“Quote the persona on their needs and wants. This can be a fictional line or an excerpt from a real user interview.”

Bio

Introduce your persona, including who they are and where they come from. Think about a hypothetical user or customer who represents an audience segment.

Personality

Extrovert — Introvert

Spontaneous — Planner

Collaborative — Independent

Current emotions

- Anxious
- Optimistic
- Nervous
- Enthusiastic

Goals

- What do they want to achieve and why?
- What do they want to achieve and why?
- What do they want to achieve and why?

Frustrations

- What is keeping them from their goals?
- What is keeping them from their goals?
- What is keeping them from their goals?

Favorite brands

LOGO LOGO LOGO

THE OPPORTUNITY

Based on your *competitive analysis* in previous slides, describe the *growth opportunities for your business*. Write a comprehensive claim here, then break it down into individual learnings.

Key learning 1

Go deeper into a specific insight from the competitive analysis and what it means for your business.

Key learning 2

Point to the gap your product will fill and explain how your business can claim that space.

Key learning 3

Consider your brand and customer segments. Explain why you're ideally positioned to reach them.

Thank you

Conclude the presentation by thanking your audience for listening and participating.