

Interactive Visuals

... using generative, interactive visuals to add value to conversations large and small

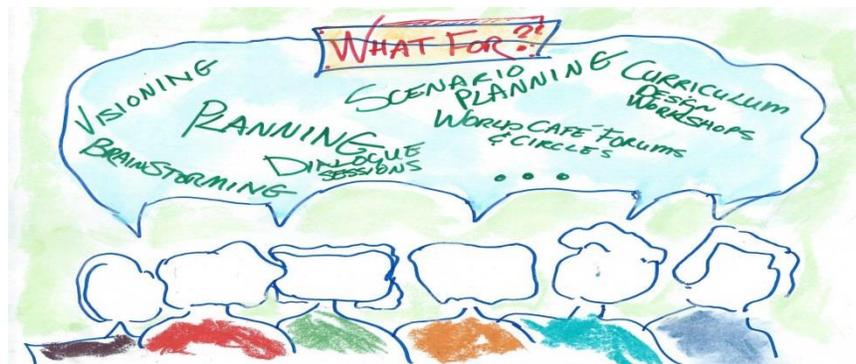
Using the efficiency of visuals

It is true that a picture speaks a thousand words. That is not to say that the message or the meaning is any less complex but our ability to access it may be stronger. The majority of us are primarily visual learners (some say 88%) which means our natural way to access and process information is more visual than kinesthetic, auditory or tactile. However most of the information idea generation we use in the workplace is not visual.

Increased use of visual learning builds Crucial competencies for:

- Increasing our ability to pay attention to all the clues in front of us and being open to the risk of re-seeing them from other perspectives and putting them into new contexts
- Approaching the ambiguity, paradox, layers of information, understanding of multiple perspectives, and meaning making

What for?



Why?

Increases clarity, comprehension

Boosts learning for visual and kinesthetic learners (over 88% of us!)

Participation increases

Quality of decision making increases

Helps participants see their circumstances more clearly, understand themselves and on another, and results in smoother decisions and agreements

Extract and distill key messages, wisdom and knowledge

Helps move group towards a 'best' solution rather than just 'a' solution

Three ways:

Visual Facilitation

In a group (or individual) process designed and led by a visual facilitator, predesigned templates and totally blank paper are used to interact with participants to generate visuals which capture the essence of the conversation. A session will also make use of other facilitation and group engagement processes to frame the conversation. These might include, creative facilitation activities, circle or world café conversation, or creative problem solving (CPS) among other designs developed to best match the needs and desired outcomes of the client. After the session the visual facilitator 'tidies up' and refines the visual, makes a digital image for insertion into reports and gives the visual and or a large scale scan of it to the client.

Why?

- Working from templates – customized for the designed process for specific group
- Part of the facilitation process design
- Participatory
- Visual methods to assist learning, communications, breakthrough thinking | groups, individuals
- The power of visual thinking
- Get the wisdom of groups in to a tangible form
- help people see what they mean
- working on large scale paper (4' tall by 8' wide) and transferred to digital image

Visual Recording

A visual recorder is a 'scribe' often not involved in the design of a process or presentation but creates a visual record of a session or a speaker's presentation content. The recorder operates on the side of the event and is not intrusive in the session.

Why?

- provide a unique takeaway
- Increases ROI for speakers/facilitators/presenters by documenting crucial points
- Collect key information without invasive questioning or interruption
- Expands understanding and retention of key themes and main ideas

Template design

A process template designer develops a framework template that will be used in a session to organize the thoughts and key messages generated in a facilitated workshop with clients. The template is developed with input from the client and facilitator prior to the session. The designer may or may not be involved in the actual session. After the session the designer may use the session generated data to make a refined final version of the visual.

Why?

- Help focus the facilitated discussion
- Customize the session and the record for specific client needs
- Provides an effective and dynamic record of the conversation

Sample:



Figure 1 customized template



Figure 2 template during session



Figure 3 Completed chart