

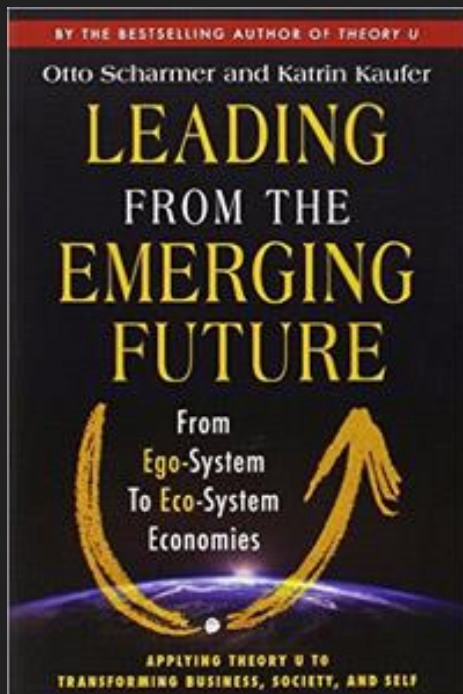
Springboard to Visual Practice

Julie Swanson
Stephanie Steigerwaldt

What's Possible Now



We took a global online course...



We believe it is possible to create results
that serve the wellbeing of all



MITx: 15.671.1x v.LAB: LEADING from the EMERGING FUTURE 20190920 @betossharmel drawing by @kelvy_bird www.presenting.org
 The sun is from The First Nation of Yelngi Country in Far North East Arnhem Land, in the Northern Territory of Australia, gifted to Duwayne Hallard - and then to vlab - by the members of Gumatj Clan Peoples

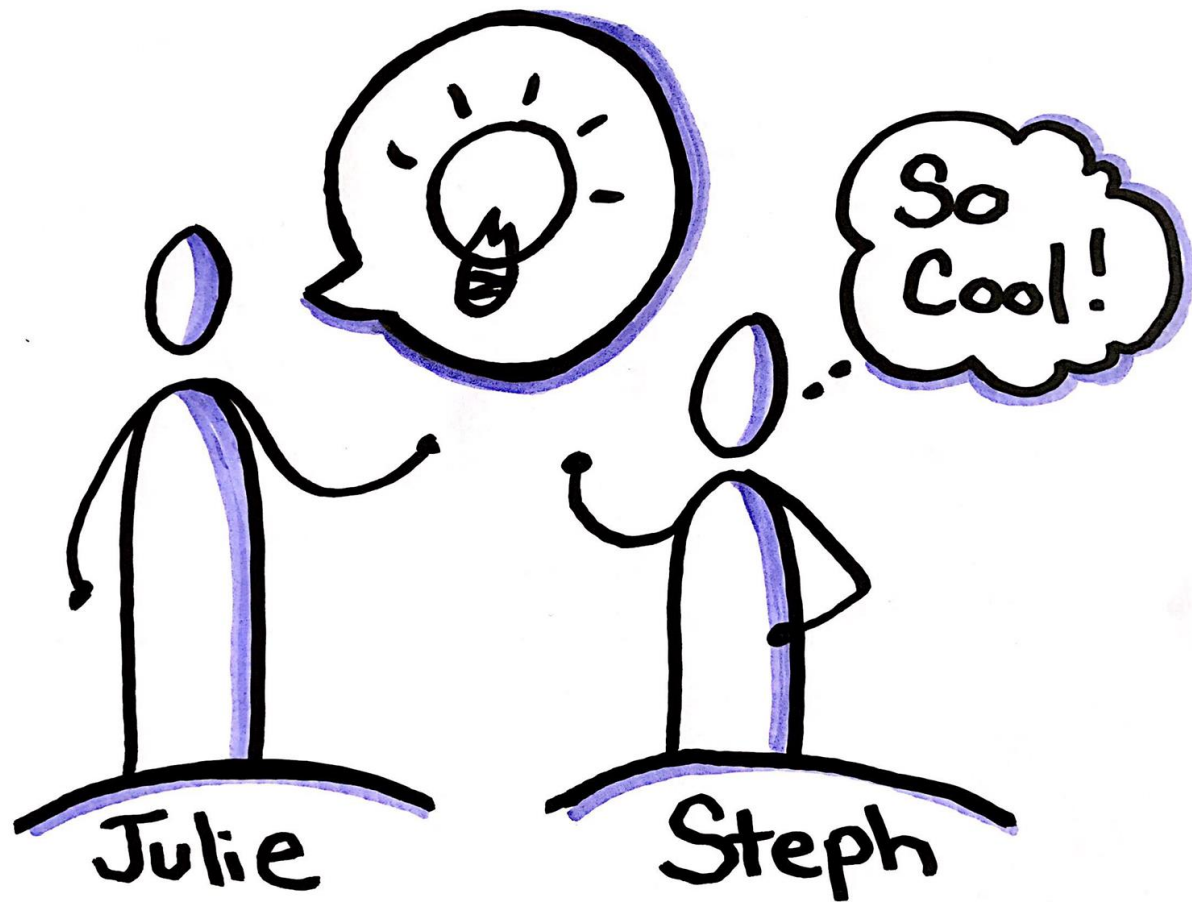
“Of all the resources we created...”



kelvybird.com



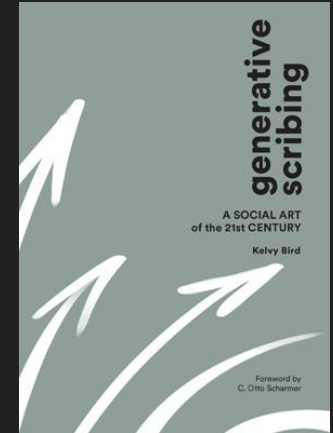
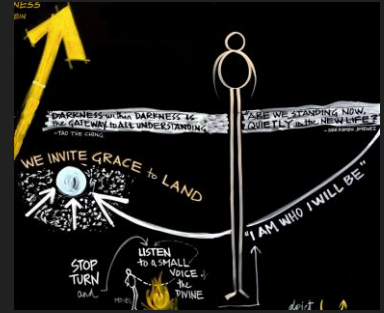
I want to
be a graphic
recorder
and facilitator



Julie

Steph

Our Visual Learning Journey



From Zero to Visual Practitioners



Agenda

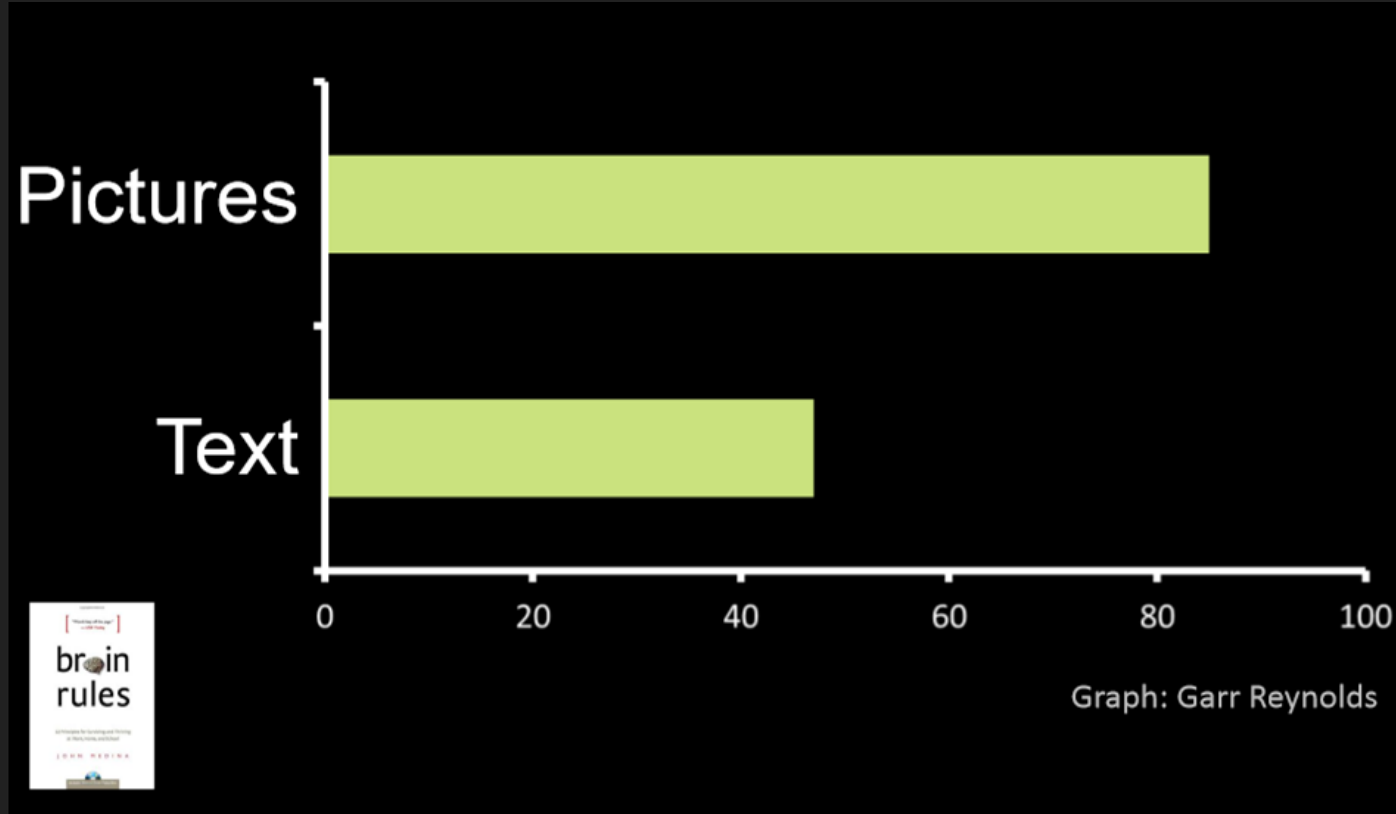
- **Why** Work Visually
- **What** Working Visually Looks Like
- **How** to Get Started
- Q & A & R



Why non profits need to
work visually

Leverage How Humans Learn

Images are faster and easier



Timeless



8000 years

Baelo Claudia,
Spain

Support Collective Meaning Making

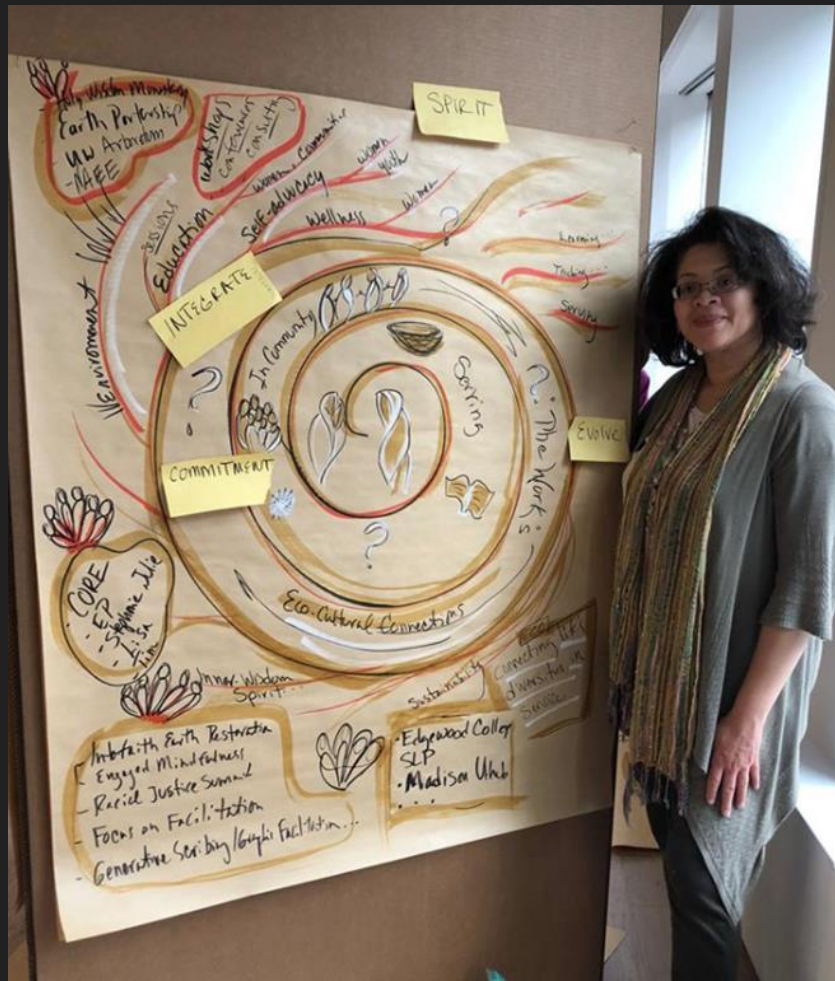
Neuroscience tells us our brain **organizes information** in networks and maps





Creating Systems Maps

Madison Dane County Public Health

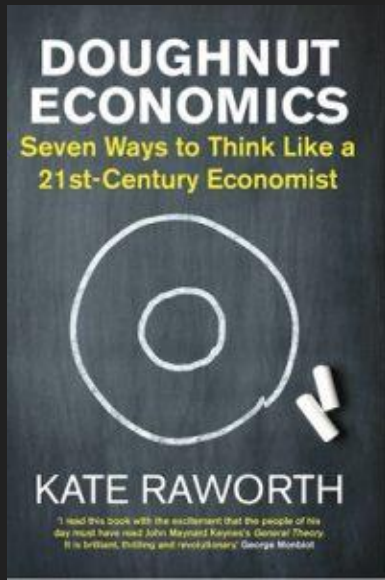


Nola Walker

Generative Scribing
Workshop

Hosted by Kely Bird

Invite New Ways of Thinking

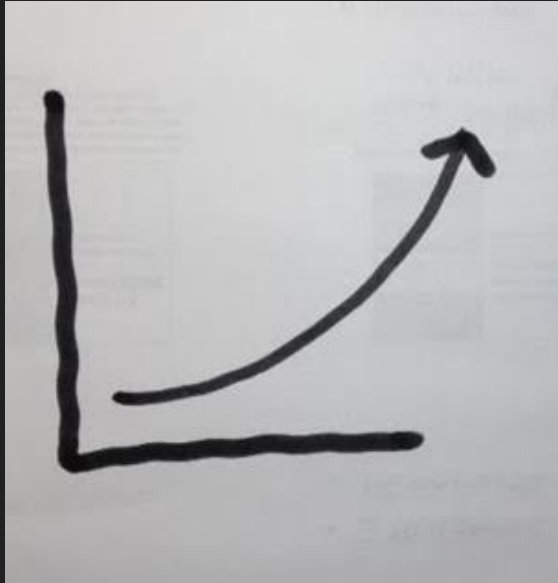


Kate Raworth

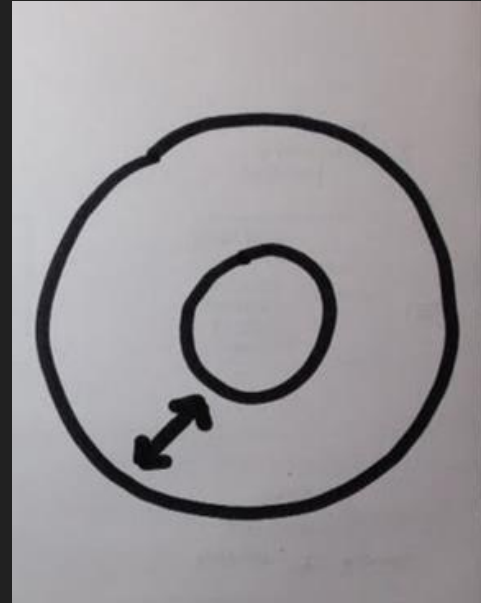
We don't change things
with the words we use,
we change things by
drawing different pictures...

https://www.youtube.com/watch?time_continue=89&v=vs9NKdGrmdA

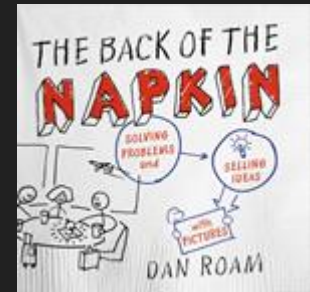
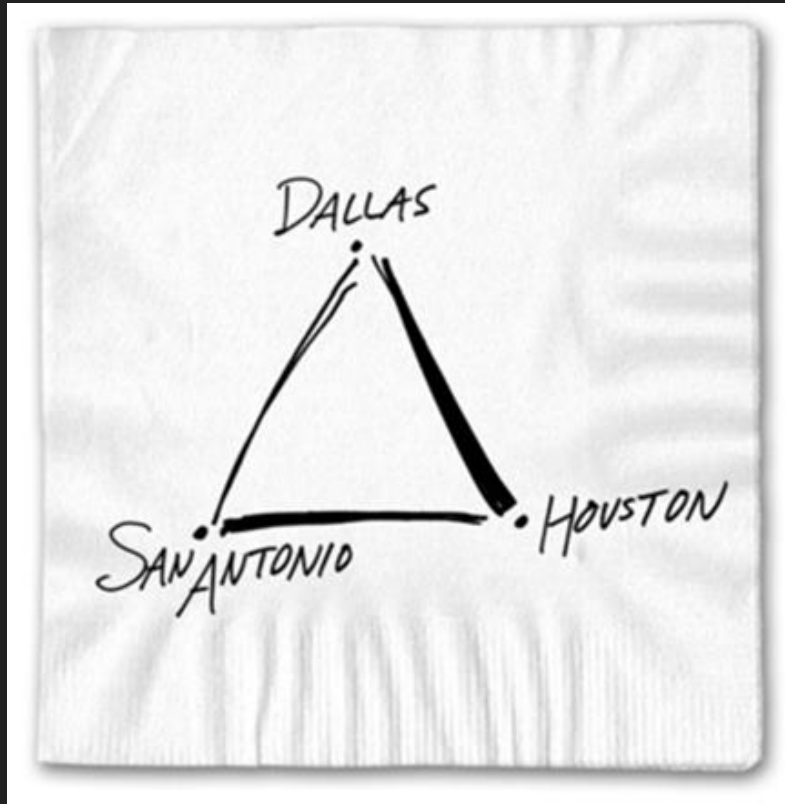
From This



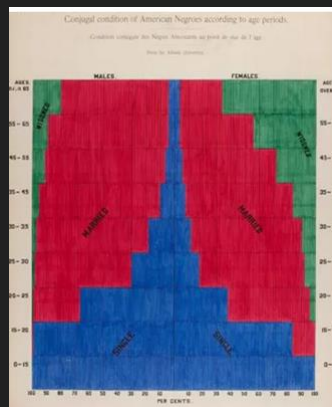
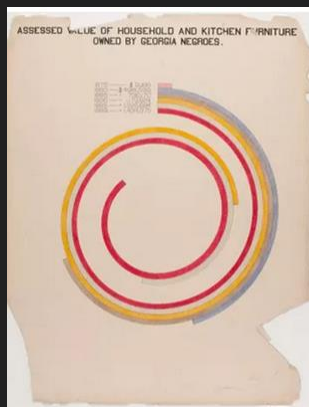
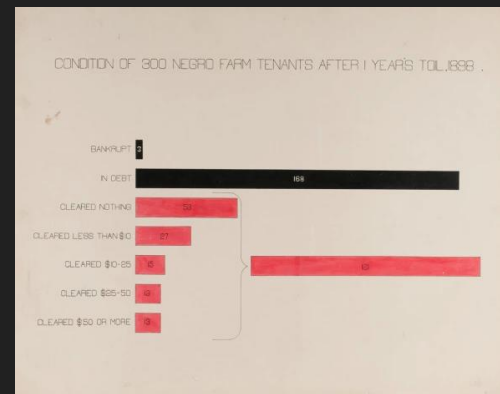
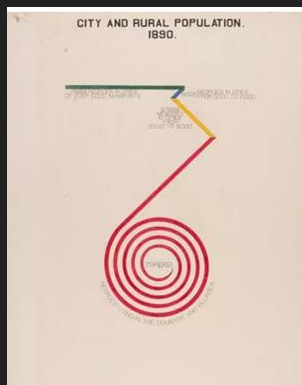
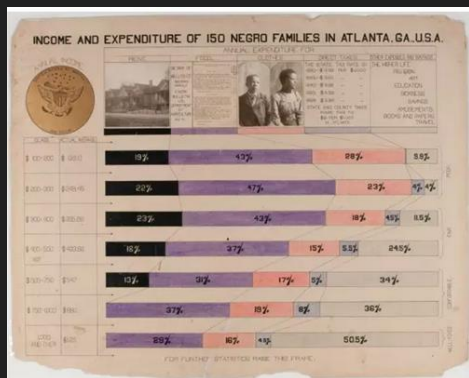
To This



How Southwest Airlines got started



How do you represent a complex, uncharted subject?



W.E.B DuBois
 World's Fair 1900
 Fast Company Article by Meg Miller

Three Reasons to Work Visually

- Leverage How Humans Learn
- Support Collective Meaning Making
- Invite New Ways of Thinking

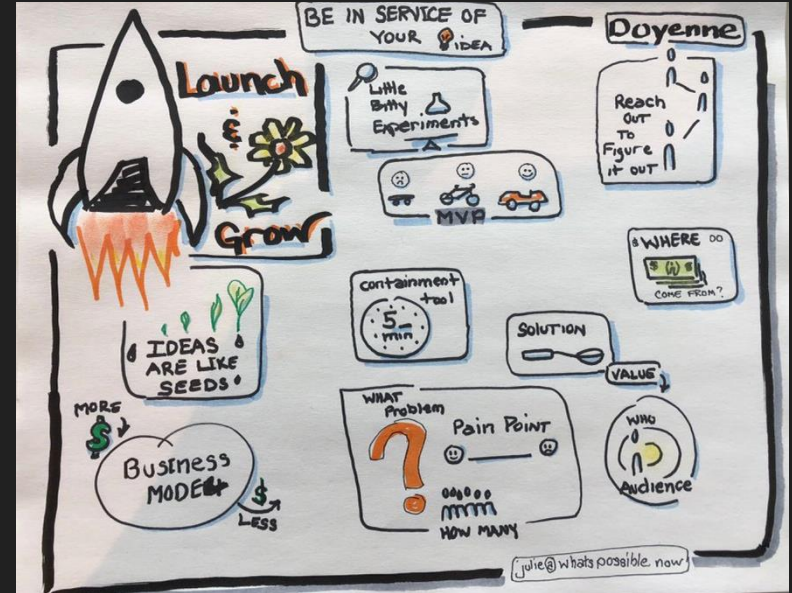
What working visually looks like



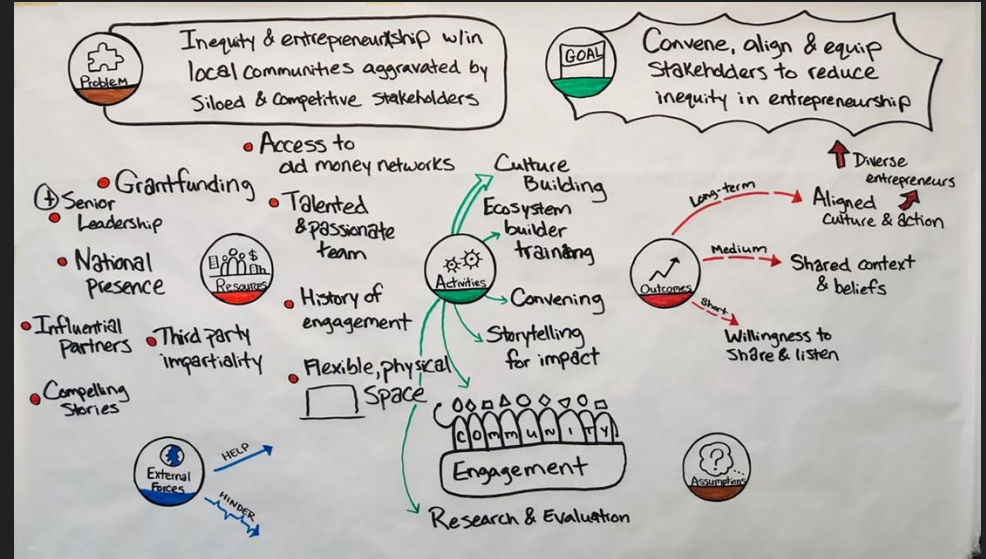
Visual Springboard
Workshop

Threshold
Madison, WI

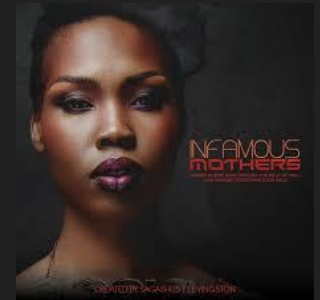
Visual Notes / Sketch Notes



Visual Problem Solving



“This was the most revolutionary thing
I have ever done for my business.”



Collaborative Design Process



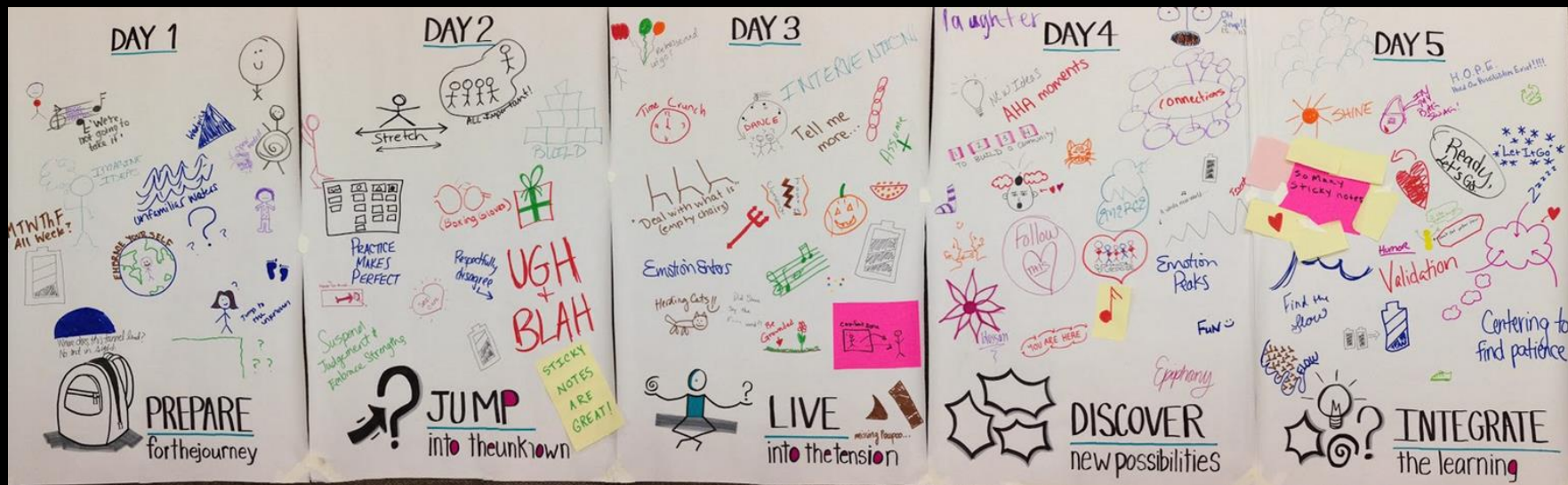
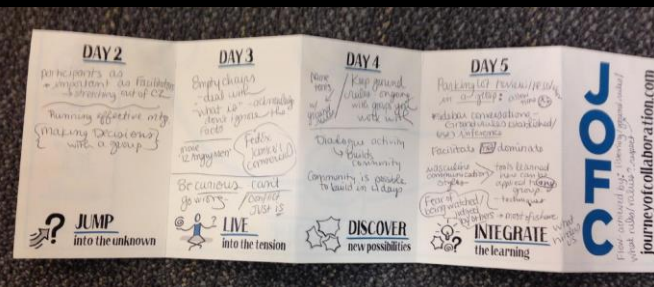
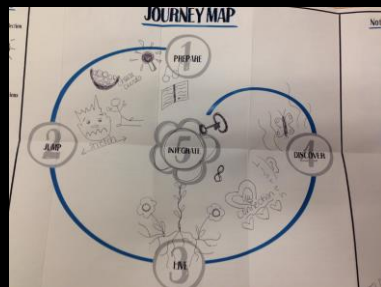
Living Giving Enterprises



Courage Coaching

Learning Journey Maps

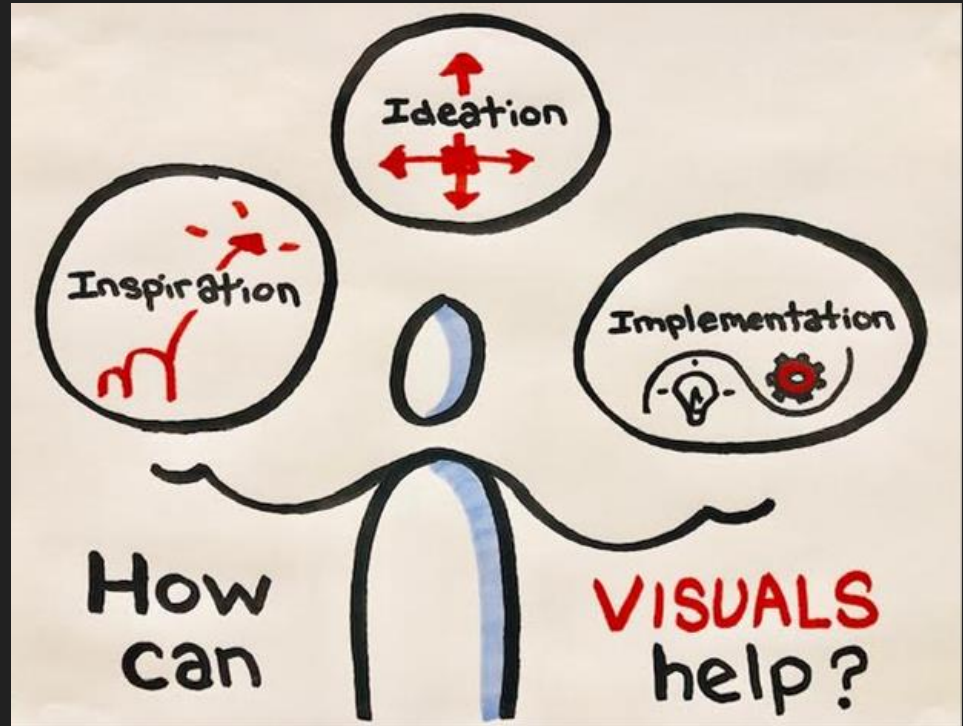
Make individual and collective learning visible



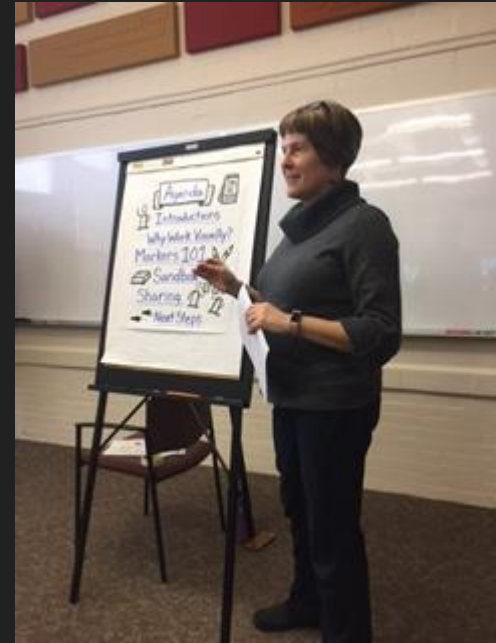
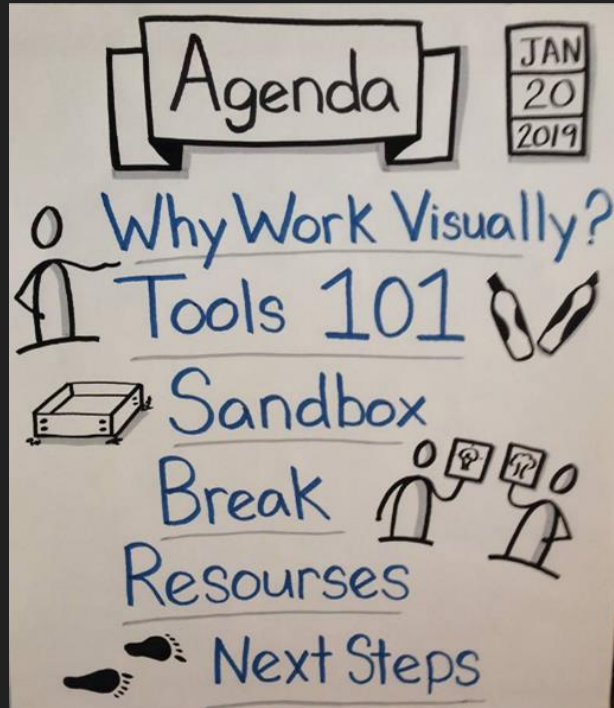
For Events and Gatherings

Use Visuals to:

- create buzz on social media
- invite people to your event



Agenda



Set Context



Visual Guide

Share Your Ideas ~ Volunteer ~ Attend PTG Meetings ~ Donate \$ DO WHAT YOU CAN

1

Who is the PTG?

We are a volunteer group of parents, Caregivers, teachers, Staff and students.



4

How do we succeed?

Parent, caregiver, teacher, staff, student and community participation

2

Why does PTG exist?

- Encourage student success
- Engage families
- Build community

3

What do we do?

- Identify and respond to unmet needs
- Fundraise to support student success
- Promote a healthy, inclusive school community

O'KEEFE
PARENT
TEACHER
GROUP

Events

- 8th Grade Graduation
- Top Chef Night
- Ice Cream Socials
- Teacher Appreciation
- Food Cart Night
- Picnics
- & More!

Learn more:

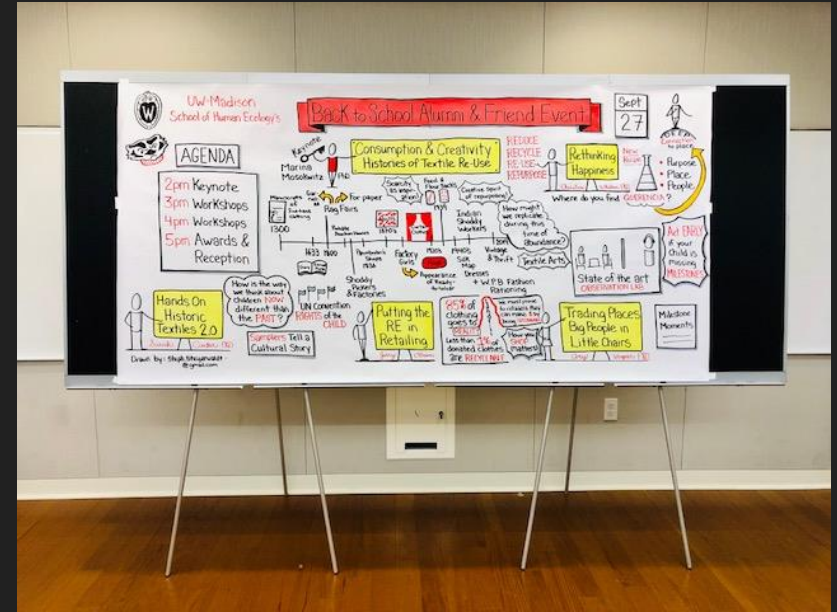
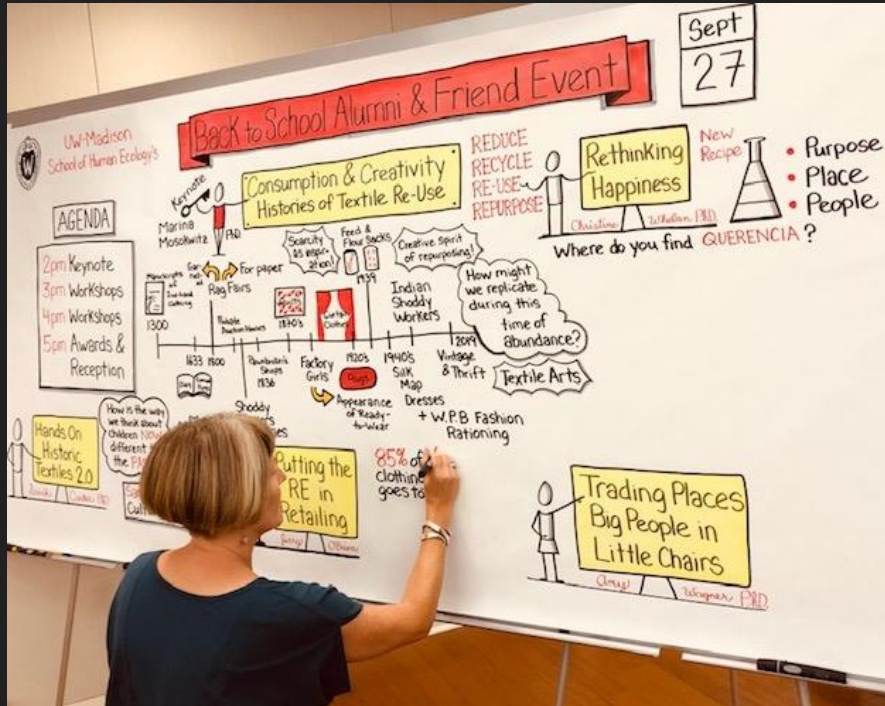


O'Keefe PTG

+ PTG Listserve

Thank You!!

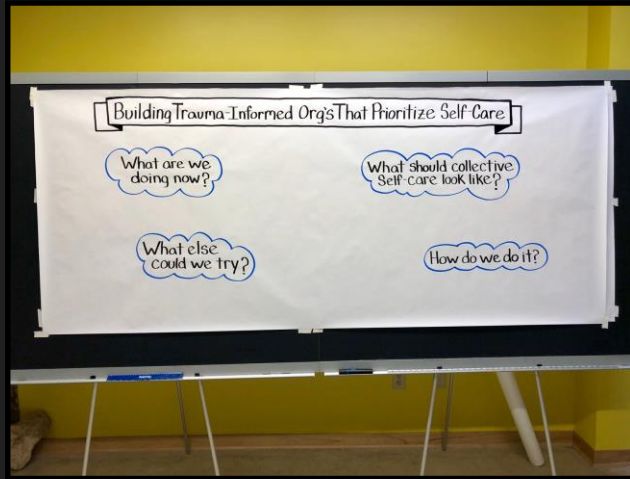
Visual Summary



Graphic recording

- Listening out loud
- Live and large scale

Co-Created Visual Summary



Graphic facilitation

- Two-person teams yield best results
- Includes participant interaction

Participant Created Visual Summary



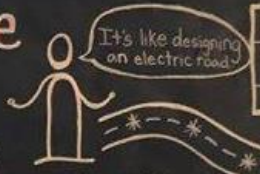
Graphic Engagement

- Co-created with participants



Circuits, Cards, and Code

A STEM Creative-Maker
Tech Event for 1st-5th Grade



Dec.
9
2017

Session 1: 1st-2nd

Session 2: 3rd-5th

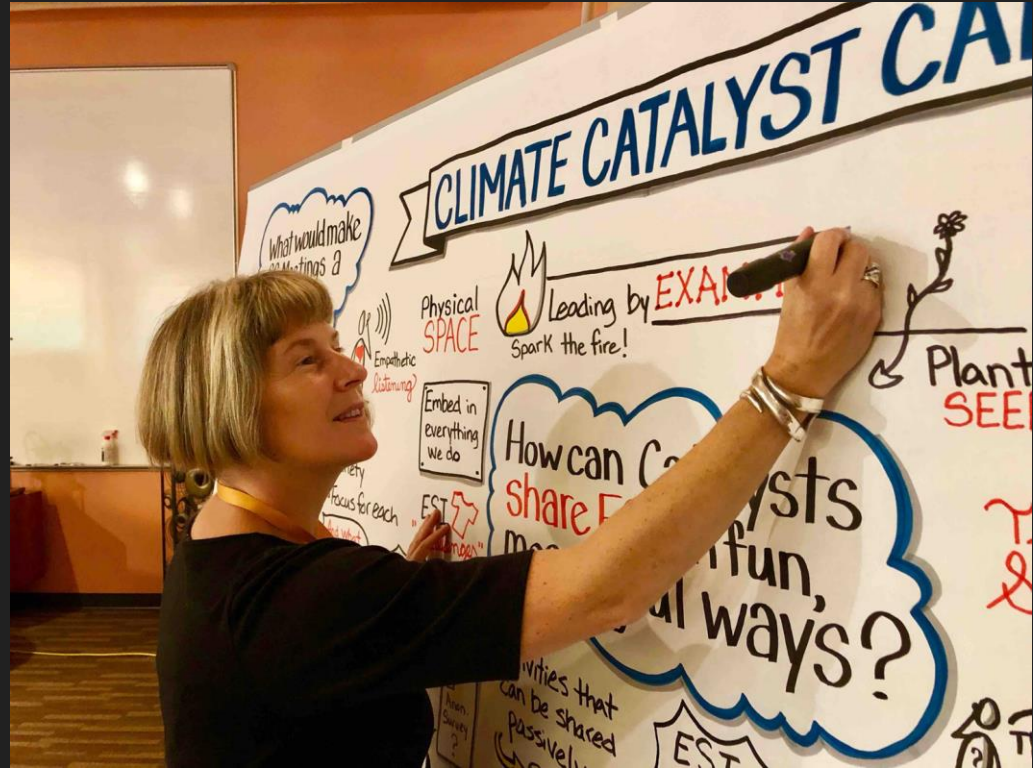


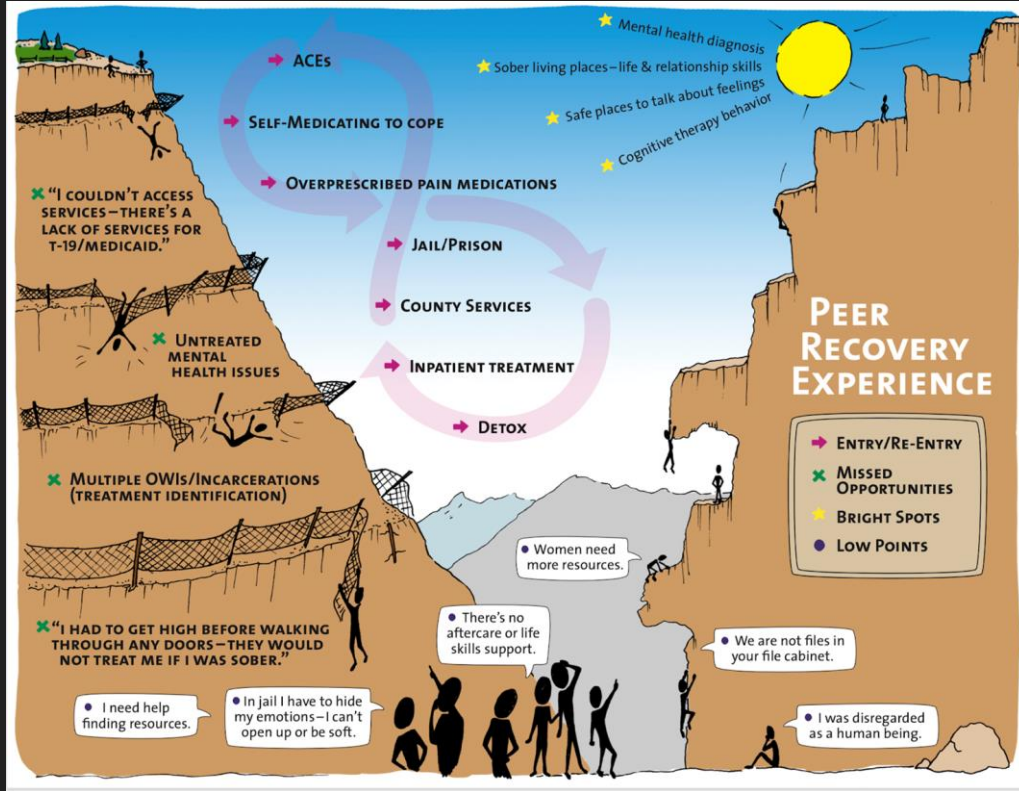
Scratch
Adventure
Games



After Events

Visual summary from a World Café meeting shared company wide on their intranet





Visual Summary for
slide decks and handouts

How do you make
unheard voices visible?

Visual Thank Yous



Leverage Visuals on Social Media



Unique Visuals for your Newsletter

Thank you to our graphic recorders!



Thank you Fidel Verdin trueskool.org
Support TRUE Skool by making
an [online donation](#) today.



Thank you [Sue Keely](#) of
sue@suekeely.com

We continued to create threads between
evaluation and graphic recording by
engaging emerging and established
graphic recording artists. It was
fascinating to document the day in this
way!

Agenda

- Why Work Visually
- What Working Visually Looks Like
- **Sandbox**
- Q and A

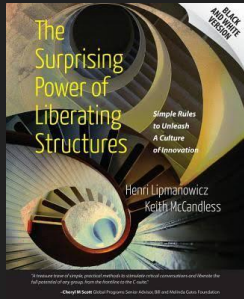


Sandbox



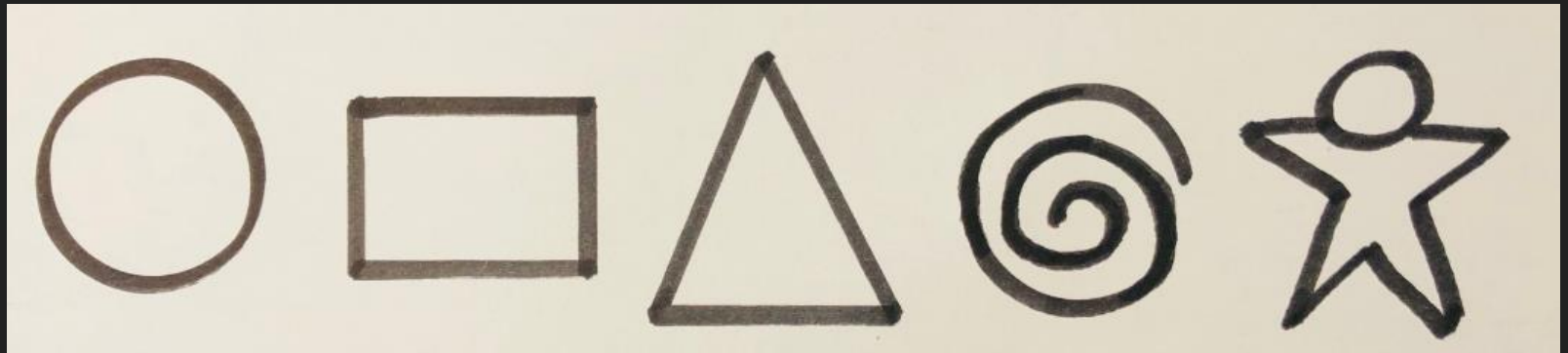
Icon Quick Sketch

Tree	Idea
Bridge	Change



Liberating Structures: Draw Together

Invite new insight with images



wholeness

support

goal

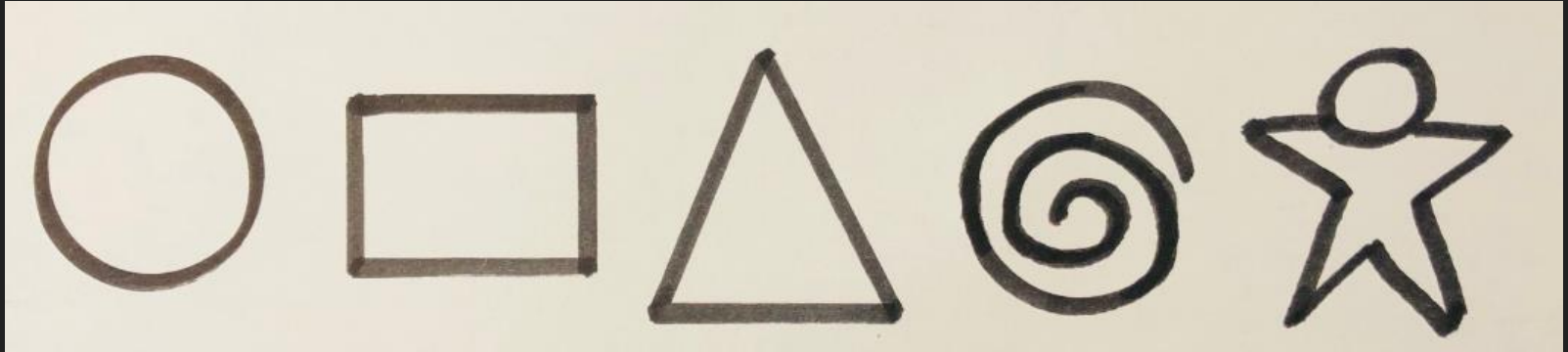
change

relationship

What is a challenge or opportunity you are facing?

Want to learn more?

What is a challenge or opportunity you are facing?



wholeness

support

goal

change

relationship

What is a challenge or opportunity you are facing?

Using 5 symbols

- Circle = wholeness
- Rectangle = support
- Triangle = goal
- Spiral = change
- Star person = relationship



Combine the symbols to create a first draft of a story, working individually and without words, about “the journey” of working on a challenge or an innovation

What we covered

- **Why** Work Visually
- **What** Working Visually Looks Like
- **How** to Get Started
- Q & A & R



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International Forum
of Visual Practitioners

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Connect + Collaborate

Find visual practitioners near you using our worldwide directory.

Learn + Discuss

Access resources to improve your facilitator skills and process.

Engage + Explore

See how other members are impacting change in their business.

Visual Practice Co-Lab



Join our mailing list

We'll email you a resource list

Working Visually Resource List for Changemakers

<p>MARKERS The right marker really makes a difference when you work on big paper - you want a nice, thick tip to make smooth, readable lines.</p> <p>Norman Our best-selling, refillable marker in several colors and sizes - even finished products ink rolls. Order at Newland.com.</p> <p>Mr. Sketch Affordable and readily available but are not refillable and aren't the easiest to use.</p>	<p>BOOKS Learn to draw, think visually and collaborate.</p> <p>DOODLE A book by www.doodle.com</p> <p>By Scott Brown</p> <p>Visual Thinking A book by www.visualthinking.com</p> <p>By Nancy Margulies & Christine Valencia</p> <p>Game Skinning A book by www.gameskinning.com</p> <p>By James Macaulay & David Brown</p>	<p>ICONS Ideas's visual dictionary for meeting, working and learning.</p> <p>Includes 1 and 844x1200 Order at Newland.com.</p> <p>ONLINE RESOURCES</p> <p>TED Talks</p> <ul style="list-style-type: none">• www.ted.com• www.drawingtolearn.com <p>Facebook</p> <ul style="list-style-type: none">• Visual Thinking• Graphic Facilitation <p>EVENTS</p> <p>International Forum of Visual Practitioners</p> <p>www.visualthinking.com</p> <p>Game Skinning</p> <p>www.gameskinning.com</p> <p>Books to make and sell Everyone is shaping the future.</p>
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What are your next steps?



What's Possible Now



julie@whatspossiblenow.com
steph.steigerwaldt@gmail.com

What is it like to work with us

“We felt like you were our partners.”

-from post event debrief

• Role  partner

Process + Product

Process

- Pre-event Consult
- Collaborative Design Process
- Support at Event:
 - Record/ Facilitate/ Engage
- Post Event Debrief

Product

4' x 8' Visual
Summary Unique
to Your Event

What success sounds like... (from a recent debrief)

- *“The planning process exceeded our expectations. Your ideas helped us refine toward success.”*
- *“The day went better because you were involved... your insight, your input, your presence...”*

Our Style



Simple

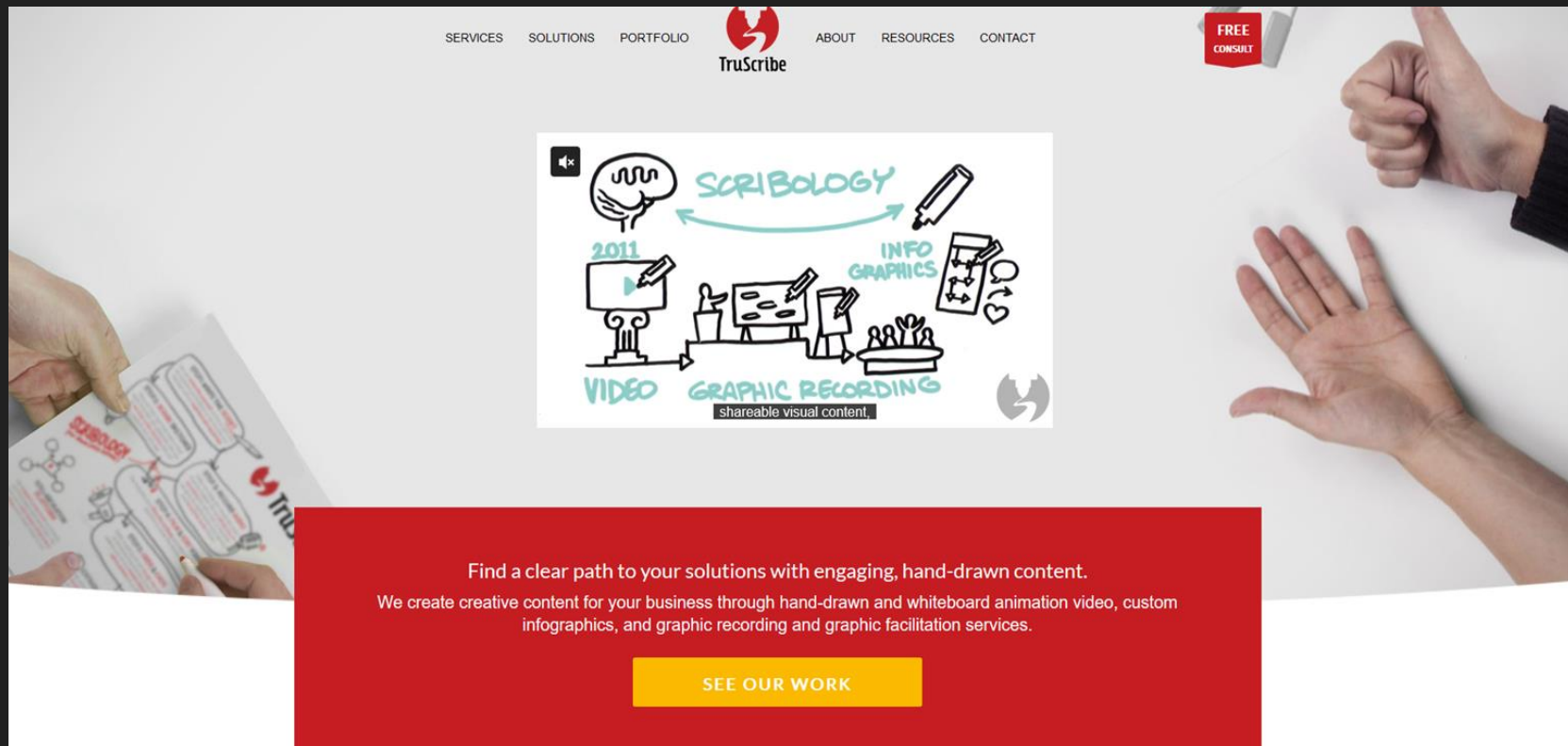
Easy to Draw

Inspired by




Do you do whiteboard videos?


TruScribe




The image shows a screenshot of the TruScribe website. At the top, there is a navigation menu with links for SERVICES, SOLUTIONS, PORTFOLIO, ABOUT, RESOURCES, and CONTACT. The TruScribe logo is centered below the menu. On the right side of the header, there is a red button that says "FREE CONSULT". The main content area features a central graphic with the word "SCRIBOLOGY" in large, stylized letters. Below it, there are illustrations of a hand-drawn diagram, a person at a computer, and a person at a whiteboard. The text "2011" is written next to the computer illustration, and "INFO GRAPHICS" is written next to the whiteboard illustration. At the bottom of the graphic, it says "VIDEO GRAPHIC RECORDING" and "shareable visual content." The background of the website is a light gray, and there are images of hands holding a whiteboard and a hand pointing at a whiteboard on the right side.

SERVICES SOLUTIONS PORTFOLIO  ABOUT RESOURCES CONTACT

FREE CONSULT

 **SCRIBOLOGY**

2011 INFO GRAPHICS

VIDEO GRAPHIC RECORDING
shareable visual content. 

Find a clear path to your solutions with engaging, hand-drawn content.
We create creative content for your business through hand-drawn and whiteboard animation video, custom infographics, and graphic recording and graphic facilitation services.

[SEE OUR WORK](#)

Generative Scribing



FOUR LEVELS of LISTENING & CONVERSING

① **DOWNLOAD**
LISTEN from HABIT



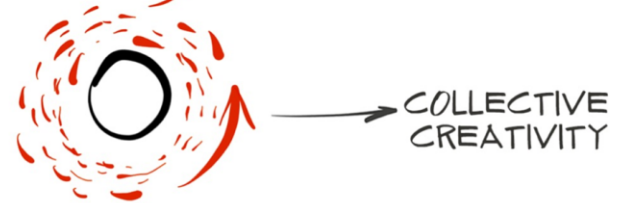
② **FACTUAL**
LISTEN from OUTSIDE



③ **EMPATHIC**
LISTEN from WITHIN



④ **GENERATIVE**
LISTEN from the FIELD



Systems Practice



STRATEGY

Systems Practice

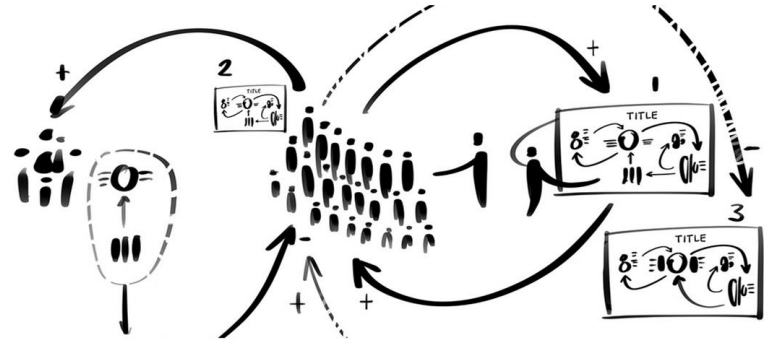
Learn to use a systems thinking approach to move from "impossible" to impact



Acumen

Systems Scribing

SYSTEMS SCRIBING
1-31 October 2019



Online Lab

Kelvy Bird + hosting team

140 people from around the world