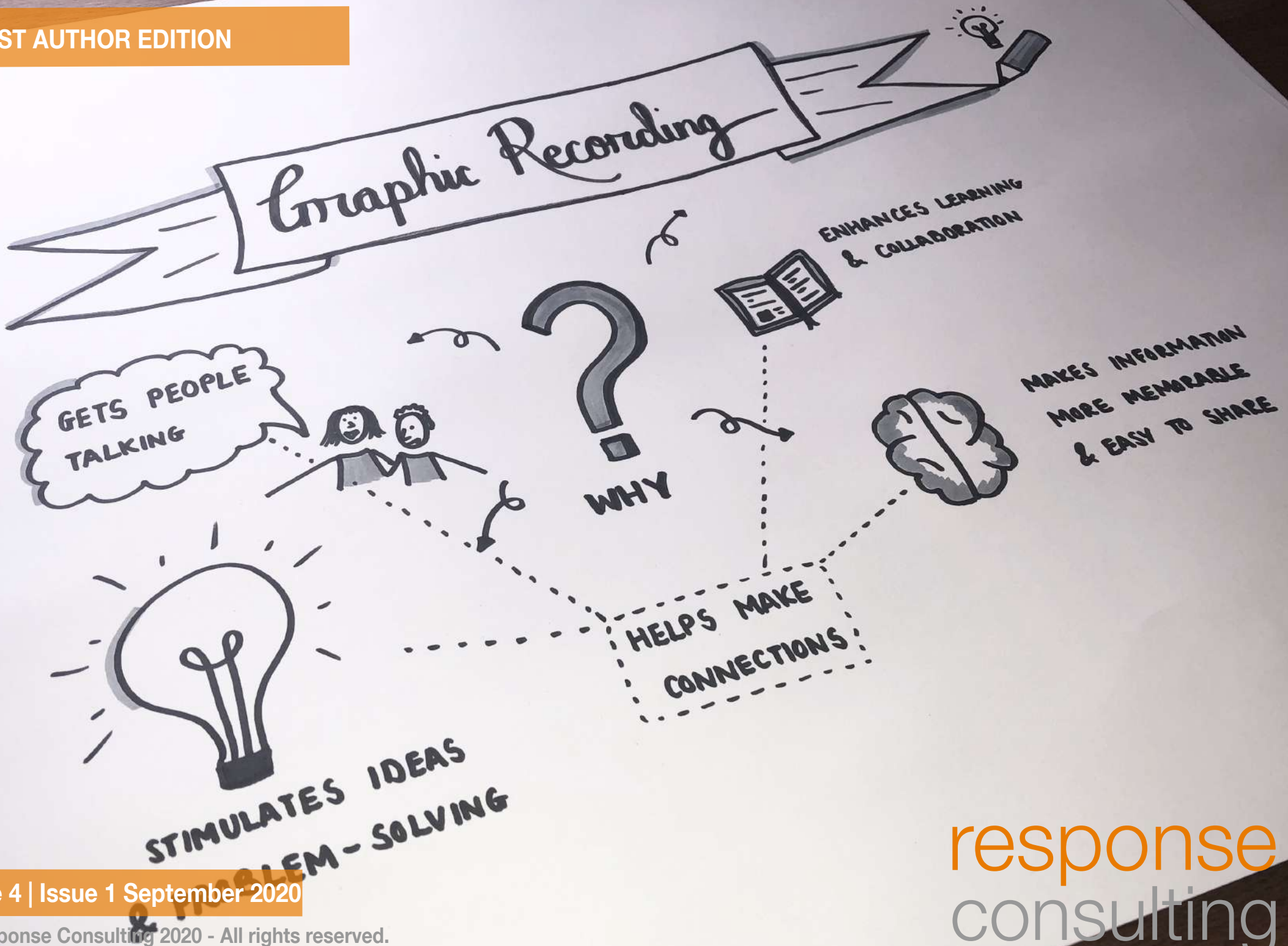
GUEST AUTHOR EDITION



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Street smart advice to help you get a grip on managing, communicating, leading and building deeper client relationships.

Hand-drawn presentations score higher than PowerPoint for engagement, enjoyment, credibility, recall and persuasive impact - Stamford University Study

"Yes we're navigating our way through a global pandemic but have you thought about drawing a picture?

No, this isn't a relaxation technique, although drawing is relaxing, and yes, we are currently experiencing a huge shift in the way we live and work currently, but drawing your way through this might just be the answer!

Our meetings are mostly virtual and often video calls at that. It's tricky to "read the room" and many are missing that physical face to face contact. Since such alot of communication is demonstrated through body language - getting your points heard and understood can be a bit of a minefield. And getting your meeting participants to really engage poses it's own new challenges.

It is often difficult to see the wood for the trees when explaining to your colleagues an issue or even making sense of it to yourself, let alone trying to encourage a customer to support your latest fundraising efforts from a distance and even more so when their available time or resource is also significantly reduced.

Graphic Recording (drawing for success!)

Whether you believe you can draw or not - the use of hand-drawn visuals is a great way to problem solve and see things differently as well as share your ideas with your colleagues and more importantly with your customers. Stamford University have proven that hand-drawn presentations are far more effective than PowerPoint. But how can that help you?

Since 90% of information to the brain is visual and 40% of our nerve fibres are linked to the retina - it is therefore of no surprise that visuals not only stick in one's long term memory but also trigger emotions. If emotions are triggered then you're more likely to receive a reaction! Using visuals (hand drawn ones at that) in either your own brainstorming or within your persasion toolkit is therefore an incredibly powerful tool.

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You don't need to be the next Picasso to make a huge difference to your meetings!



"That sounds great, but, I can't draw!"

Let loose with paper and crayons a child will happily create a picture - not necessarily a work of art but without fear, a child will make marks and be incredibly happy with whatever they produce. As we get older we seem to be taught to "colour between the lines" and suddenly we are more conscious of what we are putting down on paper and before we know it we are of the belief that we either can't draw or at best feel that we might not be that good at it!

These beliefs are not just limiting but are also fundamentally wrong. Anyone can draw to be effective...they just need to learn some simple tips and techniques and practise!

Drawing for success

Whether you are using drawing for your own planning in your notebook or if you want to share your ideas with others - hand drawn visuals are a game-changer. You can still run meetings using hand drawings by either videoing yourself on a whiteboard or flipchart or you can embrace technology and use the digital whiteboard functionality within Zoom or other Team Sharing platforms.

By learning some simple techniques you will soon be able to lead your meetings with confidence resulting in your meetings being more engaging, productive and more importantly **impactful.**

You don't need to be the next Picasso either. Simple techniques like drawing confident borders and titles or banners on your screen or paper can make a huge difference to your meetings and help you structure the session. Being able to write quickly and legibly requires some practice and with a stock of 'icons' up your sleeve you too can create useful images that transform your meetings or enhance your own problem solving. Note-taking using visuals is an incredibly powerful tool too - you should try it!

Don't just read it - have a go!

So grab a piece of paper and a pen - any pen will do - start thinking of the title of your presentation or the problem you are facing. Then try writing it in upper case letters and see if you can create neat letters of a similar height - take your time - there is no

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need to rush - you can speed up once you're consistent with your lettering. Maybe draw a bubble or a rectangle around it - and if you are feeling brave - try and draw the ribbon effect like the title image to this article!

Then think about the issue you are drawing about...what is the main problem - is there a simple icon/image that describes that - maybe its a person or people (simply draw circles on top of arcs or rectangles - keep it simple!)...what changes are needed to solve this issue - can you then draw out how to solve them?

Be confident in what you can do...

If you can do this then you are already **drawing for success!**

Using different style fonts or just upper and lowercase for issues and by using your highlighters or colour markers to enhance your drawings, you can highlight areas of concern or issues that need attention etc. and make meaningful illustrations of the issue you are trying to solve.



As you "practise" think about the types of meetings you hold - do you need people icons regularly - well then just simply draw a circle on top of an arc - for more people - draw several!

Now you are drawing...in terms of what's next - well you need to practice - there are plenty of ideas on the web to help you - search for icons and you will see some great simple ideas to convey people or office type objects etc and practise!

The secret is to clear some time in your diary and have a go - be confident in what you can do and unearth this amazing method of problem solving and engaging more with your audience!

And remember - have fun and enjoy the process!

If you would like to learn more about how we can help you leverage and manage change in a positive way, please get in touch.

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Our Guest Author:
Rebecca Denyer, Live Scribe Artist and Coach (DrawingboardHQ) & Creative Director (Red Lemon)

"Regardless of perceived artistic ability, I believe anyone can learn to draw stunning visuals to take memorable notes, enable problem-solving, improve engagement in meetings and become more successful! The human brain is designed to unpack visuals more easily than words. Have you got hand-drawing in your persuasion toolkit?"

Having worked with business leaders across multiple sectors over 20+ years Rebecca understands the complexities of contemporary business, especially in the ever-changing climate. She has an intuitive ability to get under the skin of your organisation (public or private), understand your organisation's objectives and is able to help you share your story visually to encourage a response. As the founder of award-winning Creative Agency, Red Lemon, who specialise in 2d animated video and Augmented Reality Experiences with print, Rebecca also live-scribes events and teaches professionals how to draw visuals on whiteboards and flipcharts for success through the Drawingboard HQ brand.



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