How to use Visuals to understand Changes

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Agenda:
- the 6 visual elements; (15’): visualize means clarify complexity and keep all the people onboard and to do this we use 6 elements at the same time: lettering, containers, connection, icons, humans, colors.
- Change is not just a problem, but an opportunity: the cactus canvas; (10’) this exercise help us to define roles, rules and outputs that we need to achieve.
- Presenting and representing ; (10’): the most important part of the visual representation of a scenario or a policy is the template we choose. We will examine lot of templates, understand how to use them.
- The power of the Metaphors: going up! (10’): when a template is not enough we need to work with the help of scientific metaphors.
- Context map, empathy map and scenario journey (15’): we are now ready to draw a scenario or a multiple and composite one.
- The Canyon and the u-theory (15’): this is the best way to resonate on the change ad the consequences .
- The change canvas (15’): is time to build your personal canvas as change maker!
The 6 Elements
USO dello SPAZIO
Templates & Metaphors
Group Graphics® Keyboard
A Process-Oriented Grammar for Visual Language

I. PURPOSES
- Focus Attention
- Energize Flow
- Activate Comparisons
- Build Combinations
- Grow Understanding
- Animate Meaning
- Show Unity

II. PROCESSES
- Orienting
- Trust Building
- Clarifying, Planning
- Committing, Deciding
- Implementing, Sequencing
- Presenting, Interpreting
- Mastering

III. PATTERNS
- POSTER
  - Covers Paint Programs
- LIST
  - Menus, Basic Text Word Processors
- CLUSTER
  - Figures Draw Programs
- GRID
  - Tables, Maps Spreadsheets
- DIAGRAM
  - Org Diagrams Outliner Programs
- DRAWING
  - Illustrations Multimedia Programs
- MANDALA
  - Mental Models Expert Systems

IV. PROCEDURES
- Differentiate
- Line Up
- Space Out
- Cross
- Branch
- Analogize
- Center

SIMPLE ← V. 12.0 © 1995–2011 The Grove Consultants International → COMPLEX
THE POWER OF STORY

From the TED talk by Greg Power

Dramatic Structure

VOTE FOR ME & BUY MY BRAND

THE LINE BETWEEN SPEAKING AND BEING HEARD

IRRISISTIBLE  BELIEVABLE  UNFORGETTABLE

Great Story

Memory

Emotional Narrative

Emotion leads to action more than reason, stories drive behavior

Brand

Sounds Great I'm Sold?

Influence of attitude & action

Message

You can't hear what you can't remember

No connection

Doe's not matter

Bad direction

You can't hear what you can't remember
FIVE BOLD STEPS

- Vision
- Supports
- Values
- Challenges

1.
2.
3.
4.
5.
BRIDGE TO 2018

- 2017 HIGH POINTS
- ACTIONS
- PURPOSE
- CHALLENGES
- RESOURCES
- 2018 ASPIRATIONS
- 2017 LOW POINTS
As leaders, we create contexts and safe space for these voices to surface and to move through, together, to what wants to come to life.

Everyday Creativity and 4 Phases of Conversation

1. Downloading
   - Talking nice, what they want is where.
   - Leadership connects to full spectrum.
   - As needed by a situation.

2. Debate
   - Talking tough.
   - What I think.

3. Dialogue
   - Reflective inquiry.
   - I am not my point of view.
   - Seeing myself as part of the whole.

4. Collective Creativity
   - Generative flow.
   - Speaking from what is moving through.

Who is my self? What is my work/calling?

Resistances:
- Voice of judgement
- Voice of cynicism
- Fear

Sensing
- Seek it with your hands
- Don't think about it, just feel it.

Seeing
- See your authentic self

Cizzling
- Peripheral seeing

Presenting
- Soft eyes

Field

Downloading
- "There is one perfect shot waiting to find you."

Performing
- Bringing out different perspectives

Prototyping
- Open mind/system
- Open heart/rededict to other
- Open will/let go/let come
- Your authentic self

Emerging
Presencing

Attend - Stay with It - Move with It

Holding the Space

Extend consciousness to the whole as "it" desires

Past

Pockets of Listening

Grounding

Staying connected with Source

Embodying

Future

Co-creating

Rising up (intention)

Shape

Aspiration

Reality

Threads of possibility

Divining down (in tension)

Past

Co-creating

Future

- The future knocks - says "yes!"
- Seek it with your hands
- Create holding spaces

- How to hold this space?
- Get a good verb
- Follow the crack
- Deepen + clarify purpose + intention

- Stay in the field
- Stay in the body
- Beat home

Open mind heart will
How to Use Visuals to Understand Changes

Future

Trends

Innovation & change factors

Don't forget the emotions

Use connections & colors

Use icons to visualize data

People at center

Choose a templates

Doubts & strategies
thank you