

WEBINAR OBJECTIVES

- 1. To gain understanding of what Graphic Facilitation is and why it's a great skill*
- 2. To provide a simple “starter kit”, appropriate for USACE work, for even the most doodle-challenged*
- 3. To build a case (and hopefully a passion) for using visual thinking to solve complex problems*

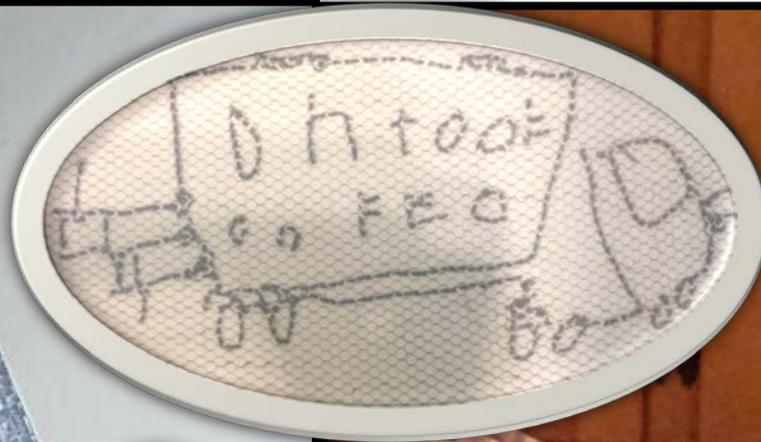


BUILDING A CASE FOR DOODLING

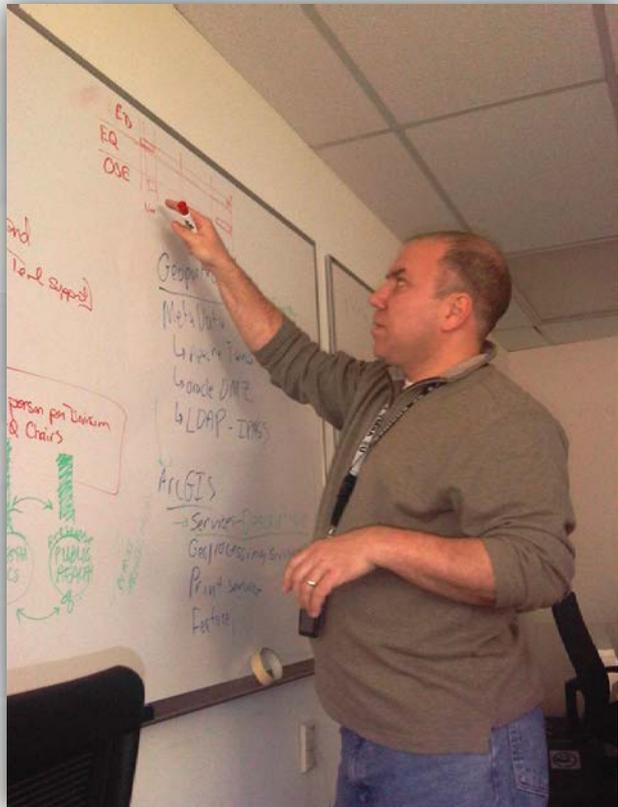


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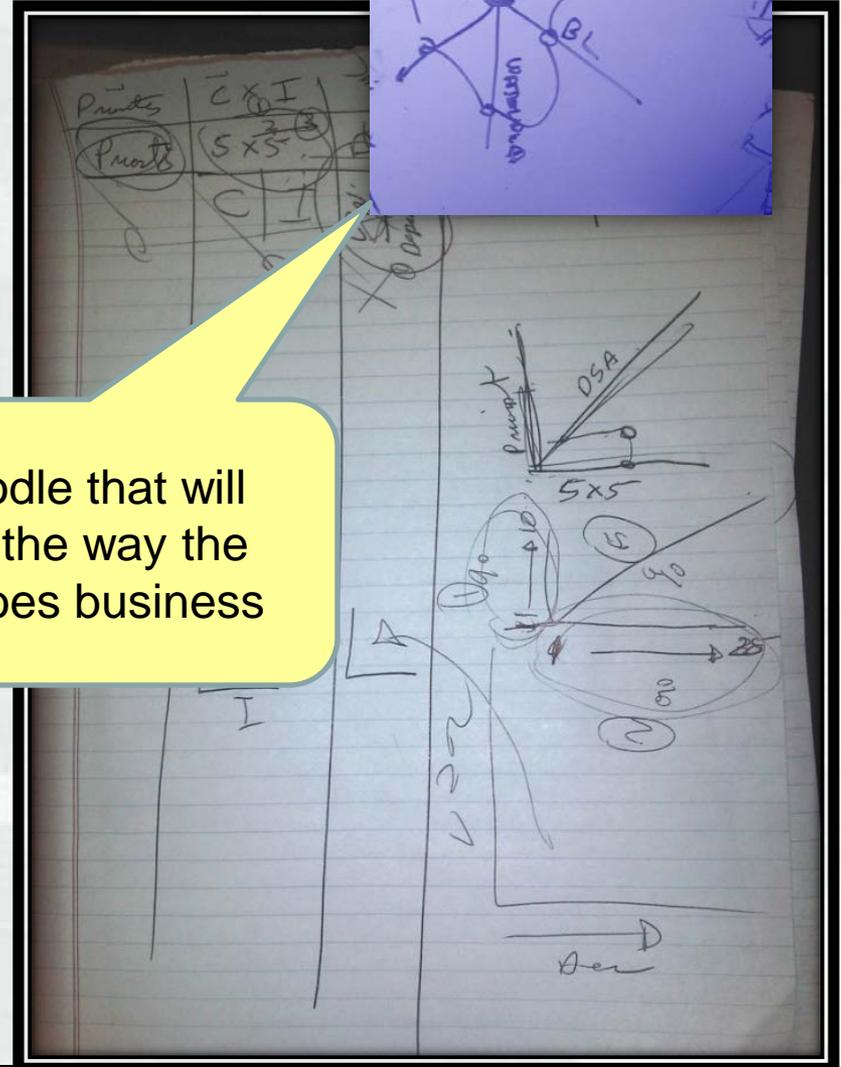
WE ARE ALL BORN TO DOODLE



SOLVING THE WORLD'S PROBLEMS: IWR DOODLING CULTURE



The doodle that will change the way the Corps does business



HOW WAS YOUR LAST PDT MEETING?

A. Boring,
unproductive, hamster
wheel discussions,
little to no outcome?

B. Engaging,
interactive, productive,
outcome-oriented?



**Graphic
Facilitator
Involved...**

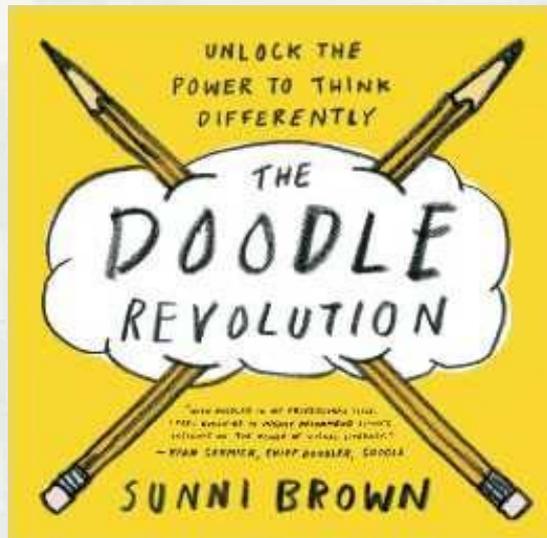


GRAPHIC FACILITATION 101



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WHAT IS GRAPHIC FACILITATION?



Group doodling awakens dusty brain corners through visualization, which “adds layers of relevance, functionality and communication to a conversation. It deepens the exchange between people.”

-Sunni Brown

So... a good graphic facilitator could guide a group to (according to the book, *The Doodle Revolution*):

- *Invent something incredible where there was nothing special*
- *Establish a team where there was only a loose band of haters*
- *Reveal the nature of a product or service so they could better sell it*
- *Discover the smartest move they could make for the next 5 years*
- *Alter the course of their entire organization*
- **And... Creatively & effectively solve complex water resource problems**



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WHAT GRAPHIC FACILITATION COULD LOOK LIKE...

WHY
PEOPLE DON'T THINK IN CHARTS + GRAPHS, WE THINK IN PICTURES



STUDIES SHOW THAT PEOPLE LEARN BETTER WHEN INFORMATION IS ACCOMPANIED BY VISUALS

SEEING THE PROCESS OF VISUALS PROMOTES

CREATIVITY

-AND-

INNOVATION

GRAPHIC FACILITATION IS THE PROCESS OF TRANSLATING COMPLEX IDEAS INTO WORDS AND PICTURES IN REAL TIME



BY SEEING ALL IDEAS AT ONCE, THE GROUP LITERALLY SEES THE **BIG** PICTURE FASTER

HOW

- ★ BY LISTENING
- ★ SYNTHESIZING THEMES + METAPHORS
- ★ DRAWING WITH TEXT + IMAGE



DELIVERABLES

A DIGITAL IMAGE LIVES ON AS AN ENGAGING RECORD OF THE DISCUSSION

WHO

ImageThink

IMAGETHINK ENABLES CREATIVE COMMUNICATION + LEARNING FOR MANY FORTUNE 500 COMPANIES. HEATHER WILLEMS + NORA HERTING ARE BASED IN NEW YORK CITY!

THE POWERS OF GRAPHIC FACILITATION

The power of:

- **BEING LISTENED TO**
- **SHARED UNDERSTANDING**
- **SEEING AND TOUCHING**



from The Graphic Facilitator's Guide
by Brandy Agerbeck

By Brandy Agerbeck, The Graphic Facilitator's Guide: How to use your listening, thinking and drawing skills to make meaning



Jeannelking.com



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PROFILE OF A GRAPHIC FACILITATOR

Function:

- ***Triple threat: facilitator, scribe, synthesizer***
- Scribes to listen, synthesize and transcribe information
- Use visual, graphic, art or formatting skills to sort, prioritize or synthesize, important and relevant input
- Develops engaging visual recording (words, pictures, diagrams) of discussion and process to enhance outcome

Skills:

- Excellent listening and synthesizing skills
- Quickly understand and follow information
- Doodling skills



From: www.makemark.com; *So You Want To Be a Graphic Recorder*, Christina L. Merkle



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SETTING UP YOUR 'CANVAS'



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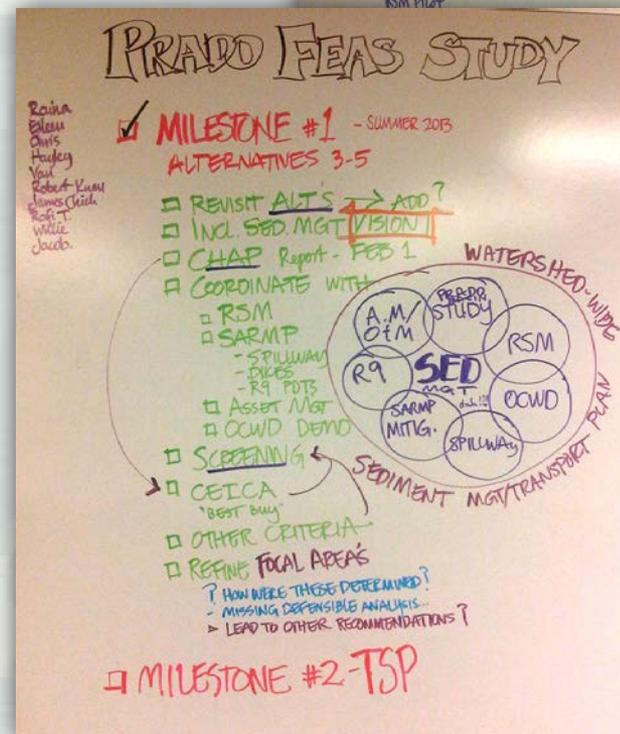
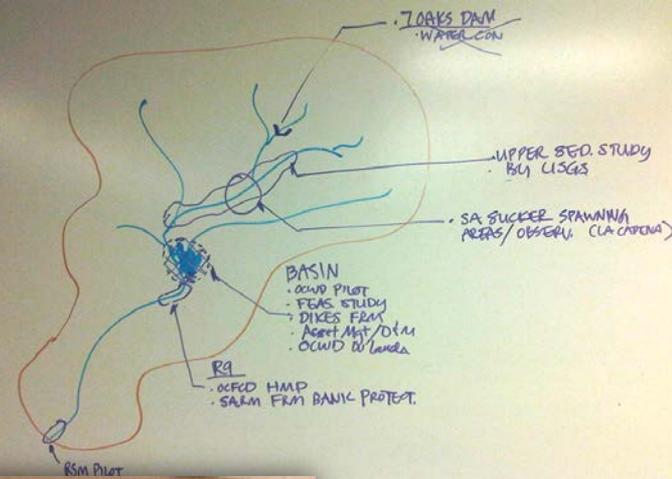
THE WHITEBOARD

PROS:

- Readily available in most rooms
- Instant doodling, brainstorming and shared understanding

CONS:

- Can be 'taken for granted' & covered by chairs, screens, etc.
- Not always available where you are gathered
- Limited size/space; once you've filled it up, either erase or forego further doodles
- Can't take doodles with you (snap picture & email)
- Previous meetings' doodles distracting (should I erase? Yes!)



Impromptu "PDT" discussion, to clarify next steps & watershed issues



THE FLIP CHART

PROS:

- Portable, can go anywhere
- Small surface area good for capturing “chunks” of info
- Can have multiple easels for small break-out groups

CONS:

- Must be “schlepped” to meeting locations (easels can be bulky)
- Small surface area limits quantity of inputs
- Many sheets = many interruptions
- Capturing group process a challenge
- Relational / process diagrams difficult with separate sheets



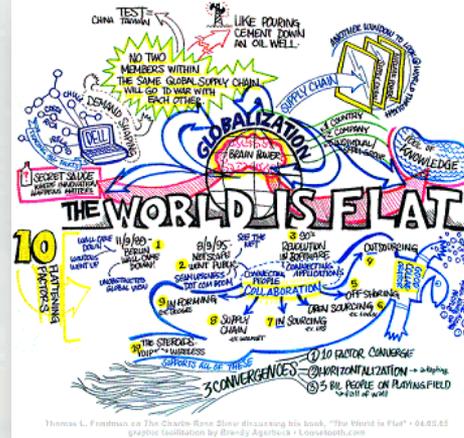
THE WALLGRAPHIC

PROS:

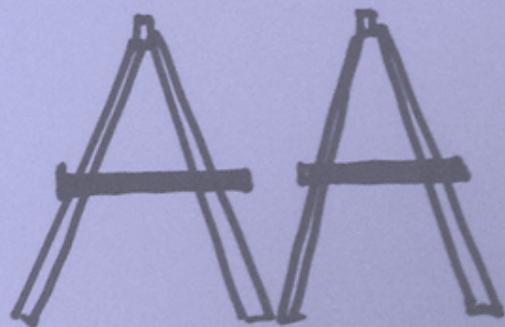
- Portable, can go on any flat wall
- Large format optimal for graphic recording of group process & relational / spatial diagrams
- Can be photographed & reproduced

CONS:

- Need to have access to rolls of paper (recycled newsprint)
- Need to know ahead of time if flat walls exist & length of rolls
- OR, bring your own “wall”
- Takes practice to record on wallgraphic
- Size can be intimidating

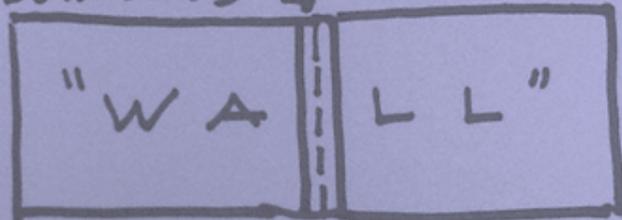


D.I.Y. "WALL"



2 EASELS

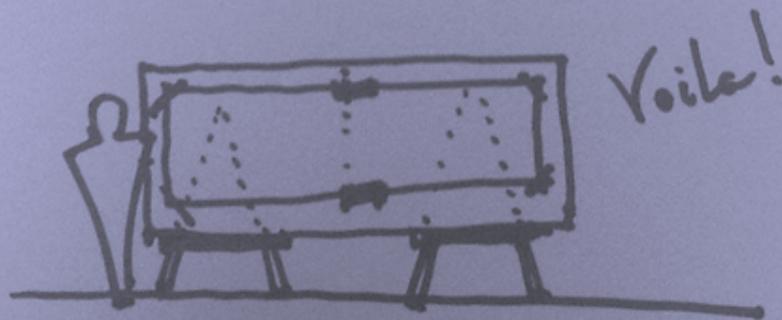
TAPE
BOTH SIDES ↗



2 FOAM CORE BOARDS
TAPED SO YOU CAN FOLD



2 ROLLS
of PAPER



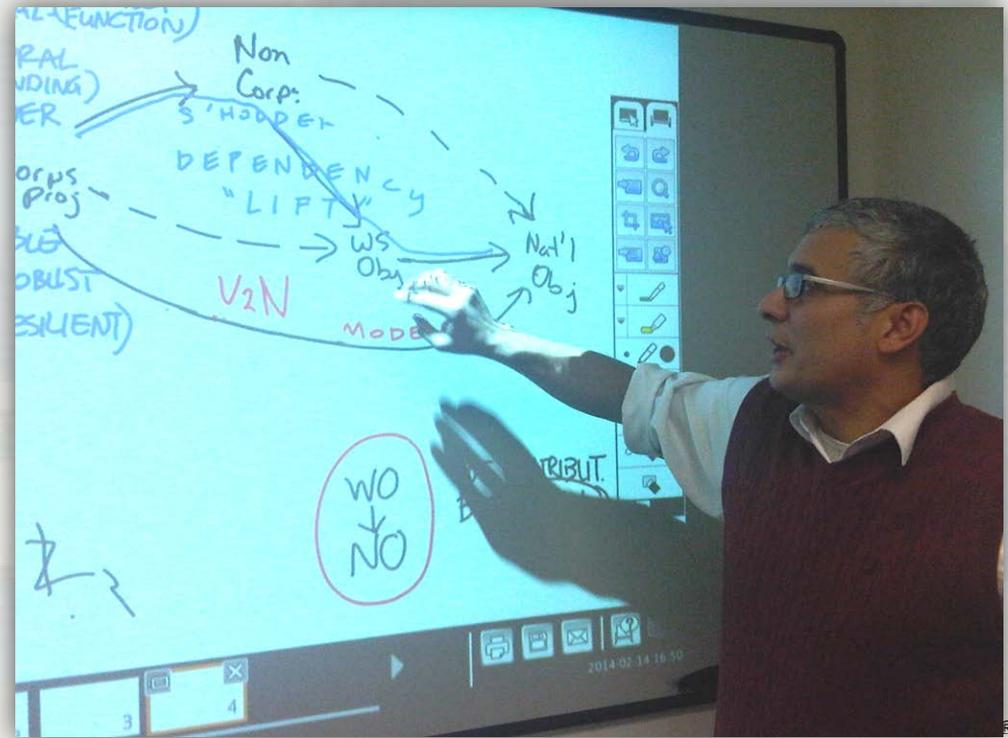
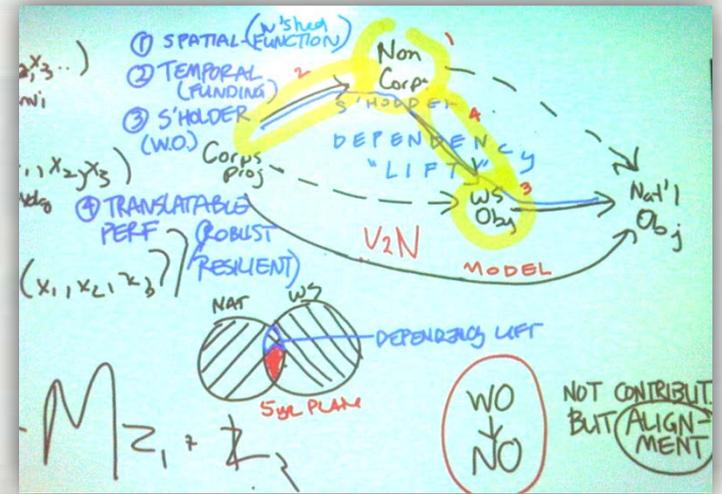
Set-Up: Digital Whiteboard

PROS:

- Can be used instantly to document discussions & ideas
- SAVE feature
- RECALL feature
- Many other digital features

CONS:

- Little more expensive (<\$1,000 - \$3,000+)
- Not well known
- Looks “digital”, can’t get subtle shading, hatching, etc.



VISUAL LANGUAGE

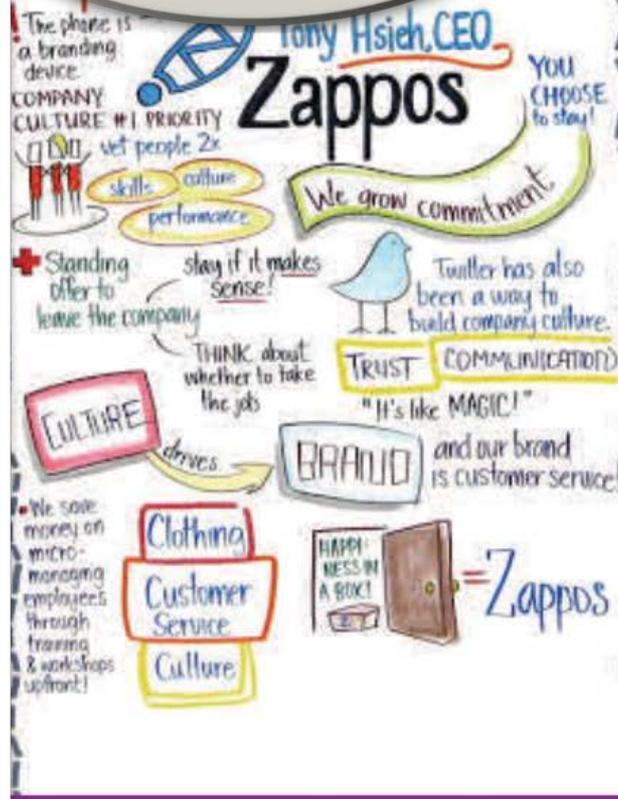
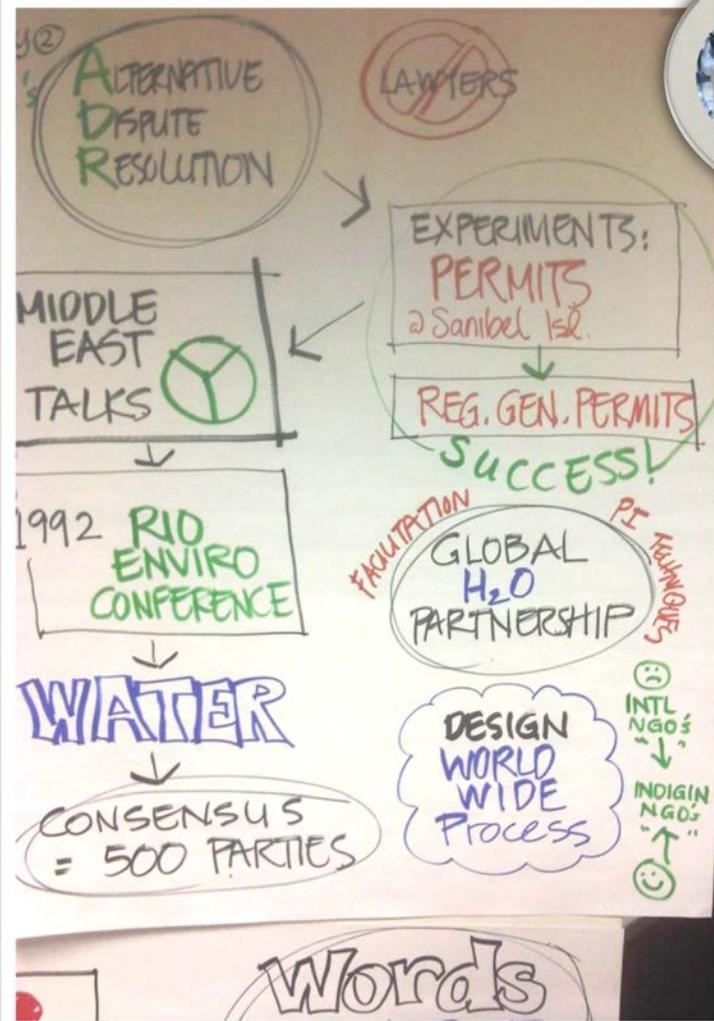


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FONTS & TYPOGRAPHY

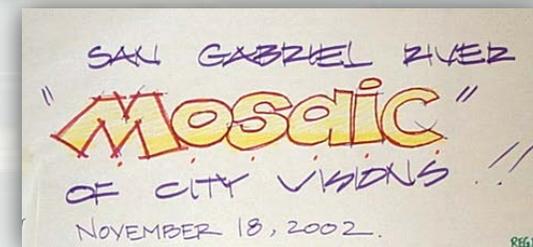
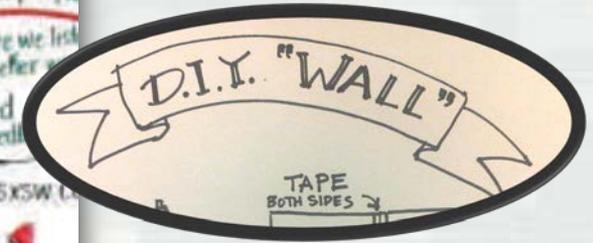
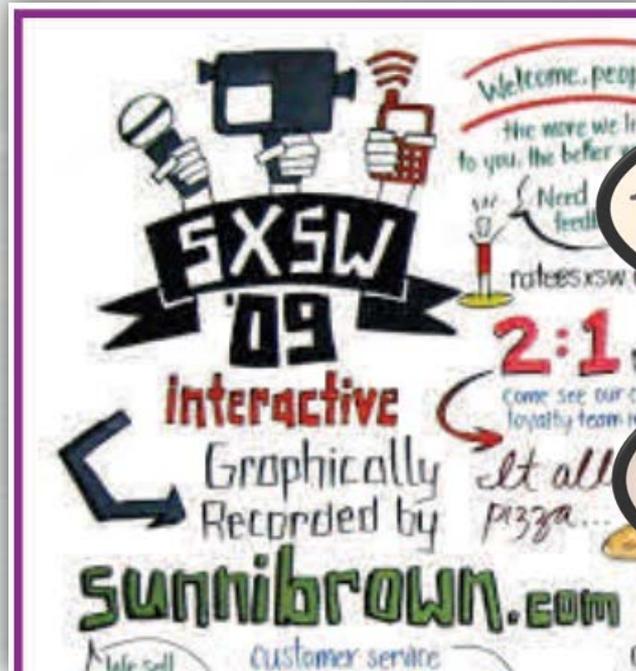


ADD our **Vision**
 WHY? WHERE ARE WE TRYING TO GET?
 ULTIMATE GOAL?
 - PERMANENT POSITION
 - PRODUCING A REPORT
 - RECOMMEND WAYS TO

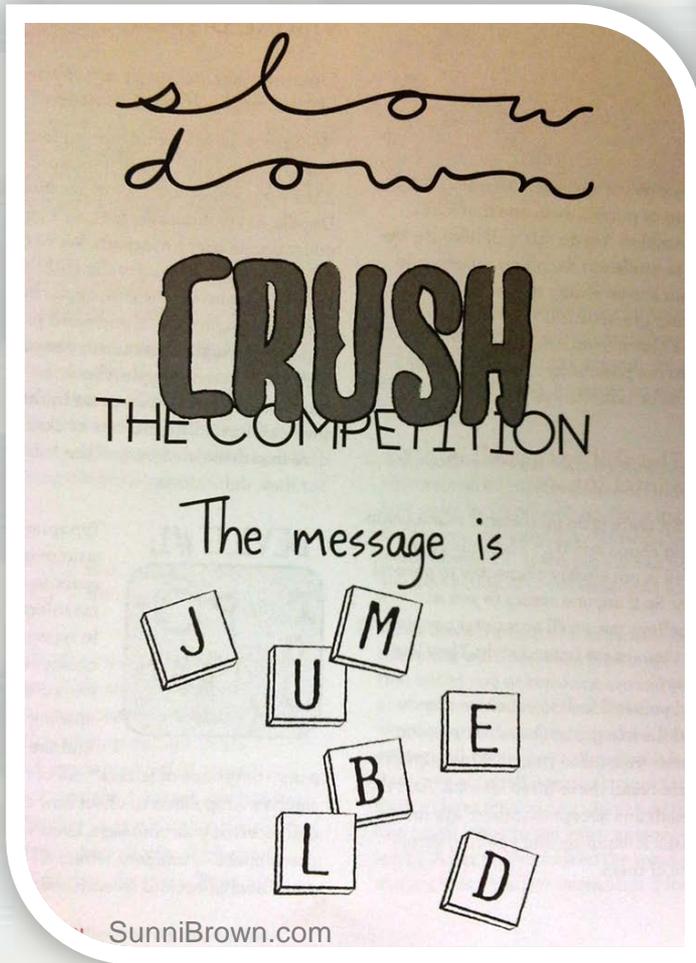
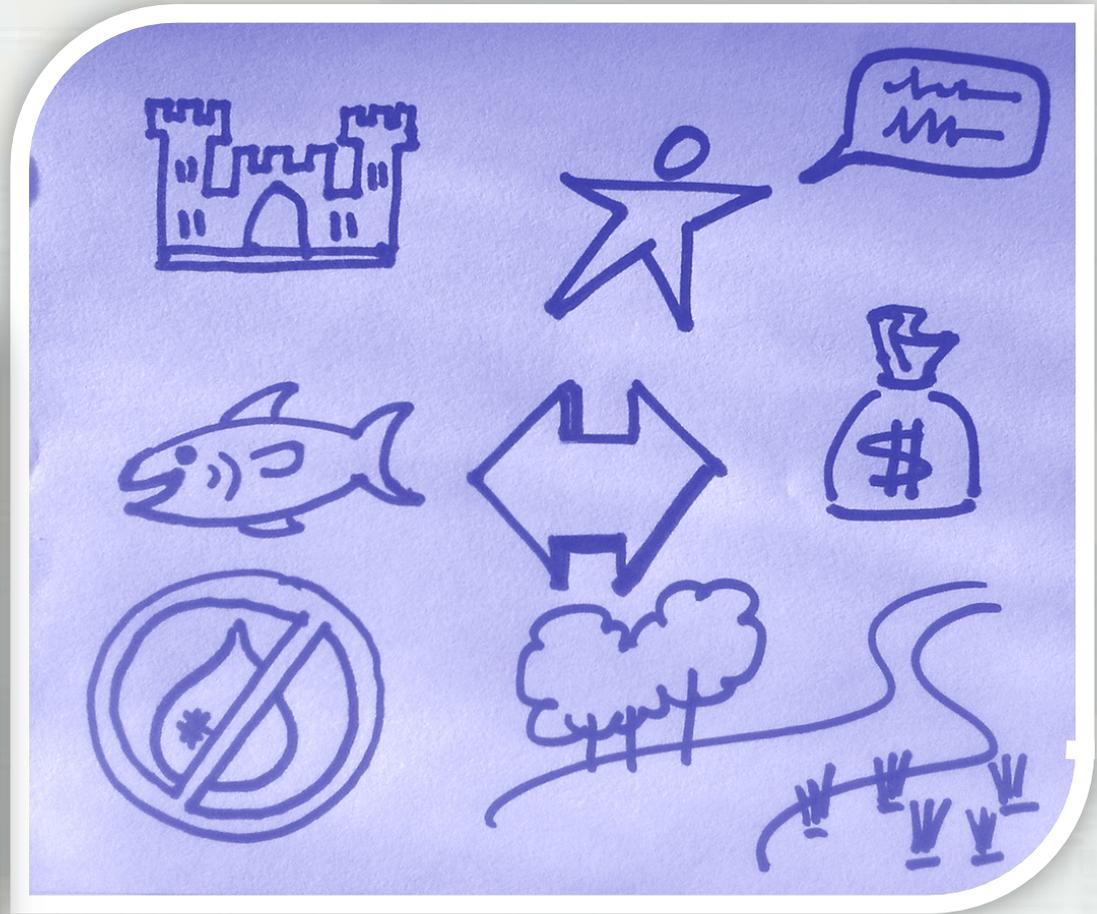


TITLE BLOCKS

- Visual reminder of meeting focus
- Make letters BIG
 - Block letters
 - “Graffiti” / 3-D
 - Shadow
- Give title PUNCH
 - Shadow Box
 - Banner
 - Different colors
 - “Punctuation” !!
- Don’t forget to date!
- Add host, location...



DOODLES



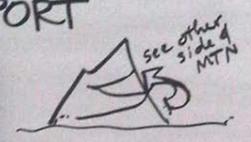
CAPTURING IDEAS

Flip Chart or Whiteboard

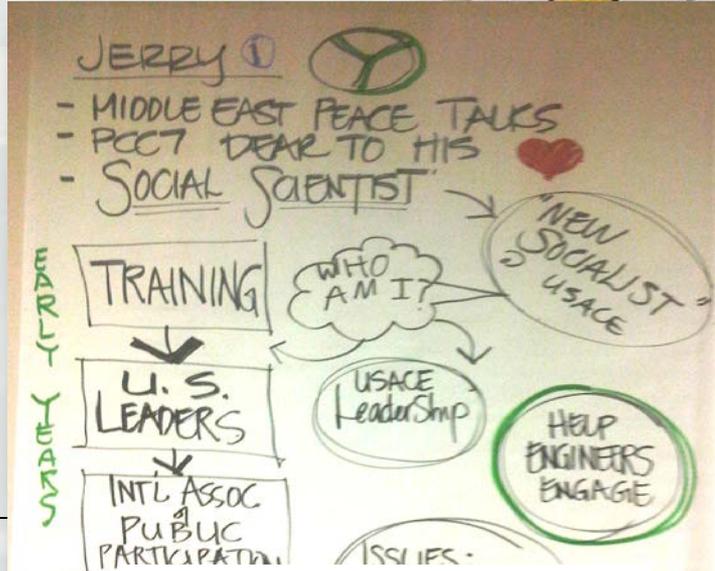
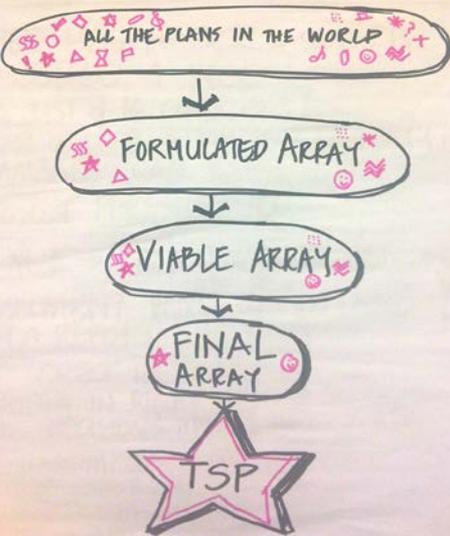
- Highlight KEY IDEAS (big letters, colors)
- Vary bullets & use colors for interest
- Use diagrams & ICONS for an idea
- For a story/speech, capture nuggets & link together, highlight key points/milestones
- Sunni Brown calls this “infodoodling” or visual journalism

P.I.S. BIZ MTG...

- ▷ ADD our **Vision**
- WHY? WHERE ARE WE TRYING TO GET?
- ▷ ULTIMATE GOAL?
 - PERMANENT POSITION
 - PRODUCING A REPORT
 - RECOMMEND WAYS TO INSTITUTIONALIZE
- ▷ BUFFALO, KANSAS, OMAHA IS AN EXAMPLE & WHAT A P.I. SPEC COULD LOOK LIKE...
- ▷ **TOP** GREAT TO SEE TOP-LEVEL SUPPORT



WHERE ARE WE?



Jerry Delli-Priscolli “life story”

- ▷ GRAVEL QUARRY - INTERPRETIVE ELEMENTS
- ▷ RECLAMATION PLANS ON FILE W/STATE
 - ▷ 1/2 ALREADY CLOSED
 - ▷ CATHOLIC CHURCH PURCHASED ONE AS INVESTMENT
 - ▷ HOW COULD THEY BETTER CONNECT W/RIVER?
- ▷ SIERRA CLUB “REAL-WORLD” CASE-STUDY:
 - ▷ REGIONAL SWTR RECLAMATION FACILITY
 - ▷ HABITAT
 - ▷ AESTHETICS
 - ▷ STUDY SYSTEM OF QUARRY'S
 - ▷ BUILD/COST-BENEFIT OF ONE DEMO PROJECT
- ▷ #29/34 ARE THE SAME PROJECT

CAPTURING IDEAS

Wallgraphic or "Infodoodle" (SunniBrown.com)

- capture key thoughts & ideas large-scale in real-time
- translate concepts into words & pictures
- leaves audience with insights they won't forget
- Focus on: Content, Accuracy and Visual Structure.



PROCESS DIAGRAMS

Choose a SmartArt Graphic

All

List

Process

Cycle

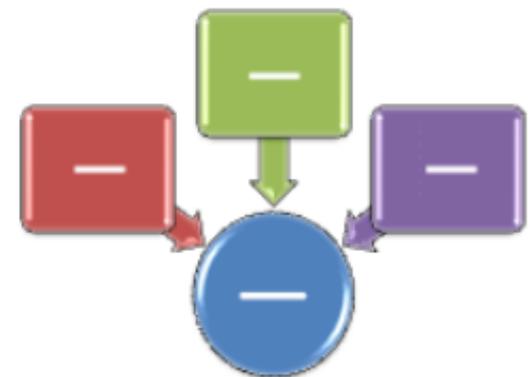
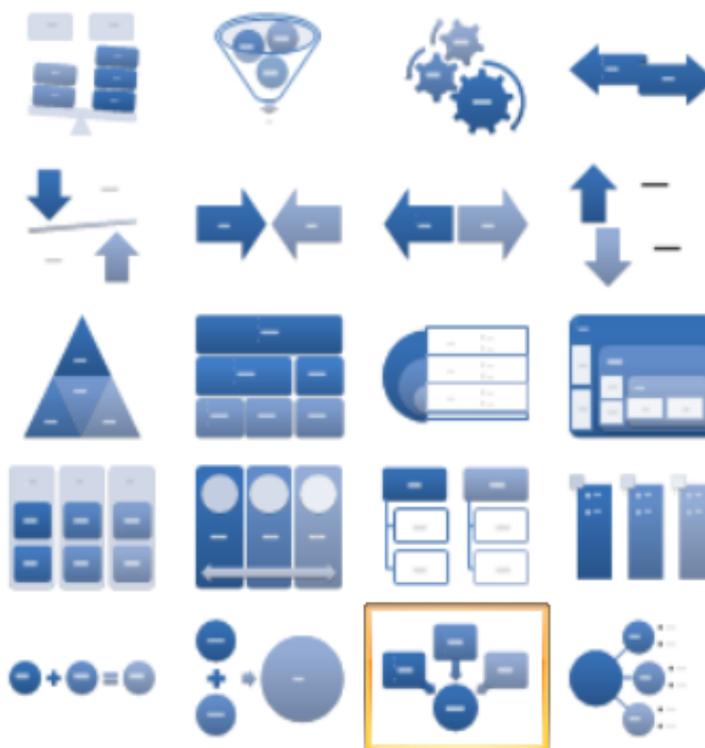
Hierarchy

Relationship

Matrix

Pyramid

Relationship



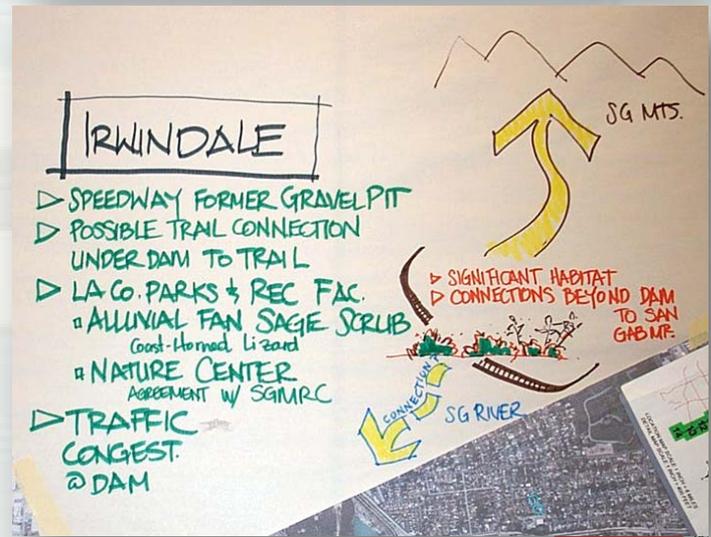
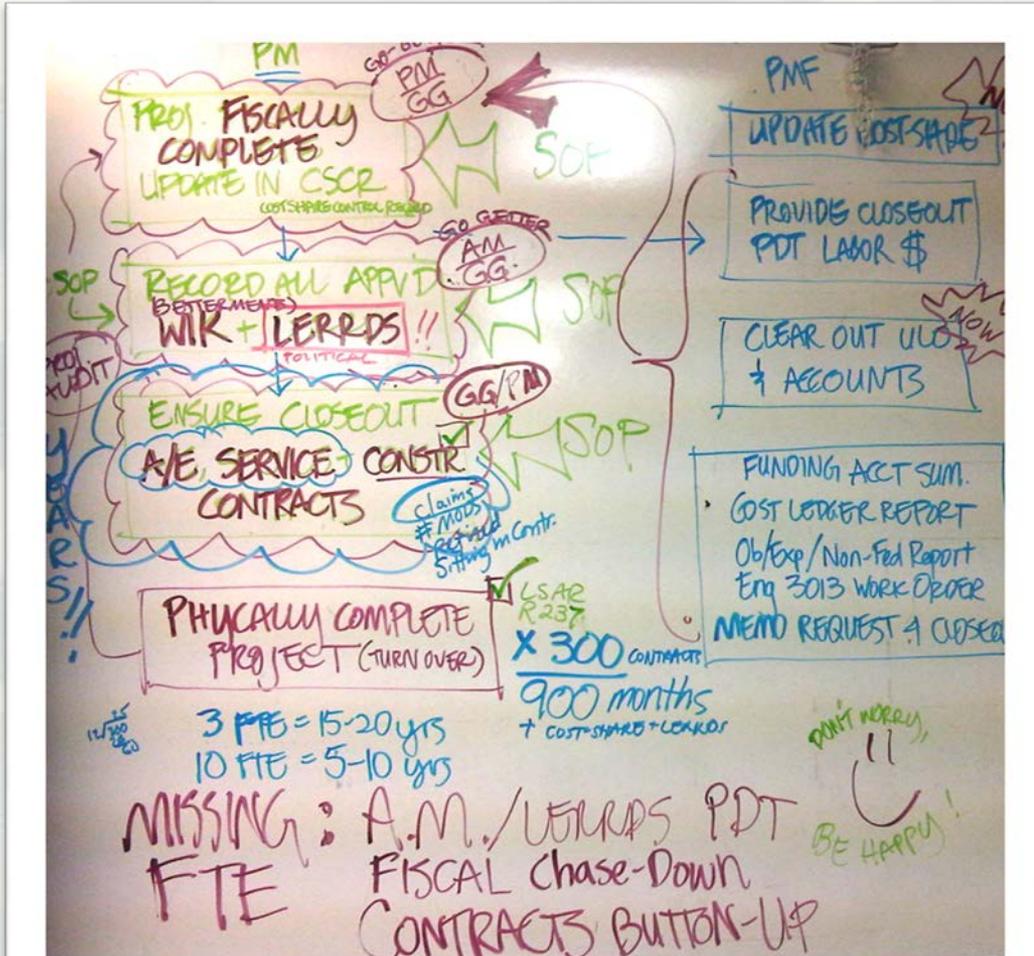
Converging Radial

Use to show relationships of concepts or components to a central idea in a cycle. The first line of Level 1 text corresponds to the central circular shape and the lines of Level 2 text correspond to the surrounding rectangular shapes. Unused text does not appear, but remains available if you switch layouts.

OK

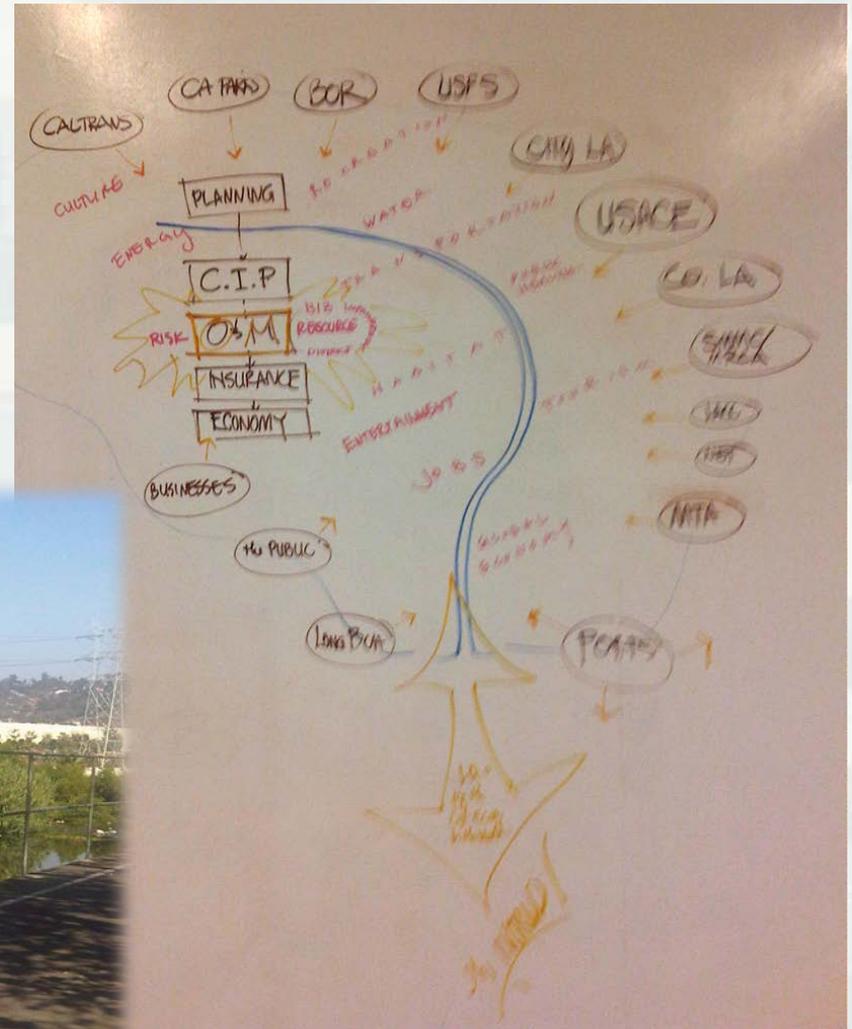
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PROCESS DIAGRAMS



PROCESS DIAGRAMS

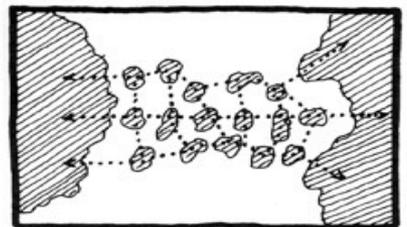
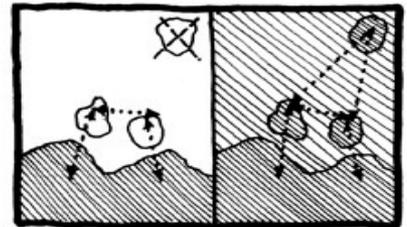
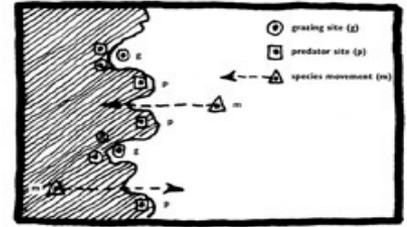
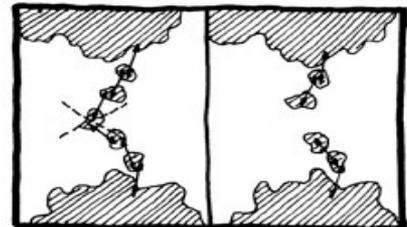
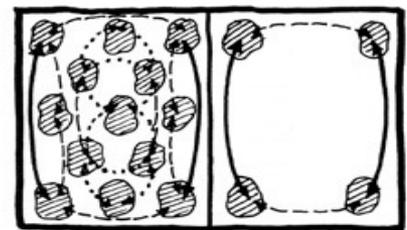
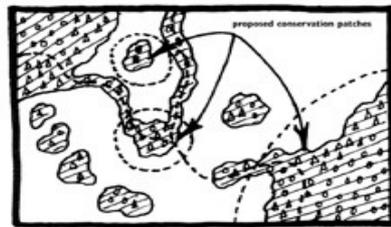
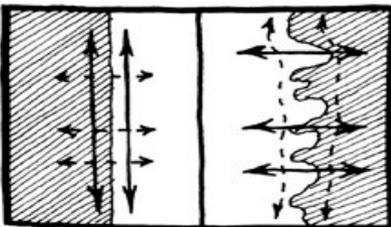
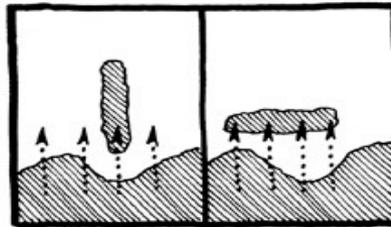
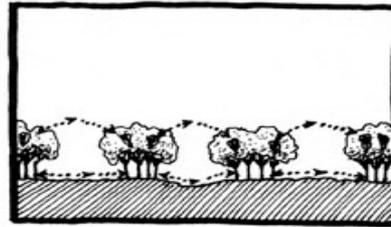
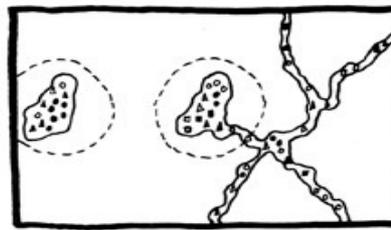
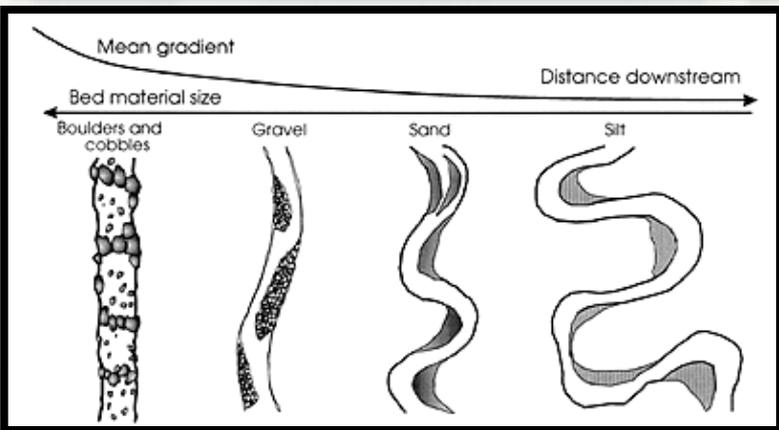
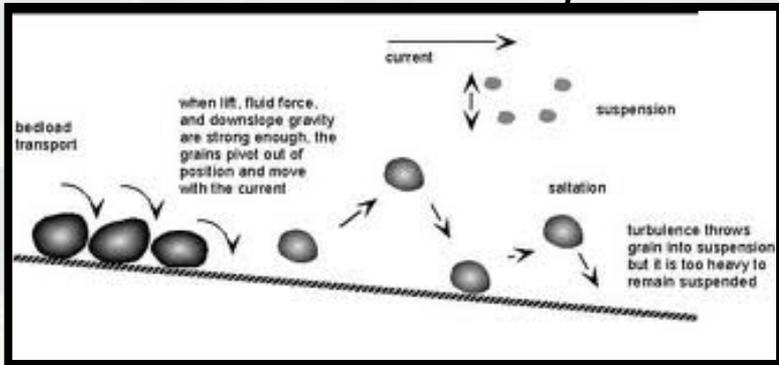
Crazy brainstorm on all agencies who could throw O&M \$\$\$ into one big LA River pot for cost savings...



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PROCESS DIAGRAMS

Landscape Ecology -
 Complex ecologic processes
 simplified, explained,
 understood & acted upon



IN CLOSING



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Variations On a Theme

Explore many variations of graphic facilitation:

- Graphic Recording / Recorder
- Graphic Facilitation / Facilitator
- Visual Thinking
- Visual Facilitation / Facilitator
- Visual Practitioners
- Visual Journalists
- Performance Infodoodlers TM



GRAPHIC FACILITATION GETS RESULTS



- Increases efficiency of meeting outcomes
- Enables “deeper thinking” for improved problem solving
- Tackle complex problems for better options
- Achieve shared understanding quickly
- Supports team-building & organizational development



BE YOUR DISTRICT'S CHIEF DOODLER!

- PRACTICE!! (Buy that cool moleskin journal you've been eyeing...)
- Doodle often, in meetings, on the phone, right now!
- Practice in a safe place, with PDT or family (map your life story)
- Use flip charts or whiteboards in EVERY meeting
- Become your District's Goto Graphic Facilitator!



Watershed-Budget
Friday, 27 JUNE 2013, 9:00
915 Wilshire Blvd, LA 90017, 12

FRAMEWORK
AGENDA

Welcome – Josephine Axt, Planning Chief, USACE Los Angeles
Williams, Civil Works Integration Division, USACE South Pacific
2. Self-Introductions – Eileen Takata, Watershed Program Manager, S
3. Open House – Stu Townsley, Field Program Manager, SPD (5)
4. Approach: Business Case Descriptions & Key Performance Indicators
5. Value to the Nation: Watershed-Based Budgeting
6. Main Session: Value to the Nation: Water Resources (IWR) (5)
7. OWOW: Future Corps Direction – Mark Sudol, Group
8. Eileen Takata, Watershed Program Manager, SPD (5)
9. Deegan, Senior Analyst, IWR (15)
10. Local Projects And To The River Watershed -
11. Defending a Project's Value To The
12. Mirelli, Coffee
13. Deegan, Senior Analyst, IWR (15)
14. Local Projects And To The River Watershed -
15. Defending a Project's Value To The

THANK YOU!



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