

Benefits and Uses of Graphic Recording

With estimates that two-thirds of us prefer to think in pictures, using visuals at your events increases your productivity* and enlivens your sessions -- making them both informative, and fun!

By using universal language (e.g., circle, triangle), and showing the process a group is going through, graphic recording:

Promotes remembering

- Evokes ideas
- Nearly doubles* retention through visual tags and metaphors

Shows connections

- Maps linkages
- Shows direction
- Fosters new insights and enhances creativity by connecting previously unrelated ideas
- Encourages systems thinking which goes beyond verbal and linear processing

Ensures everyone's involvement

- Makes implicit ideas explicit
- Focuses the problem on the paper, rather than the person
- Provides a shared frame of reference: people can see what you mean, and what they mean
- Allows for everyone's (e.g., introverts, diverse cultural backgrounds) ideas to be recorded

Graphic recording is suitable for all your events. **Consider hiring a graphic recorder for your next:**

- Conference: keynote, plenary and/or break-out session
- Focus group
- Meeting involving multiple silos, organizations, sectors and/or jurisdictions
- One-on-one coaching session
- Staff meetings/retreat
- Strategic planning
- Team building session
- Training seminar
- Workshop

Use a graphic recorder to:

- Capture your conversation
- Draw out connections, relationships and hierarchies among and between elements
- Plan sequencings (e.g., of tasks and responsibilities, of chronologies)
- Map or record interviews and focus group discussions
- Draw out relationships in data
- Flesh out scenarios and plan for the future
- Map locations ***and much more!***

*Source: Bresciani, S., Eppler, M.J. 2009. Beyond Knowledge Visualization Usability: Toward a Better Understanding of Business Diagram Adoption. Proceedings: 13th International Conference on Information Visualization. Barcelona. July. IEEE.