



Welcome!

XPLANE
Visual Thinking Primer
for Organization Development Network

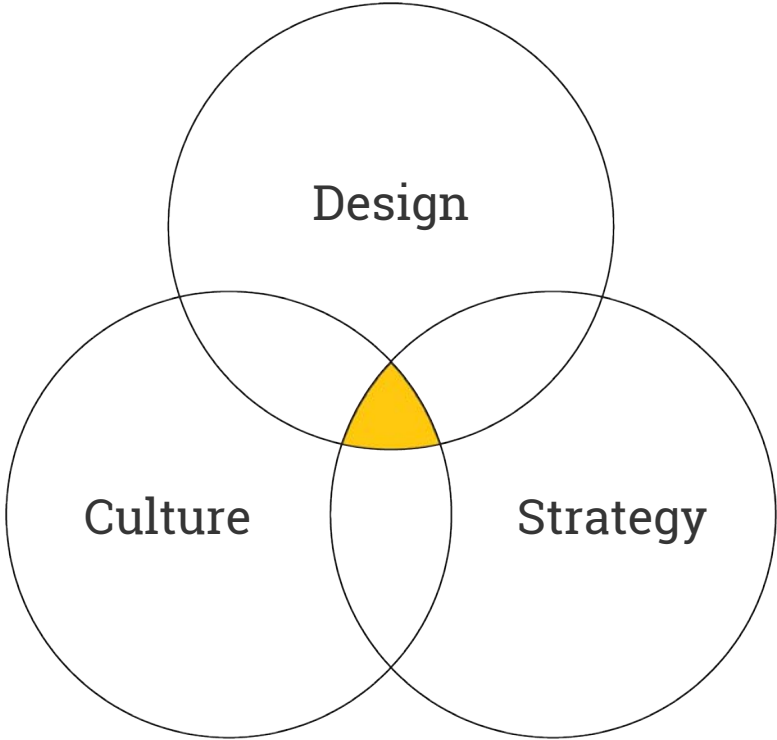


Hi! We are XPLANE



WE ARE A DESIGN CONSULTANCY

Organizational Clarity



Today's Presenter



Marvin Gaviola

Associate Creative Director



Share your progress to the entire room (and the world)



@XPLANE_design_consultancy
#ODNVTP



@XPLANE
#ODNVTP

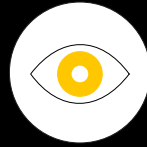


Objectives



1. Learn the Language of Visual Thinking
2. Build Your Visual Vocabulary
3. Use Visual Thinking in Context



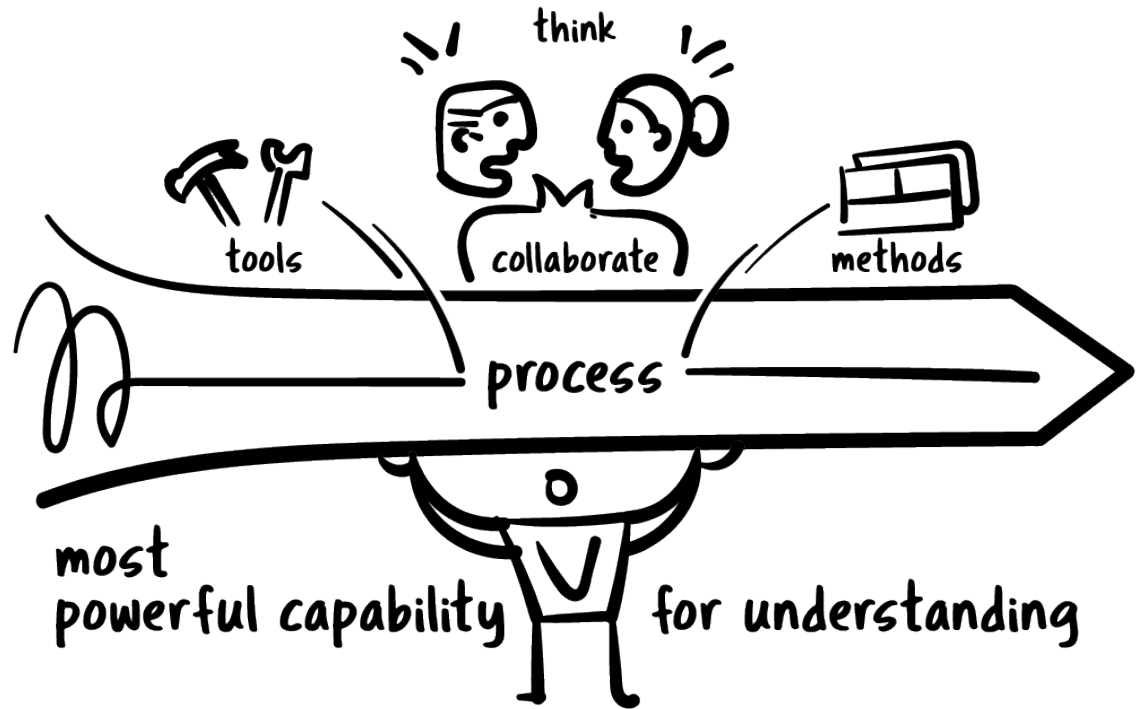


Visual Thinking



What is Visual Thinking

The process of thinking and collaborating using tools and methods that leverage humans' most powerful capability for understanding: visualization



visualization





Activity 1: “How I met my love.”

Activity 1

Description: Think of a personal “love”. It can be a person, a goal, an object, a pet.

Draw how that “love” came about.

Individual – 5 Minutes



Agenda



Key Sections of Visual Thinking

(corresponding activities
throughout the evening)

1. **Proficiency** of Visual Thinking (VT)
2. **Language** of VT
3. **Value** of VT
4. **Science** of VT
5. **Practice** of VT
6. **Group Activity**: Customer Journey



The Proficiencies of Visual Thinking



Levels of Proficiencies

1. **Basic**: Using “words” and marks to emphasize information
2. **Intermediate**: Using complex “words”/marks and simple relationships
3. **Advanced**: Using complex “words”/marks and complex relationships and frameworks
4. **Master**: Ability to synthesize live



The Language of Visual Thinking



Visual Thinking Language



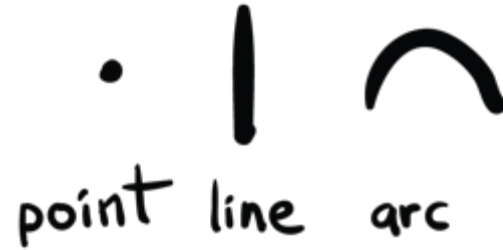
Alphabet | Words | Grammar



Visual Thinking Language



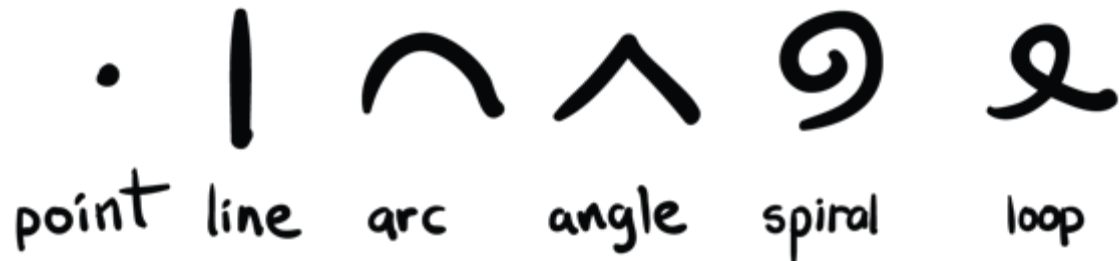
The Alphabet



Visual Thinking Language

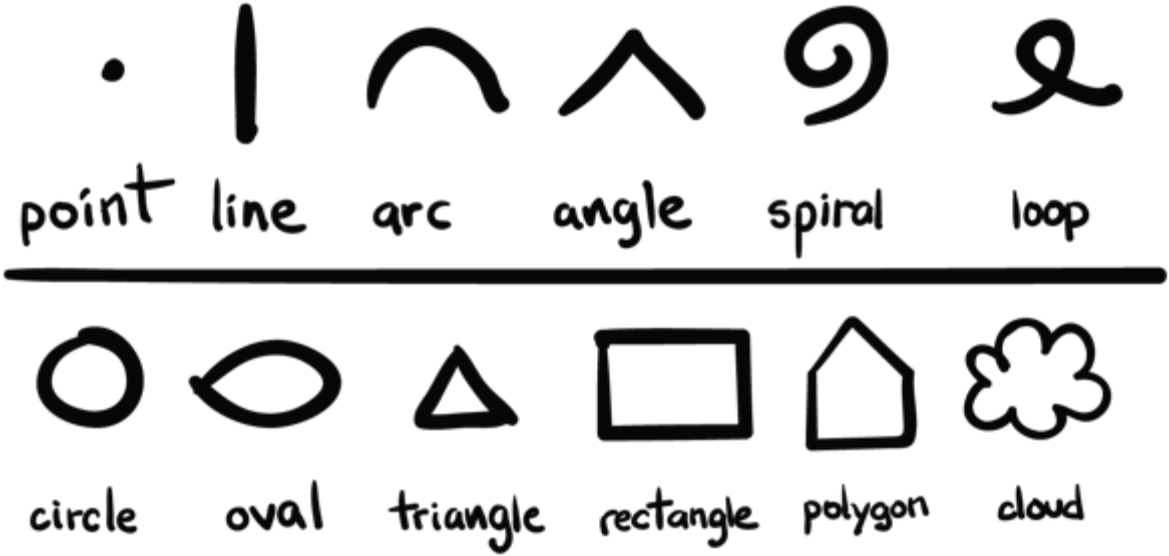


The Alphabet



Visual Thinking Language

The Alphabet



Visual Thinking Language

The Words

People

1. Body

2. Limbs

3. Head, feet, hands



Visual Thinking Language



The Words

People in Action



Running



Jumping

Mad



Visual Thinking Language



The Words

Person in Character



Man

Woman

Executive



Visual Thinking Language



The Words

Laptop



Simple



Detail

In Context





Activity 2: Word Grids

Individual – 10 Minutes

Activity 2

The Words Nouns

Coffee Cup	Laptop	Desk	Chair
Printer	Document	Mobile Phone	Currency
Transportation	Building	House	Currency



Activity 2

The Words People

Man	Woman	Family	Doctor
Siloes	Team	CEO	CFO
Marketing Group	Engineering Group	Running Man	Successful Group



Activity 2

The Words Verbs

Alert	Agree	Approve	Reject
Inquire/Ask	Divide	Update	Release
Edit	Focus	Improve	Execute (business)



Activity 2

The Words Interactions

Meeting	Remote Conference Call	Lecture/Presentation	Workshop
Argument	Resolution	Disagreement	Celebration
Water Cooler Discussion	Performance Evaluation	Backchannel Discussion	Timed Test





Activity 3: Basic Proficiency

Individual – 5 Minutes

Activity 3

How Does An Internal Combustion Engine Work?

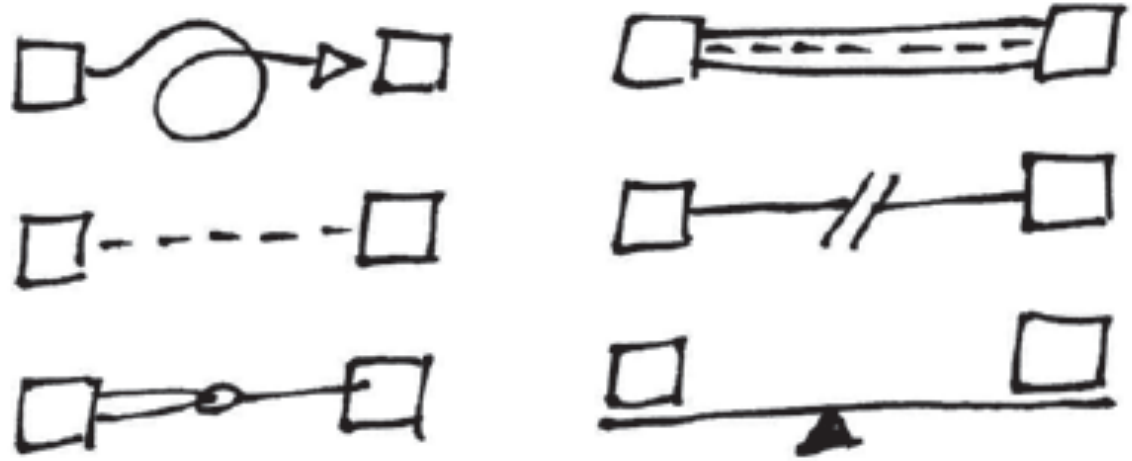
There are two kinds of internal combustion engines currently in production: the spark ignition gasoline engine and the compression ignition diesel engine. Most of these are four-stroke cycle engines, meaning four piston strokes are needed to complete a cycle. The cycle includes four distinct processes: intake, compression, combustion and power stroke, and exhaust.

<https://www.energy.gov/eere/vehicles/articles/internal-combustion-engine-basics>



Visual Thinking Language

The Grammar



Grammar is represented by the
relationship between elements
(nodes)



Visual Thinking Language

The Grammar: simple relationships/connections



basic



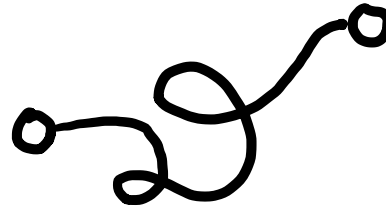
one way



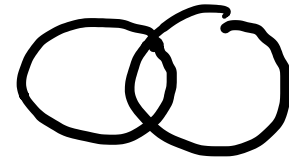
two way



indirect & direct



confusion/ambiguity



shapes

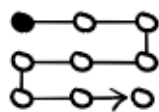


Visual Thinking Language

The Grammar:

Complex frameworks

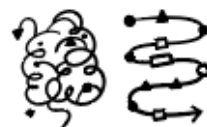
schematic



LINEAR PROCESS



HUB & SPOKE



HAIRBALL TO ORDERED

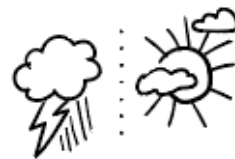
metaphor



RACE TRACK



BRANCHING TREE

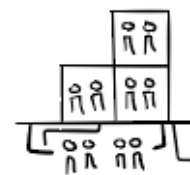


RAIN OR SHINE

literal



TRANSFORMATION



UNDERGROUND CONTROL



GROWTH/MATURITY

process

system

comparison





Activity 4: Basic Relationships

Individual – 5 Minutes

Activity 4



Influence



Persuade



Interact



Intersect



Presenting an idea



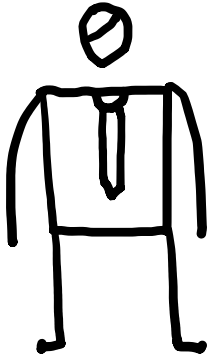
Conversation around a specific topic



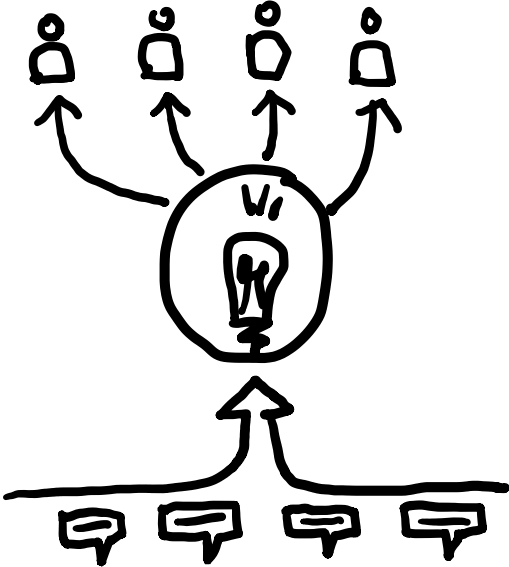
Visual Thinking Language



Alphabet



Words



Grammar



The *Value* of Visual Thinking



Value of Visual Thinking

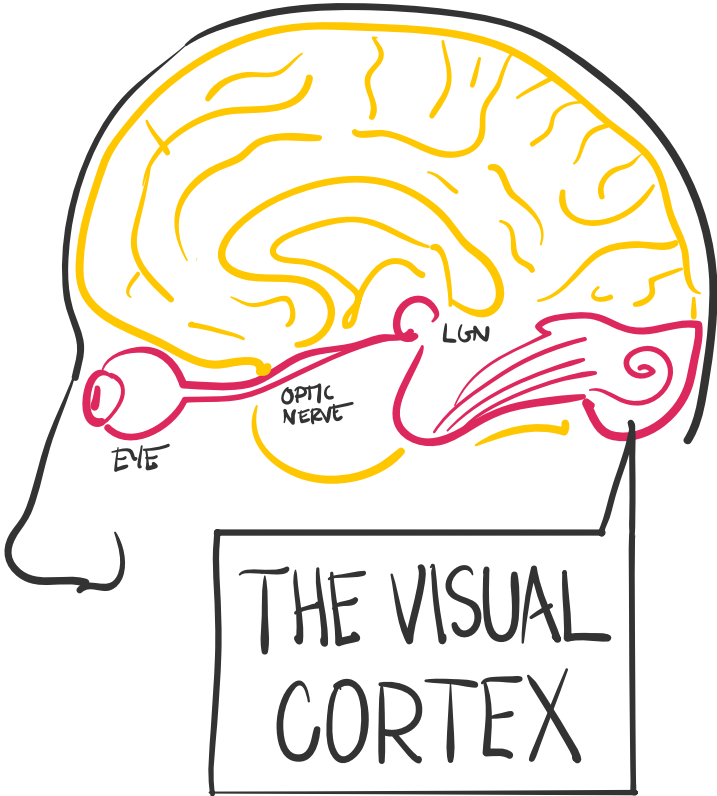
1. Clarify/Communicate
2. Make Sense
3. Make Decisions
4. Generate Ideas
5. Drive Conversations
6. Create Alignment
7. Accelerate Adoption
8. Engage Audience
9. Drive Action!



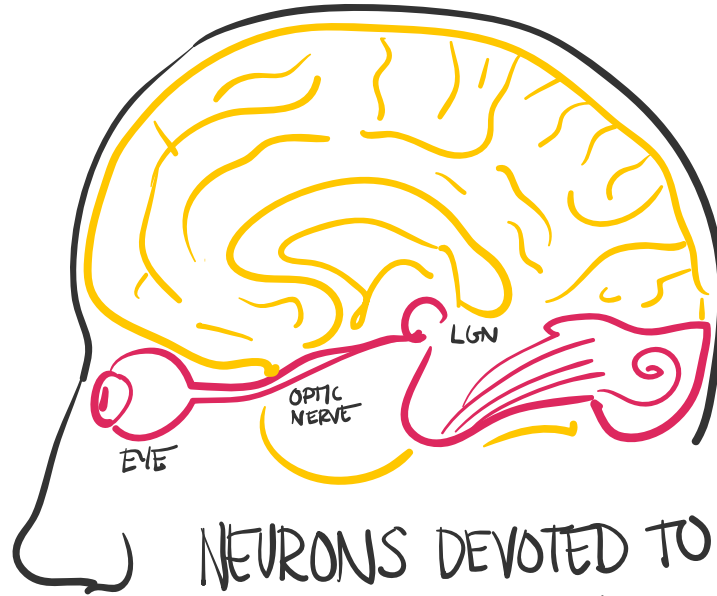
The Science of Visual Thinking



Clarity



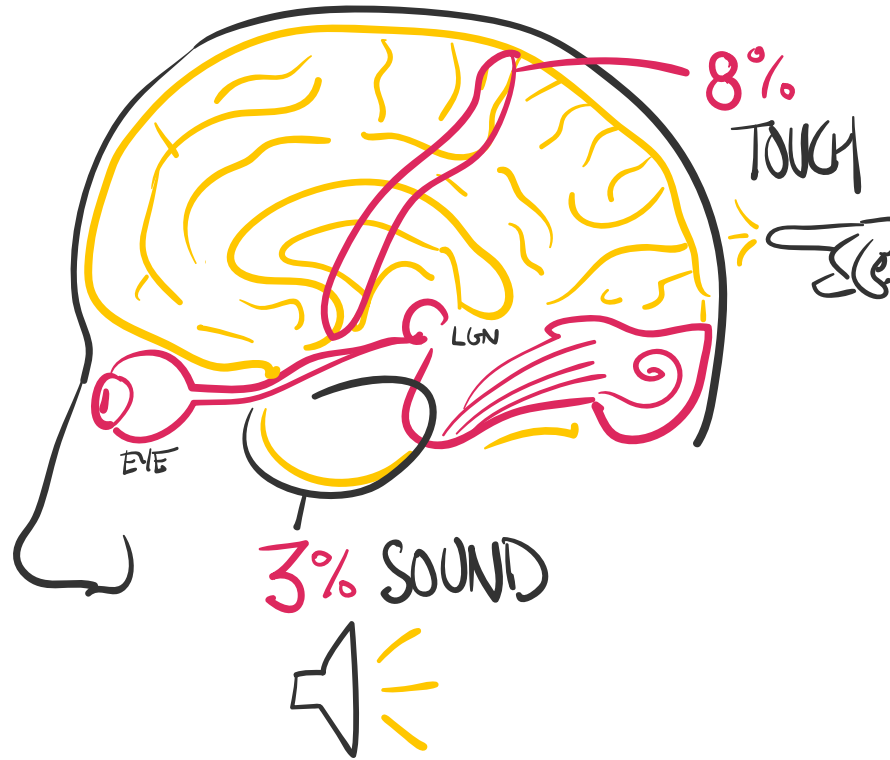
Clarity



NEURONS DEVOTED TO
VISUAL PROCESSING TAKE
UP **30%** OF THE CORTEX



Clarity

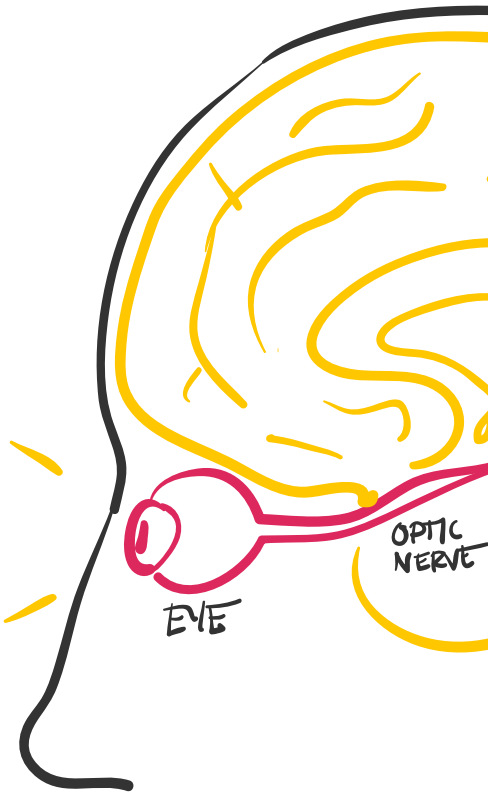


MIT Research - Brain Processing of Visual Information
December 19, 1996 <http://news.mit.edu/1996/visualprocessing>

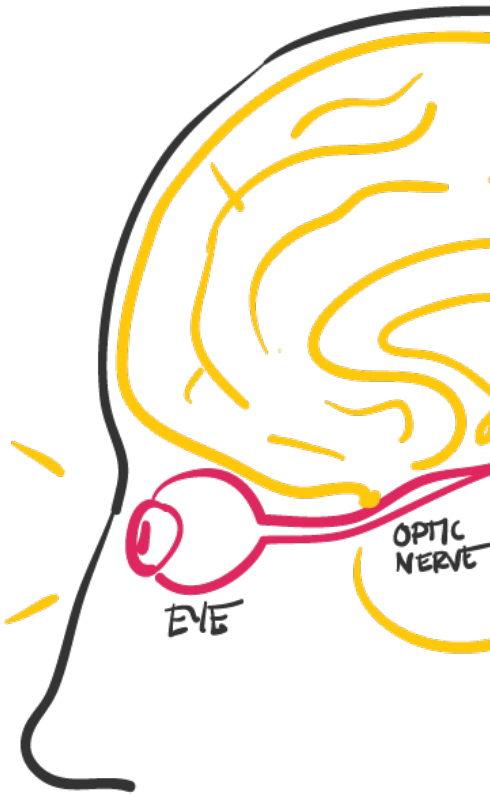


BUM DOG
BLAH BLAH^{PET}
BITE Slobber

WORDS
TRANSLATED
SEQUENTIALLY



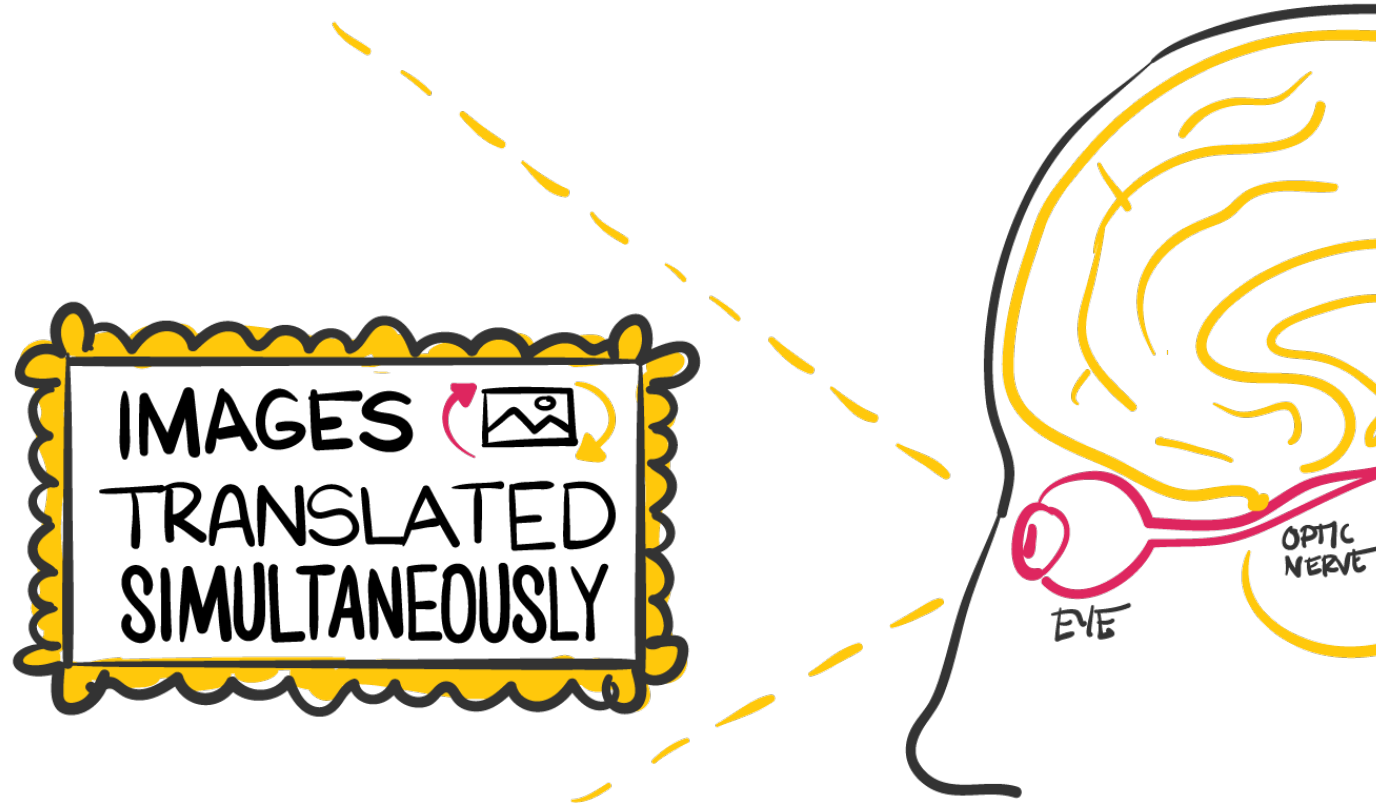
AN ANGRY,
SNARLING DOG,
TEETH EXPOSED,
DROOLING...



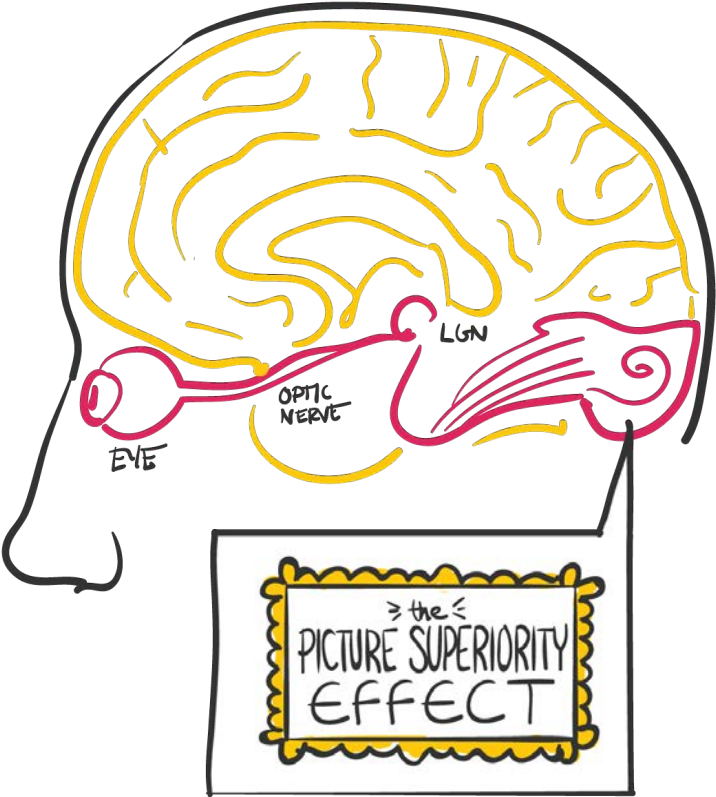
Clarity



Clarity



Clarity



Visual Communication Drives Action and Results

Science has shown that people process information more quickly and align more easily through visuals (vs. just copy or verbal dictation).

DECISIONS
REACHED



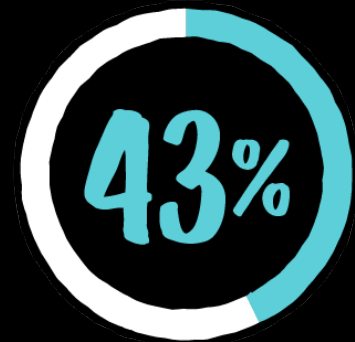
Faster

MEETINGS
CONCLUDED



Faster

MOVEMENT TO
DESIRED ACTION



Faster



The Practice of Visual Thinking

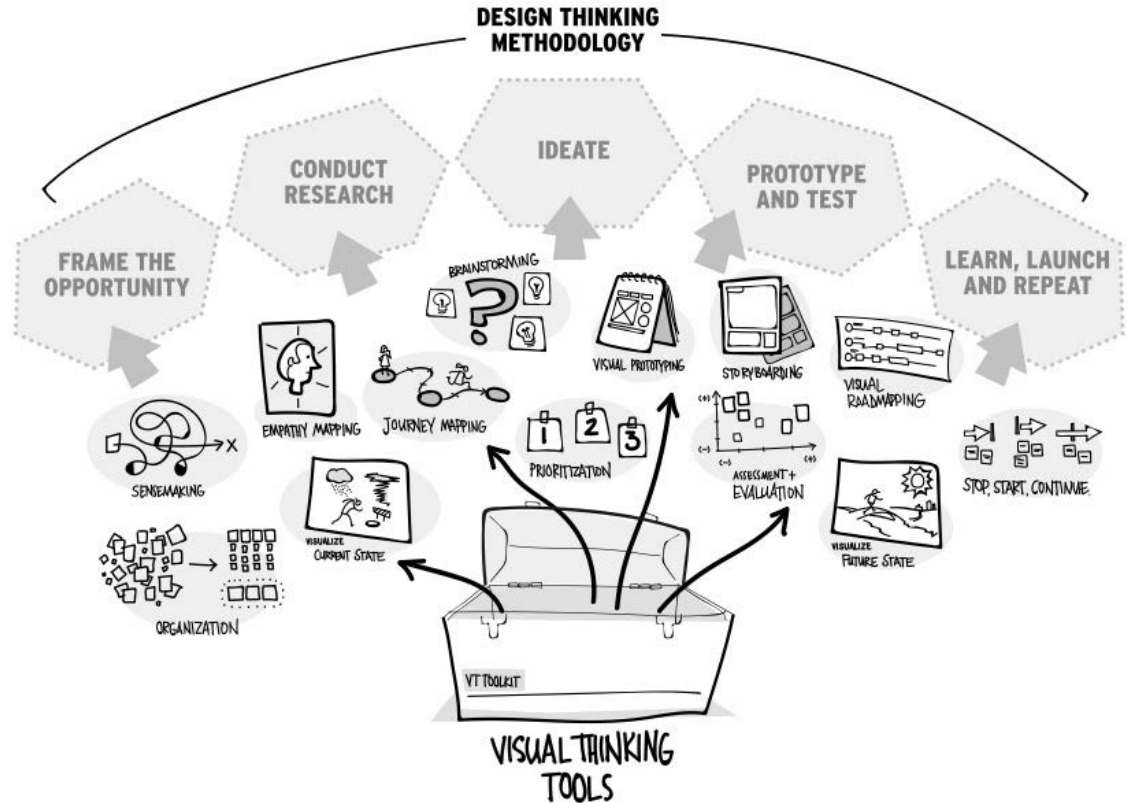


Design Thinking

Is Visual Thinking and Design Thinking the same thing?

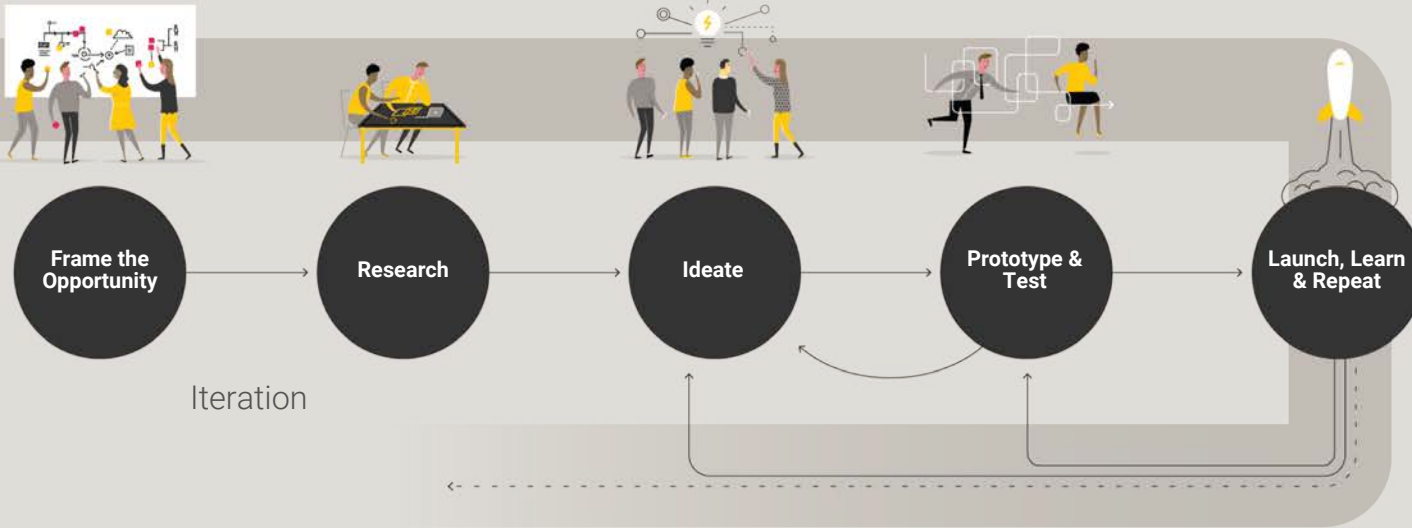
Design thinking is a method for problem solving.

Visual thinking, on the other hand, is a set of tools for making intangible or complex ideas visible.



Visual Thinking in Practice: XPLANE's Design Thinking Methodology

Process



Principles

Collaboration



Human Centered Design



Iteration



Visual Thinking



Co-Creation



System of Resources, Abilities, and Skills:



Visual Thinking



Facilitation



Design & Business Methodologies



Knowledge & Expertise

XPLANE Principles

Frameworks

Process Framework

XPLANE VISUAL THINKING 101 + 201

WHAT TO DRAW

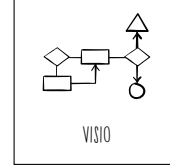
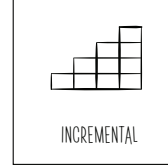
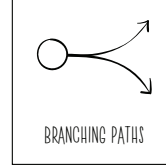
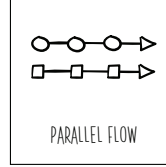
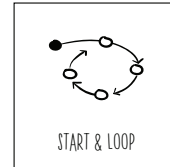
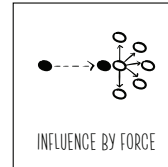
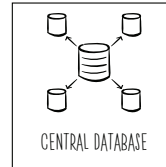
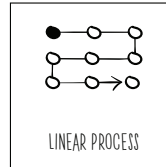


Processes

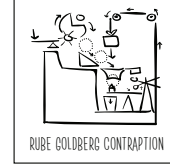
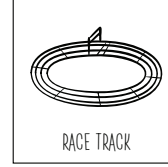
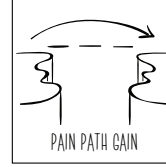
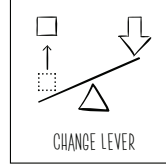
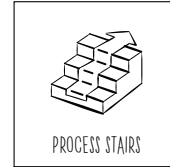
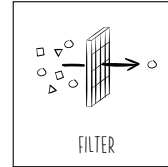
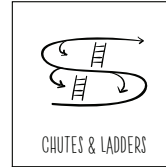
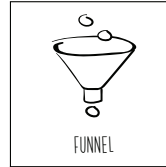
Can answer "How?"

How do you get from A to Z? Also, what are the steps involved? What are hurdles we may encounter? How long and arduous is the journey? Sub-types include linear, circular, multi-path.

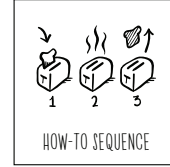
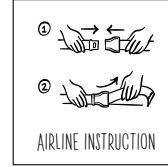
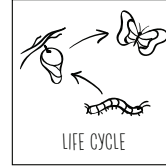
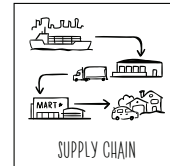
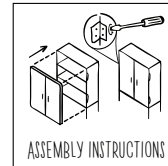
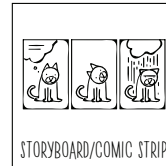
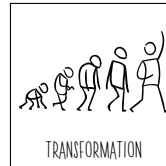
SCHEMATIC



METAPHOR



LITERAL



Rules to keep
in mind

BEST PRACTICES

1. WRITE IN ALL CAPS, USING
BLOCK LETTERS.

2.  ONE POST-IT PER THOUGHT.

3. ALWAYS DRAW WITH A *Sharpie!*

4. PULL POST-ITS DOWN FROM
BLOCK   SO THEY LAY FLAT. 

5. TRY TO DRAW OBJECTS &
PEOPLE WITH AS FEW STROKES
AS POSSIBLE.

6. LABEL EVERYTHING. CLARIFY YOUR
INTENTIONS TITLES, CAPTIONS, LABELS, ETC.



7. BE FEARLESS & HAVE FUN!





Activity 5: “Customer Journey”

From decision to purchase

Individual – 25 Minutes

Activity 5

Preparation

- **Group:** 5-7 groups total (count off)
- **Get a large blank poster (2 pages):** Place the posters side by side
- **Grab stacks of sticky notes:** Each person should have a stack of sticky notes
- **Sharpies:** Use sharpies whenever possible
- **Find a wall space:** Take your group and find a wall space anywhere you can stick your posters side by side. If space is limited, place the posters on the table side by side.



Activity 5

Sequence of Steps

1. **Select a Topic:** Buying a home, adopting a pet, buying a car (from decision to purchase).
2. **Empathy Map:** Define and understand your audience.
3. **Major Milestones:** What are the milestones required in this process?
4. **Barrier:** What are the barriers that could disrupt this process?
5. **Roles:** Who is involved in each step? What is their function?



Activity 5

Sequence of Steps

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Empathy Mapping

1. What do they THINK?

- What is on top of their mind?
- What are their priorities?

2. What do they SEE?

- What do they see in the marketplace?
- What do they see in their immediate environment?
- What do they see others saying?
- What do they see others doing?
- What are they watching and reading?

3. What do they SAY?

- What have we heard them say?
- What can we imagine them saying?

4. What do they FEEL?

- What are their frustrations, and anxieties?
- What are their wants, needs, and dreams?

5. What do they DO?

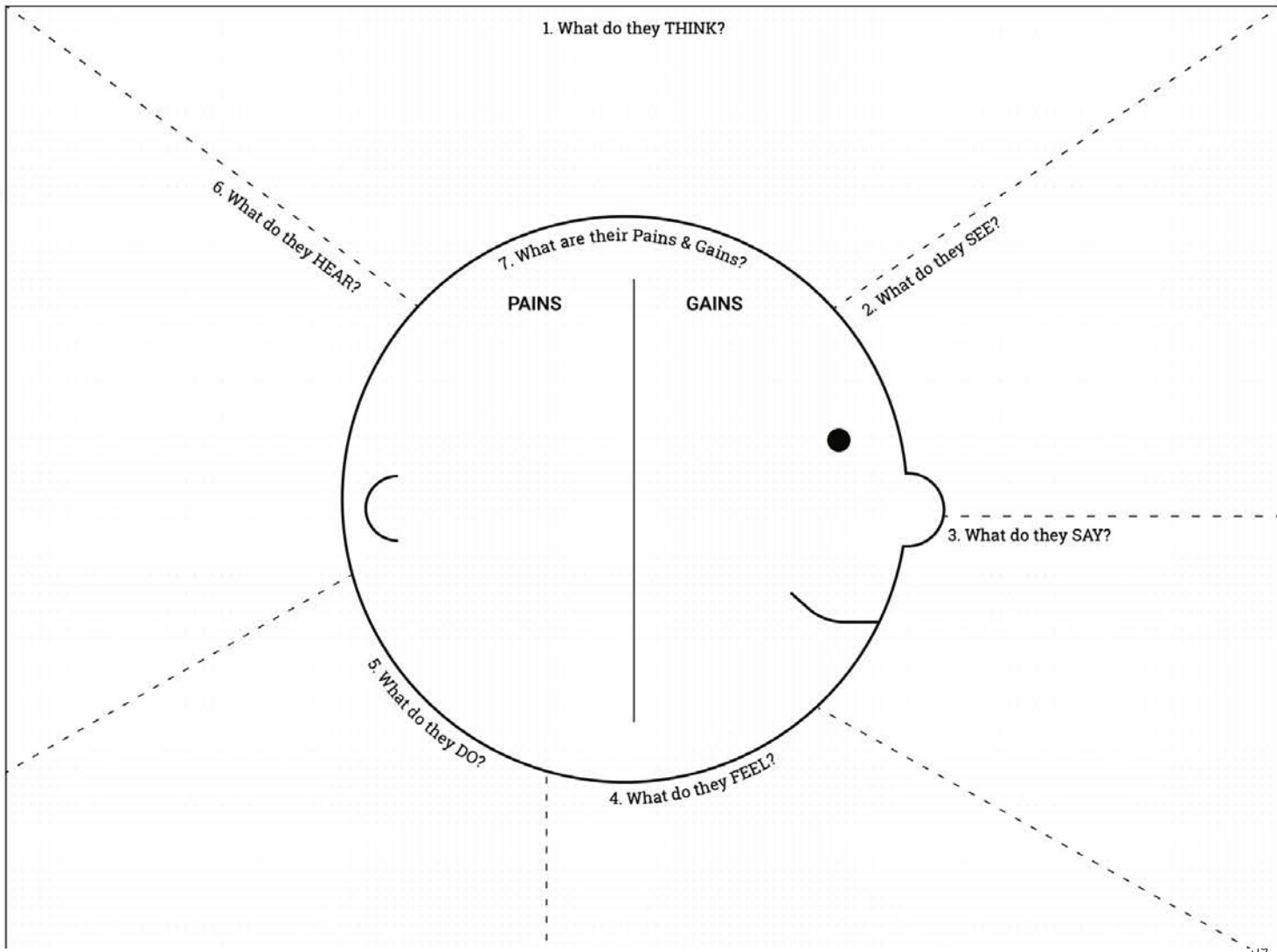
- What do they do today?
- What behavior have we observed?
- What can we imagine them doing?

6. What do they HEAR?

- What are they hearing others say?
- What are they hearing from friends?
- What are they hearing from colleagues?
- What are they hearing second-hand?

7. What are their PAINS & GAINS?

- What negative factors influence how they make decisions? What are their fears?
- What positive factors influence how they make decisions? What are their hopes and aspirations?



Activity – Empathy Mapping



What are the top 5 considerations for communicating to your target audience?

Activity 5

Audience Perspective

1. What are their top-level concerns?
2. What are their objectives?



Activity 5

Sequence of Steps

1. **Select a Topic:** Buying a home, adopting a pet, buying a car (from decision to purchase).
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Activity 5

Major Milestones

1. Decide on all of the milestones required in the process selected.
2. Decide the sequence of those milestones.
3. Add steps between the milestones that will provide more detail to the process.
 1. If a couple is buying a car, what conversation are they having between milestones?



Activity 5

Sequence of Steps

1. **Select a Topic:** Buying a home, adopting a pet, buying a car (from decision to purchase).
2. **Empathy Map:** Define and understand your audience.
3. **Major Milestones:** What are the milestones required in this process?
4. **Barrier:** What are the barriers that could disrupt this process?
5. **Roles:** Who is involved in each step? What is their function?



Activity 5

Barriers

1. In each step of the process, determine if there are barriers that could slow the process or undermine the experience.
2. Are there barriers that could prevent a customer from accomplishing the purchase or adoption?



Activity 5

Sequence of Steps

1. **Select a Topic:** Buying a home, adopting a pet, buying a car (from decision to purchase).
2. **Empathy Map:** Define and understand your audience.
3. **Major Milestones:** What are the milestones required in this process?
4. **Barrier:** What are the barriers that could disrupt this process?
5. **Roles:** Who is involved in each step? What is their function?



Activity 5

Roles

1. Identify the specific roles and their function at each step.



Activity 5

Optional, time permitting

Present to the room

Find one team to share their process.

Room Discussion:

1. Were there similarities or differences between stories?
2. Any other insights?



Conclusion

Visual Thinking

- › Is a way to communicate, collaborate, and accelerate decisions
- › Is a tool used within a larger methodology
- › Is a skill that requires practice
- › Can benefit any face-to-face engagement (I've used it for performance reviews)



Q/A



Plus/Delta





**LEARN THE FUNDAMENTALS
OF VISUAL THINKING!**

Visual Thinking 101

- Fundamentals of visual thinking
- Visualizing common scenarios
- Techniques, frameworks, and approaches to solve problems
- Tactics and tools to create buy-in

Visual Thinking 201

- Complexity busting
- Application
- Storyboard key journeys
- Build your toolkit
- Create impact





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text **XPRESS** to **66866**

Thank You!

