



[PDF Report from The GLEN](#)



# WELCOME BACK

Exploring the edge of Visual Practice  
Exchange 2

# Today's Agenda

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Summary 1st Exchange

Personal Reflection

Bring Back

Break Out 2

Input VALUE

Water Lily

Break Out 1

Value

Bring Back

BE CURIOUS

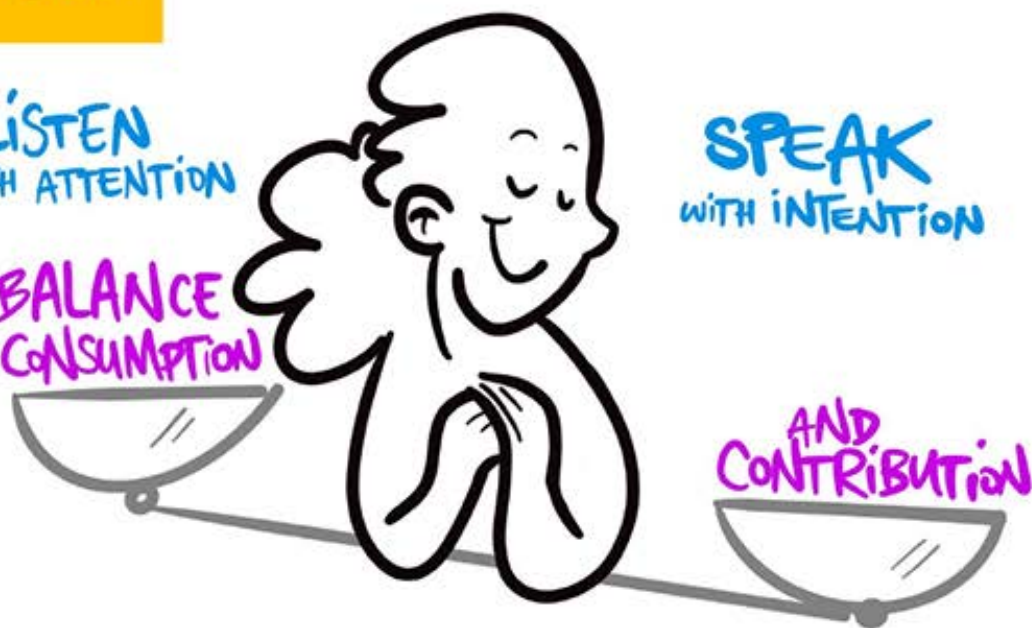
LISTEN  
WITH ATTENTION

SPEAK  
WITH INTENTION

BALANCE  
CONSUMPTION

AND  
CONTRIBUTION

HOST YOURSELF



# Markus reflections on language

## shared Coherent Language?

Beast hardly tamed.



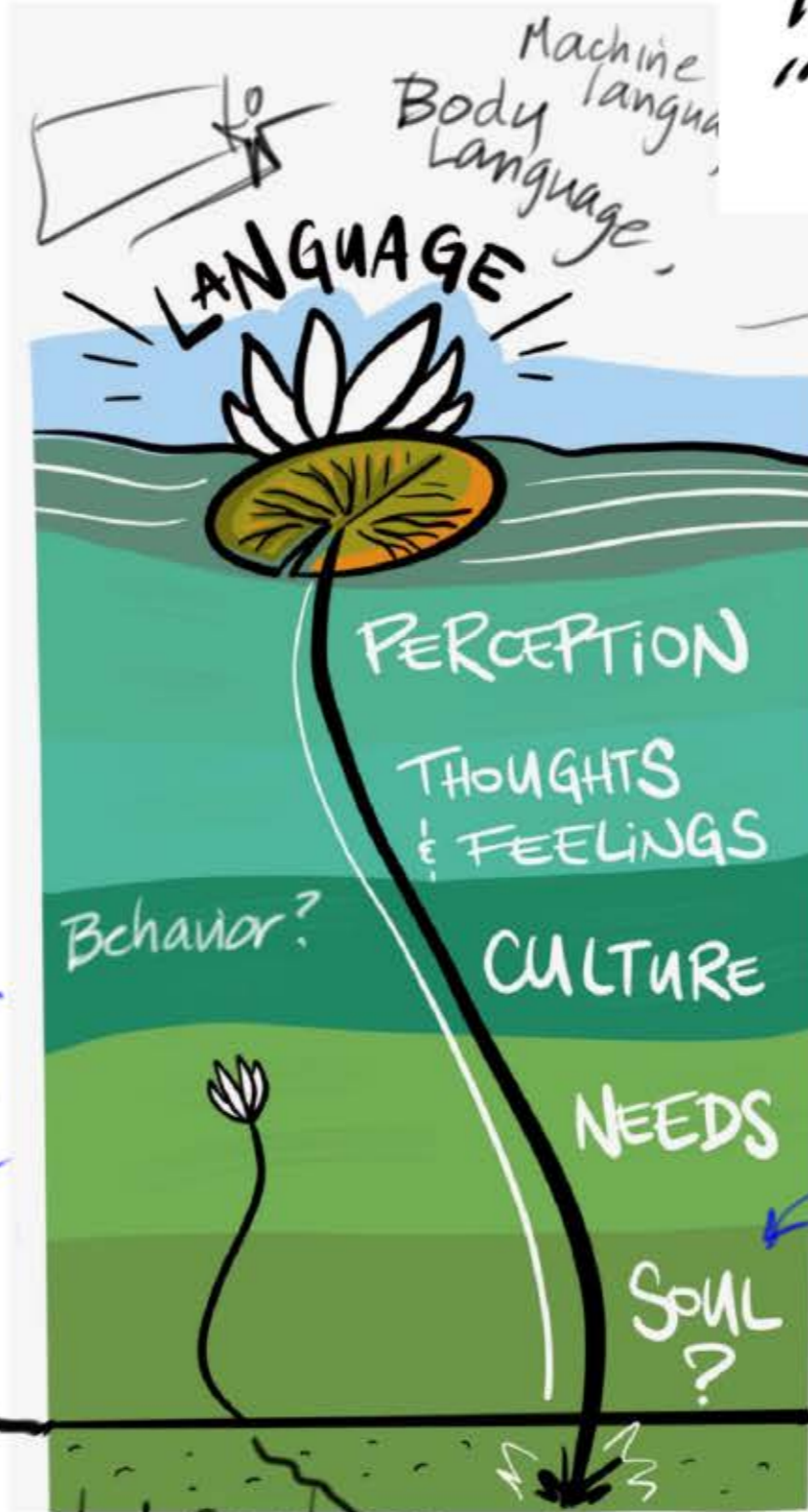
Awareness is difference that creates a difference

Identify what level people are floating

Secret Life of Trees

FIELD

connected @ roots



### Hypothesis of "Constructivism"

we construct from Birth:



# VISUAL REFLECTION:

Take 7 min. to draw a picture.



This about a concrete situation

Where adding visual dimension has added value



Clarity from complexity

Check in with others

Share drawings and what came up for you.

Assign a timekeeper.

Use Google Doc. screen COPY PASTE in browser

David Sibbet Mooney, Ann Mathias Scott Syphax

MERGING LEADERS

Sharing Our Drawings in Breakouts

Participants Chat Share Screen Pause/Stop Recording Breakout Rooms Reactions Leave



# BREAK OUT 1:

Q1: What's important for others to know about you, your work and how you are here today?

Q2: What came up for you, reflecting on the question and how did you represent that visually?

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## GROUP ONE

- CEO ordered
- Change in Real Estate. Look at all kinds of stuff, but not to the eyes of people! They asked me to open that a little bit! Onboarding Picture on "the Donkey" → Culture Check: This is how we operate together

Bring in Feelings in the discussion - now they even shot movie 1 picture that explains it all (reports, website, interview 2 hours CEO, ...)

- Community Engagement → how to get consensus? How does your practice/process look like?
- Map out information visually. Because people can't see the connection. Experience shows that people tend to share similar interests, but use verbal language that is slightly different.
- The drawing (product) is not important. It is the process & mindset
- Drawing is a tool like PowerPoint that can be overused.
- How to organize drawings in order to share an idea?

## GROUP TWO

**David Sibbet**, Petaluma, working with Markus/Mathias, in field since 1972,

**Mathias**, Germany, practicing for 15 years,

**Ann**, Marine scientist for NOAA, starting doing GF to bridge language barriers

**Scott**, Retired CEO, runs advisory practice, and fellows program for emerging leaders

### Mathias:

- large scale project, change project, building next gen factory, 40k pieces, summarized pieces

### Ann:

- Participatory mapping - 50 people, climate change resiliency plan for a city,

### David:

- UC Merced, used S curve model to normalize uncertainty - graphic brought alignment

### Scott:

- Use to align Boards/Senior managers on strategy, communications; fellows program to teach visual thinking and grow skills

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## GROUP THREE

- In sales you can show someone the product
- In education you can give an overview of the skills and course
- This exchange may mark a tipping point for use of visual support in this corona virus time, different ways of showing it, advertising it, get the informal word happening around the world, as the recent issue of the economist back page shows; as people do big meetings this brings major value

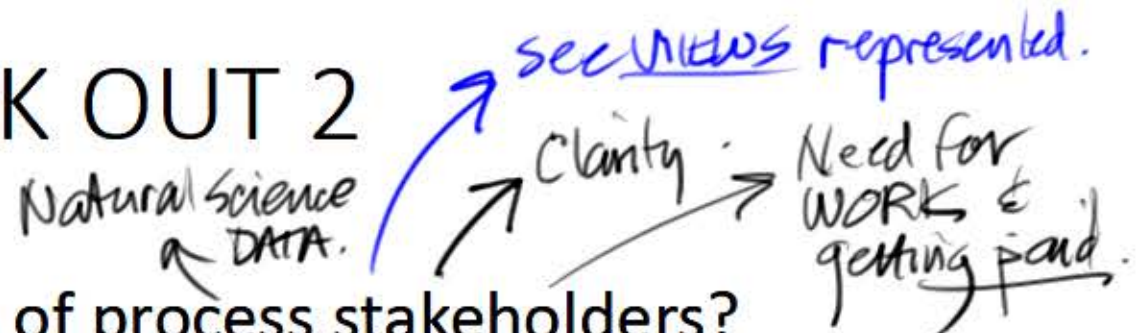
Markus shares some thoughts about how the value of something is influenced by context and purpose. A regular house has value, so does a tent. People bring the whole “water lily” of their own history and perception to the assessment of value.





# BREAK OUT 2

- NEEDS of process stakeholders?
- VALUE ADDED by working visually?
- OTHER GROUPS that could benefit from working visually? (+ reasons why they don't do it)



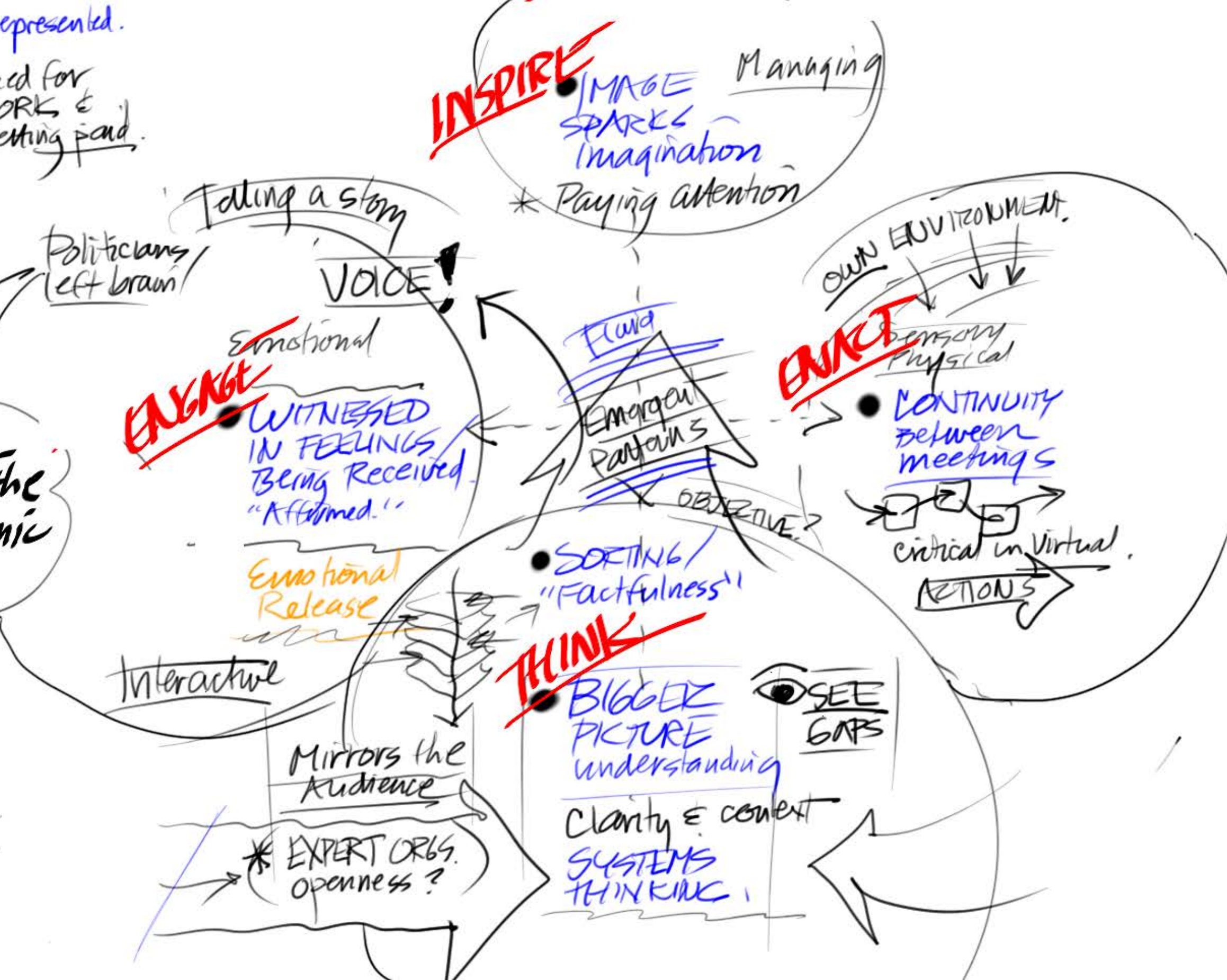
## GROUP 1



## GROUP 2

## GROUP 3

\* Lot of commonality. Scientists?



# BREAK OUT 2:

Q1: What are **needs** of process facilitators, -owners and –participants in various contexts (Leadership, Coaching, Consulting, Training, Education, ...?)

Q2: Which kind of **value** does working visually create for whom?

Q3: Which **other groups** could benefit from working more visually? And what are our assumptions about why they haven't done that yet?

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## GROUP ONE

**Hubert:** who doesn't benefit? Young ppl don't read, just look at pictures

**Mathias:** only those who know how to find VFs can use them right now. Potential audience is those who don't know how to find VFs yet.

**Bob:** push vs pull marketing. Used to have to find audience, now shifting to audience finding VFs

Need: identify stakeholders -- the ones making actual decisions

Partnerships -- lasting relationships (Bob)

Audience that understands the value of VFs (how to communicate value added)

Large groups, decision makers, those who need to see/understand "the whole picture of things"

## GROUP 2

Q1:**Mary:** Visuals bring clarity to issues and context,

**David:** people being witnessed in their feelings, people are getting in that they are being received, forming connectivity between meetings, graphic mapping to provide continuity, graphic tracking necessary to virtual meeting, not about content - holding a space to be witnessed

**Phillip:** Loss of work- need the group to own their value and pay for it, not a fad, not "icing on the cake, feelings now of anxiety, cut off

Q2:**David,** holding a space to be witnessed, **Phillip:** Using visuals in sorting "factfulness", **Mary:** Can be emotional release +/-, **David:** essence is display making and connectivity between elements, supports systems thinking, introduction to image sparks imagination

Q3: politicians, left brain people - lawyers, accountants,

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## GROUP THREE

Q1: Needs for ocean protection/conservation: many audiences including community members, fisherman, government, etc.

*Audience members need to see that their views are being noted, and the facilitator needs to be sure that is reflected*

Q2: What is most helpful for the group process? *Markus-* framed well and then realized that it is about the process, visual make note of gaps, etc.

- *Helps systems see themselves (mirror to see their system)*
- *Systems have commonality.*
- *Visual tools allow people to put their own words on it, provide an output to share easily with colleagues, leadership, etc. Easier to remember what was created.*
- *Allows audience to make some connections themselves*
- *Use combination of words and visuals*

Q3: *Academic areas-* natural sciences, social science seems to be on board with visual graphics, however, a bit a block occurs within block; sometimes the expert is not the best at conveying information, may have a block to using visual tools.

Next -

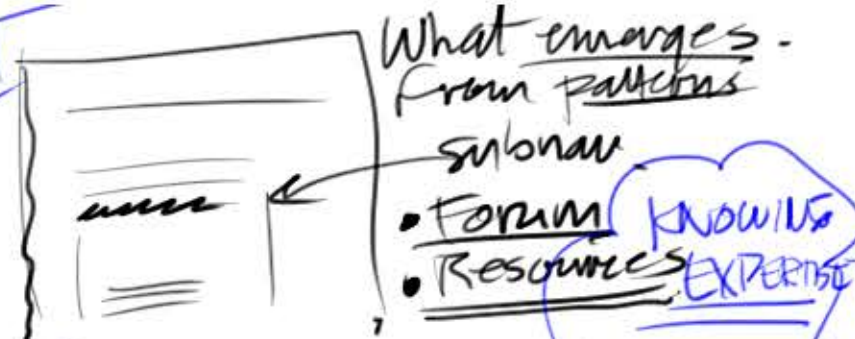
continue on GLEN.  
Share resources.

S3.

MYTHS & RESEARCH

David

Anna



Different areas -

Visuals a mirror to your audience.

• DISTRACTION

Checkout:

ONE IDEA!  
Share ideas for S3 MYTHS

Markus  
Prep Important / Paid off structure allows improv.

Bob

Bringing "clarity to complexity"

• SEE WORDS! as visuals, "VISUAL/VERBAL Language."

Marni  
Great opportunity to connect  
MYTH: ENGAGING OR DISTRACTING

Huibert

TIPPING Point in field. Help field right now.

Change Scott

• what will happen after. Recreate Same

This work a form of WITNESSING - emotional release

• works primarily NON-PROFIT? ... too TOUCHY for Corps?

Gabriele

Mirroring the whole audience. AUDIENCE perspective -

• Help Academics get beyond FLUFF.

Phil

Appreciate - on edge of new extension. also FRIGHTENING - Bring clarity & helpfulness

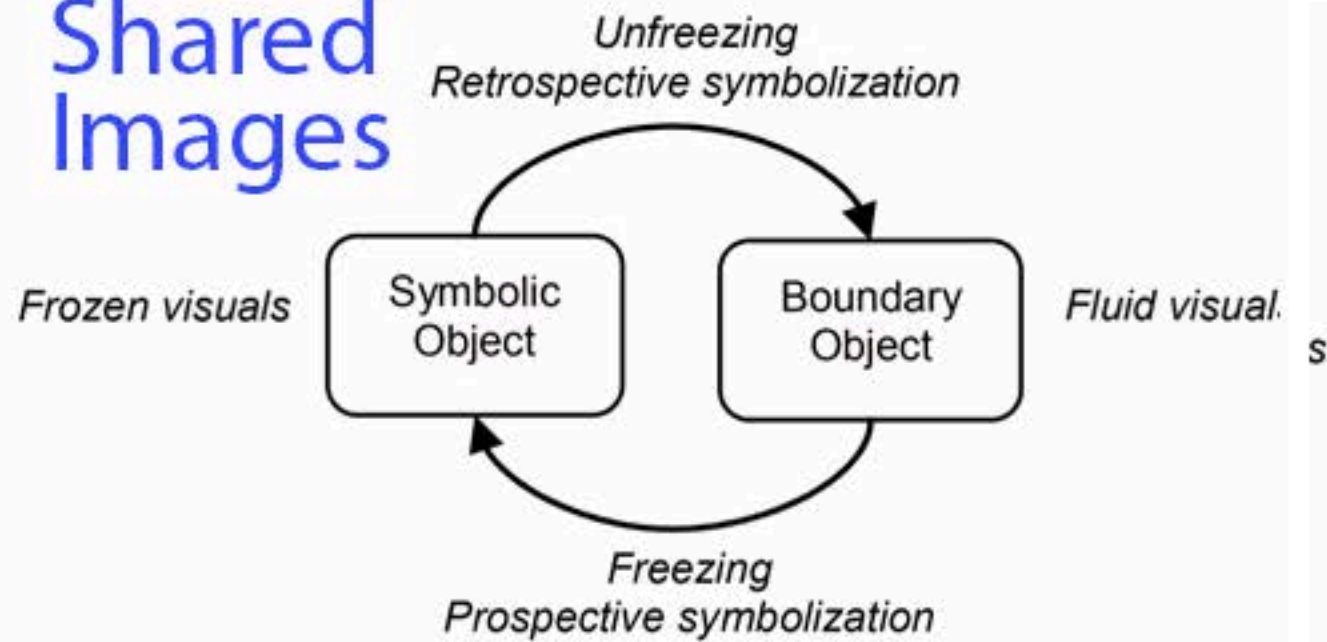
• NEW THING? conned ut. all the studies for years.

Mathias  
Immersing is important. Jam opinions

• 10 Myths & Magic talk.

WRITE

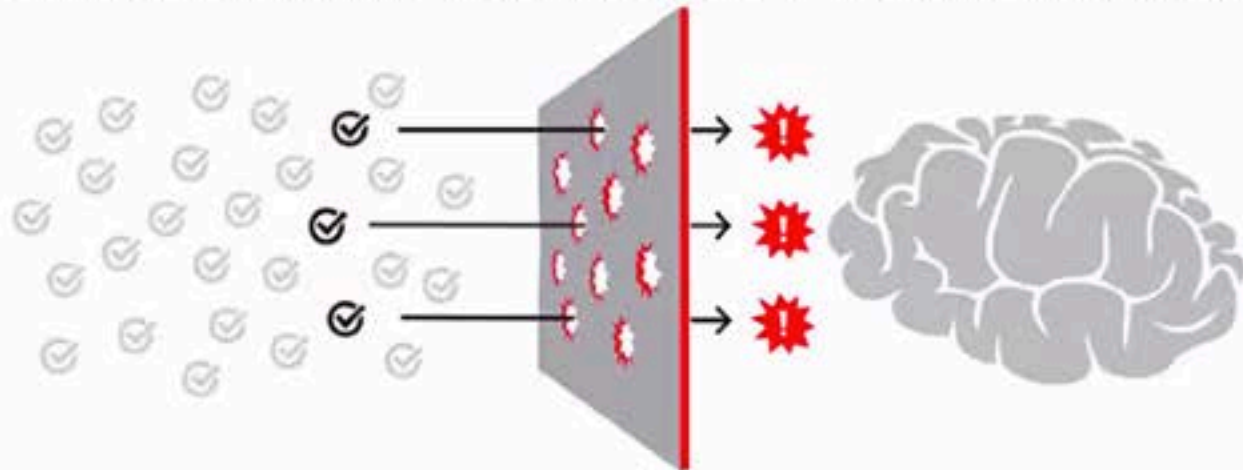
# Shared Images



**Figure 1. An integrative framework of visual representations as artifacts of knowing**

## The dramatic attention filter

From all facts in the world → our attention filter → selects the most dramatic.



makes the world look more dramatic than it is

# WORK BETTER, TOGETHER.



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## S2 Exploring the Edge of Visual Practice Chat References

- 00:47:15 Philip Bakelaar: I have an academic article that offers a language for visual discussion. <https://www.newyorker.com/tech/annals-of-technology/the-secrets-of-the-wood-wide-web>
- 00:48:53 Philip Bakelaar: There is a link to the wood wide web also:  
[https://docs.google.com/document/d/1mCxcl\\_bjfb4AdYZwAHTP\\_z\\_ZEycNfhLtitYSyeNOfAc/edit?usp=sharing](https://docs.google.com/document/d/1mCxcl_bjfb4AdYZwAHTP_z_ZEycNfhLtitYSyeNOfAc/edit?usp=sharing)
- 01:31:32 Isibbet: “From July to December 2019, their average global print circulation was over 909,476, while combined with their digital presence, runs to over 1.6 million. However, on a weekly average basis, the paper can reach up to 5.1 million readers, across their print and digital runs.” —google on “The Economist readership”
- 02:00:32 Philip Bakelaar: Here is the academic article we mentioned  
[https://www.academia.edu/1938466/Visual\\_representations\\_as\\_carriers\\_and\\_symbols\\_of\\_organizational\\_knowledge](https://www.academia.edu/1938466/Visual_representations_as_carriers_and_symbols_of_organizational_knowledge)
- 02:00:58 Philip Bakelaar: Here is the brain filter article we mentioned  
<https://www.gapminder.org/factfulness/>