WHY?
In our high tech times, screen-free meetings in person have become a precious occasion. If you meet with a (potential) client, a (potential) investor or sponsor, or a new leadership team, you want to give priority to listening, brainstorming, planning, and decisionmaking.

Yet, in a complex environment with knowledge-workers of various disciplines high quality information is fundamental for a meaningful conversation. Your vision, strategy, regulatory frameworks, organizational context and expert reports are examples.

When YOU draw in real time, you bring a magnetic quality to your information. You draw people in and the questions and comments will start flowing. Your sketches provide a simple structure in which complexity can flourish.

WHAT?
Sketch & Tell is a way to give a low tech, engaging, and content-rich visual presentation to kick-off a meeting or conversation.

The sketches can be pre-charted on a flipchart or whiteboard in pencil or a lighter color. Or you practice them at home and easily draw them in real time during your meeting.

HOW?
Project outline to create a Sketch & Tell framework:

• Goal: To develop and create a low tech, informal, easy-to-use visual presentation/conversation tool. The visual elements will have some connection to your branding. They will be easy to practice, to memorize, and to draw, sitting at a table on a sheet of paper, notepad or standing at a flip chart.

The visual library can become a part of your future business communications and marketing materials.

• Deliverable: Five templates with simple sketch “info doodles” about a variety of processes and concepts that you typically include in your conversations.
DESIGN PROCESS:

1. You identify the topics and themes you’d like to include and gather the basic information elements for each topic.

2. You send this information in a simple rough form—hand written notes, an email with bullet points, or 5 power point slides etc.

3. We schedule a Skype call of about 60-90 minutes to discuss the content, clarify where needed and briefly explore the visual translation of the content. What metaphors, connections etc.

4. I organize the information in a visual framework, draw the visual elements and create a the series of templates organized in the form of a storyboard.

5. You review. I recommend that you test them by sketching the visual elements, and practice with someone while role-playing the conversation. Then test with an actual professional conversation partner.

6. One round of feedback—via email, telephone or Skype.

7. I make adjustments and send you the final versions in a jpg format.

8. Although the intention is not to create finished illustrations, but to develop a custom basic visual vocabulary, you will have the copyright on the final illustrations to include them in other marketing communication materials.

EXAMPLES:

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