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Draw to Win: A Crash Course on How to Lead, Sell, and ...

Dan Roam is the internationally bestselling author of five books on visual communication, including The Back of the Napkin, Blah Blah Blah, and Show and Tell, and is the founder of the Napkin Academy, the world's first online visual-thinking training program. He has helped leaders at Microsoft, Boeing, eBay, Kraft, Gap, IBM, the US Navy, the US Senate, and the White House solve complex problems ...

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Draw to Win: A Crash Course on How to Lead, Sell, and Innovate With Your Visual Mind. Dan Roam. Get ready for the ultimate crash course in communicating and solving problems through simple pictures. Thirty-two thousand years ago, your many-times-great-grandparents Oog and Aag drew pictures on the wall of a cave.

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Get ready for the ultimate crash course in communicating and solving problems through simple pictures. Thirty-two thousand years ago, your many-times-great-grandparents Oog and Aag drew pictures on the wall of a cave. They had an innate need to communicate, but no written language. So they found an easy and natural way to share their thoughts and stories. Today, after so many years when speaking and writing dominated, we're back in another highly visual age. About 90 percent of everything shared online is now visual-selfies, GIFs, smartphone videos, and more. This explosion of communication through pictures isn't a millennial-driven fad; it's as natural as those lines first drawn by Oog and Aag. Just turbo-charged by the latest technology. And yet over the past twenty years, as I've taught people from Fortune 500 CEOs to White House staffers how to harness the power of imagery, the biggest objection I've always heard is, "But I can't draw!" Trust me, you can. You don't need to be da Vinci to be an outstanding visual thinker and communicator. The most effective drawings are the simplest, and you can get good at those in three minutes. In this little book, I'll teach you how to use seven basic shapes to explain just about anything to just about anyone. If you've read my previous books, you'll see one or two familiar tools here, along with a bunch of new tools you can start using right away. If you're new to my approach-welcome! Get ready to work smarter, communicate more clearly, and get better at whatever you do, just by picking up a pen. Get ready to draw to win.

Get ready for the ultimate crash course in communicating and solving problems through simple pictures. Thirty-two thousand years ago, your many-times-great-grandparents Oog and Aag drew pictures on the wall of a cave. They had an innate need to communicate, but no written language. So they found an easy and natural way to share their thoughts and stories. Today, after so many years when speaking and writing dominated, we're back in another highly visual age. About 90 percent of everything shared online is now visual-selfies, GIFs, smartphone videos, and more. This explosion of communication through pictures isn't a millennial-driven fad; it's as natural as those lines first drawn by Oog and Aag. Just turbo-charged by the latest technology. And yet over the past twenty years, as I've taught people from Fortune 500 CEOs to White House staffers how to harness the power of imagery, the biggest objection I've always heard is, "But I can't draw!" Trust me, you can. You don't need to be da Vinci to be an outstanding visual thinker and communicator. The most effective drawings are the simplest, and you can get good at those in three minutes. In this little book, I'll teach you how to use seven basic shapes to explain just about anything to just about anyone. If you've read my previous books, you'll see one or two familiar tools here, along with a bunch of new tools you can start using right away. If you're new to my approach-welcome! Get ready to work smarter, communicate more clearly, and get better at whatever you do, just by picking up a pen. Get ready to draw to win.

Visualization-in your own imagination, on the wall, and with media-supports any consultant who is learning to design and facilitate transformational change, leadership development, stakeholder involvement processes, and making sense of complex challenges. This book, from leaders in the field, shows you how. Building on Peter Block's Flawless Consulting, it explains how to visually contract and scope work, gather data, provide feedback, plan interventions, implement, and support on-going sustainability in organizational and community settings. Unlike Block's work, Visual Consulting addresses the challenging problems of guiding organizational and social change processes that involve multiple levels and types of stakeholders, with interests in both local and global environments. It demonstrates how visualization and design thinking can be used to get more creative and productive results that are "owned" by everyone. The practices described apply to organizational as well as diverse, cross-boundary consulting projects. In this book, you will. . . Learn powerful visual tools for all key stages of the consulting process, including marketing your services Understand the predictable challenges of change and how to successfully guide organizations and communities through them Learn how to collaborate with clients to get sustainable results Find tools for using visualization comprehensively, for both inner and outer work Successfully guide change in both organizations and communities The fourth installment in the Visual Facilitation series, this book teaches you how to activate the full range of visual tools, methods, and models to support stepping into successful, contemporary consulting relationships.

If you're striving to make products and services that your customers will love, then you'll need a customer-driven organization. As companies transform their businesses to meet the demands of the digital age, they find themselves grappling with uniquely human challenges. Organizational knowledge becomes siloed, employees move to safeguard their expertise, and customer data creates polarization and infighting between teams. All of these challenges widen the distance between the people who make your products and the customers who use them. To meet today's challenges, companies need to do more than build processes for customer-driven products. They need to create a customer-driven culture. With the help of his friend and mentor Monty Hammontree, Travis Lowdermilk takes readers through the cultural transformation of the Developer Division at Microsoft. This book shows readers how to "hack" their culture and reduce the distance between them and their customers' needs. It's a uniquely personal story that's told amidst a cultural revolution at one of the largest software companies in the world. This story acts as your guide. You'll learn how to: Establish a Common Language: Help employees change their thinking and actions Build Bridges, Not Walls: Treat product building as a team sport Encourage Learning Versus Knowing: Help your team understand their customers Build Leaders That Build Your Culture: Showcase star employees to inspire others Meet Teams Where They Are: Make it easy for teams to adopt vital behavior changes Make Data Relatable: Move beyond numbers and focus on empathizing with customers

How do we create new ways of looking at the world? Join award-winning data storyteller RJ Andrews as he pushes beyond the usual how-to, and takes you on an adventure into the rich art of informing. Creating Info We Trust is a craft that puts the world into forms that are strong and true. It begins with maps, diagrams, and charts - but must push further than dry defaults to be truly effective. How do we attract attention? How can we offer audiences valuable experiences worth their time? How can we help people access complexity? Dark and mysterious, but full of potential, data is the raw material from which new understanding can emerge. Become a hero of the information age as you learn how to dip into the chaos of data and emerge with new understanding that can entertain, improve, and inspire. Whether you call the craft data storytelling, data visualization, data journalism, dashboard design, or infographic creation - what matters is that you are courageously confronting the chaos of it all in order to improve how people see the world. Info We Trust is written for everyone who straddles the domains of data and people: data visualization professionals, analysts, and all who are enthusiastic for seeing the world in new ways. This book draws from the entirety of human experience, quantitative and poetic. It teaches advanced techniques, such as visual metaphor and data transformations, in order to create more human presentations of data. It also shows how we can learn from print advertising, engineering, museum curation, and mythology archetypes.

This human-centered approach works with machines to design information for people. Advance your understanding beyond by learning from a broad tradition of putting things "in formation" to create new and wonderful ways of opening our eyes to the world. Info We Trust takes a thoroughly original point of attack on the art of informing. It builds on decades of best practices and adds the creative enthusiasm of a world-class data storyteller. Info We Trust is lavishly illustrated with hundreds of original compositions designed to illuminate the craft, delight the reader, and inspire a generation of data storytellers.

Davanti Nella Gara, an Italian bicycle company, makes the best racing bikes in the world. But after decades of market dominance, competitors have brought the industry leader back to the peloton. The company's second-generation owner longs for retirement, but a tired product lineup is pushing down profits and the firm's market value will never support his ride into the sunset. The flawed but beloved owner seeks out the counsel of an old friend and successful businessman, who steers him toward a fast and remarkable transformation, one fueled by a relentless focus on innovation excellence. An engaging business novel, Winning Innovation dives into the art and science of innovation; the thrills of the European bike-racing circuit; the vibrant landscape and cuisine of Italy; and a cast of intriguing characters who work to put Davanti on the road to sustained prosperity. The company's leader isn't afraid to learn and apply new ideas to reenergize his company and finds he cares more about his employees than he could ever imagine. A young innovator struggles to see a product idea to fruition as well as rise into management - and he falls in love along the way. A newly promoted R&D director brings teamwork and transparency to product development and aligns the entire company around innovation. With the help of a seasoned and persistent change agent, in just a year Davanti deploys a well-defined and -sequenced transformation - a complete and seamless process that can be replicated and scaled by most companies. The leader engages associates in pursuit of the right vision and strategy, candidly supporting them all as they unleash their creative sparks, work through personality conflicts, and take on real-world challenges faced by companies every day. They learn and apply traditional R&D principles in new ways (e.g., cost of delay, sprints, fail fast, late start) and successfully leverage emerging innovation and change-management principles (e.g., idea-creation events, knowledge management, workplace humility, visual management, lean project management). And an aligned, three-phase innovation process - from idea creation to technology development and product design - provides the innovation infrastructure the company needs for revenue creation and success beyond racing bikes. From a top-heavy organization dominated by power struggles and finger-pointing emerges a new Davanti Nella Gara - a flattened, innovative company with: Clear vision and endorsed goals and strategy Speed, responsiveness, and agility Widespread, successful creativity Collaboration and teamwork Superior risk management Respect for people Unquestionable ethics Changed leadership and associate behaviors Project management excellence, and Rapid problem-solving and experimentation. Not just the story of an R&D transformation, Winning Innovation illustrates a companywide transformation of a magnitude that only superior R&D can make possible. It may well be the first book to chronologically introduce the principles for a complete innovation excellence transformation along with the parallel people transformation that is necessary for real change to occur. The end result for Davanti Nella Gara is a dominant new culture based on respect and humility, highly efficient processes that will deliver a wealth of innovations, sales, and profits for many years to come, and an owner who leaves a bright future for the people and company he's known and loved his entire life.

The texts presented in Proportion Harmonies and Identities (PHI) Tradition and Innovation were compiled with the intent to establish a multidisciplinary platform for the presentation, interaction, and dissemination of researches. They also aim to foster the awareness and discussion on the topic of Tradition and Innovation, focusing on different visions relevant to Architecture, Arts and Humanities, Design and Social Sciences, and its importance and benefits for the sense of identity, both individual and communal. The idea of Tradition and Innovation has been a significant motor for development since the Western Early Modern Age. Its theoretical and practical foundations have become the working tools of scientists, philosophers, and artists, who seek strategies and policies to accelerate the development process in different contexts.

Graphic tools and visual solutions for team building and development Visual Teams uses visual tools and methods to help teams-both face-to-face and virtual-reach higher performance in today's work environment. As teams become more and more global and distributed, visualization provides an important channel of communication-one that opens up the group's mind to improving work systems and processes by understanding relationships, interconnections, and big picture contexts. Visual Teams shares best practices and uses visualizations as a power tool for process improvement by providing teams with a common language for high performance. The book: Explores how any kind of team can draw on the principles and practices of creative design teams in the software, architectural, engineering, and information design professions Introduces the Drexler/Sibbet Team Performance™ Model and related tools-a system used throughout companies such as Nike, Genentech, Becton Dickinson, Chevron, and others Visual Teams presents a comprehensive framework, best practices, and unique visual tools for becoming an innovative, high-performance team.

Management and leadership, as we know them have come to an end. We can't wait any longer, most organizations use management models at least 50 years old and no longer suited to the new challenges. Reinventing management and leadership is crucial, as the competitive advantage is not achieved only with a good business model but also with a valid management model. A business model without a management model is pure theory, as well as a model of management without a business model is losing. The book after having faced and declined the difference between business model and management model proposes a new management model (management 3.0) and what the new manager 3.0 has TO DO in order to enable employees to do their best and to be fully engaged.

This book offers a practical template for training patrons to use eBook, streaming video, online music, and journal collections that is practical, adaptable, and most importantly, sustainable. • Introduces librarians to a sustainable approach to teaching or coaching patrons on how to access and use eBooks, streaming video, digital music, and digital journal collections • Offers a flexible approach that can be customized to libraries of different sizes and budgets • Builds on librarians' reference skills to stay current with new technologies • Focuses on sustainability for smaller and mid-sized libraries

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