



WHY DIAGRAMS ARE IMPORTANT



WE DON'T HAVE
TIME TO READ

The world is becoming more visual



MOST PEOPLE
LEARN VISUALLY

Approximately 60% of us think



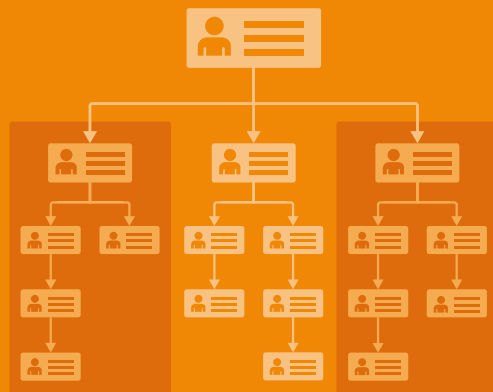
VISUAL IQ IS
INCREASING

Our visual IQ is increasing more

and time poor. We are bombarded with an ever increasing mountain of information, and we are pressured to spend less attention and time on taking everything in. We skim and scan our way through documentation, missing a lot of detail in the process.

visually - we see a series of pictures instead of words in our minds. The human brain perceives differences between images more quickly, and ensures we remember graphics more easily and thoroughly than written text.

rapidly than our general IQ - we are getting better at recognizing patterns. It is unclear though whether this is the driving force behind the rising popularity of diagrams, or as a result of being increasingly surrounded by diagrams.

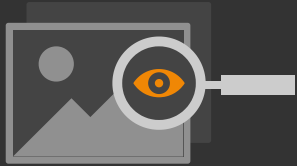


DIAGRAMS CONVEY COMPLEX INFORMATION

Imagine trying to convey an organization's management hierarchy with pure text, or describe a complex business process with many decision points without any supporting graphics. Even trying to explain a circuit board layout or a simple room layout using only text sounds like a nightmare.

Businesses are quickly becoming technically, procedurally, and organizationally more complex. Visualization is a great tool for communicating dense and complex information quickly.

TO IMPROVE PRODUCTIVITY?



SUPPORT VISUAL LEARNERS

Present training or on-boarding material visually, in addition to traditional reports and presentations. New employees will be ready to be a productive part of their teams more quickly, and training courses will be more successful.



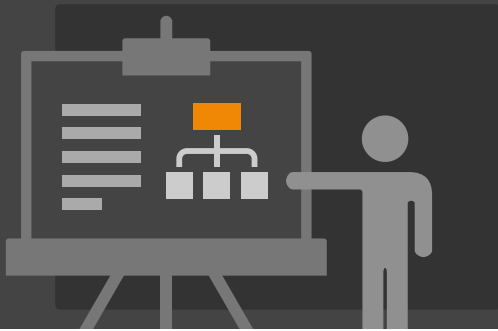
TAP INTO OUR IMPROVED VISUAL IQ

Use your employees' improved spatial reasoning to solve a wide range of problems and to design better processes, structures, and workflows to improve your company's productivity.



AVOID LANGUAGE BARRIERS

Workplaces are becoming more distributed, and teams are becoming increasingly multi-lingual. Diagrams get around the language barriers that are a big drain on productivity.



PRESENT COMPLEX INFORMATION IN DIAGRAMS

Employees can understand diagrams more clearly, they can see dependencies and relationships quickly, they have fewer questions, make fewer mistakes, and are therefore more productive.

WHAT DO WE NEED TO DO TO SUPPORT

DIAGRAMMING IN OUR COMPANY?



MAKE DIAGRAMMING AVAILABLE TO EVERYONE

To reap the maximum benefit, everyone should be able to create and modify diagrams. Instead of only a few people in an organization using a variety of specialized graphics tools, choose one general tool and enable everyone in the company to use it.

HAVE ONE CENTRAL PLACE FOR DOCUMENTATION

To cut down on duplication and wasted time, all diagrams used in internal and external communications must be developed and maintained in an intranet with all other documentation, not statically hidden on local computers and emailed around. This also improves visibility and supports collaboration both within and across teams and departments.

