

VISUAL COMMUNICATION

WHAT IS THAT?

Visual Communication is a talent for fostering the creativity and innovation of a team

01

Everyone
Draws his ideas using
simple images



Everyone
Focuses on the
desired goal

IMAGINE

FOSTERING INDIVIDUAL CREATIVITY
FOR COLLECT AN
EXTENSIVE RANGE OF IDEAS

02

Everyone
makes questions to
understand other's ideas



Everyone
explains his idea

Team
sees what each one
has drawn

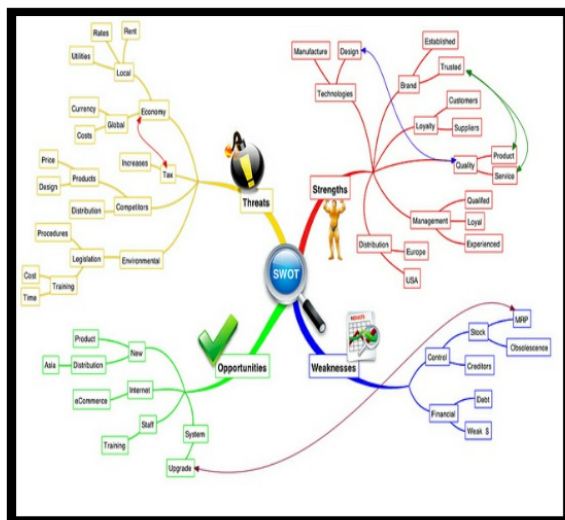
Everyone
listens & sees what
others are saying

ENGAGE

FOSTERING PARTICIPATION FOR
FOSTERING TEAM CREATIVITY

03

Analysing
explaining things



Finding
finding
relationships

ANALIZE

VISUAL UNDERSTANDING OF ALL IDEAS
FOR MAKING BEST DECISIONS

Synthesizing
Making decisions

04

Team
keeps coordinated &
measures their effectiveness



Team
sees how every
element of the
project goes

Team
works effectively
resolving problems as
soon as appears

VISUALIZE

VISUALIZING THE WORKFLOW HELPS
TEAM TO DO THEIR BEST WORK

Keys for Creativity and Innovation



Different
Area Knowledge
Experts



Focus
Imagination



Engaged
People



Unified
Language



Effective
Work-Time

About Visual Communication



"Visualization equals 80 points of the IQ"
Alan Kay

"Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while. That's because they were able to connect experiences they've had and synthesize new things"

Steve Jobs

Sources:

<http://www.grove.com>

https://en.wikipedia.org/wiki/Kanban_board

https://en.wikiquote.org/wiki/Alan_Kay