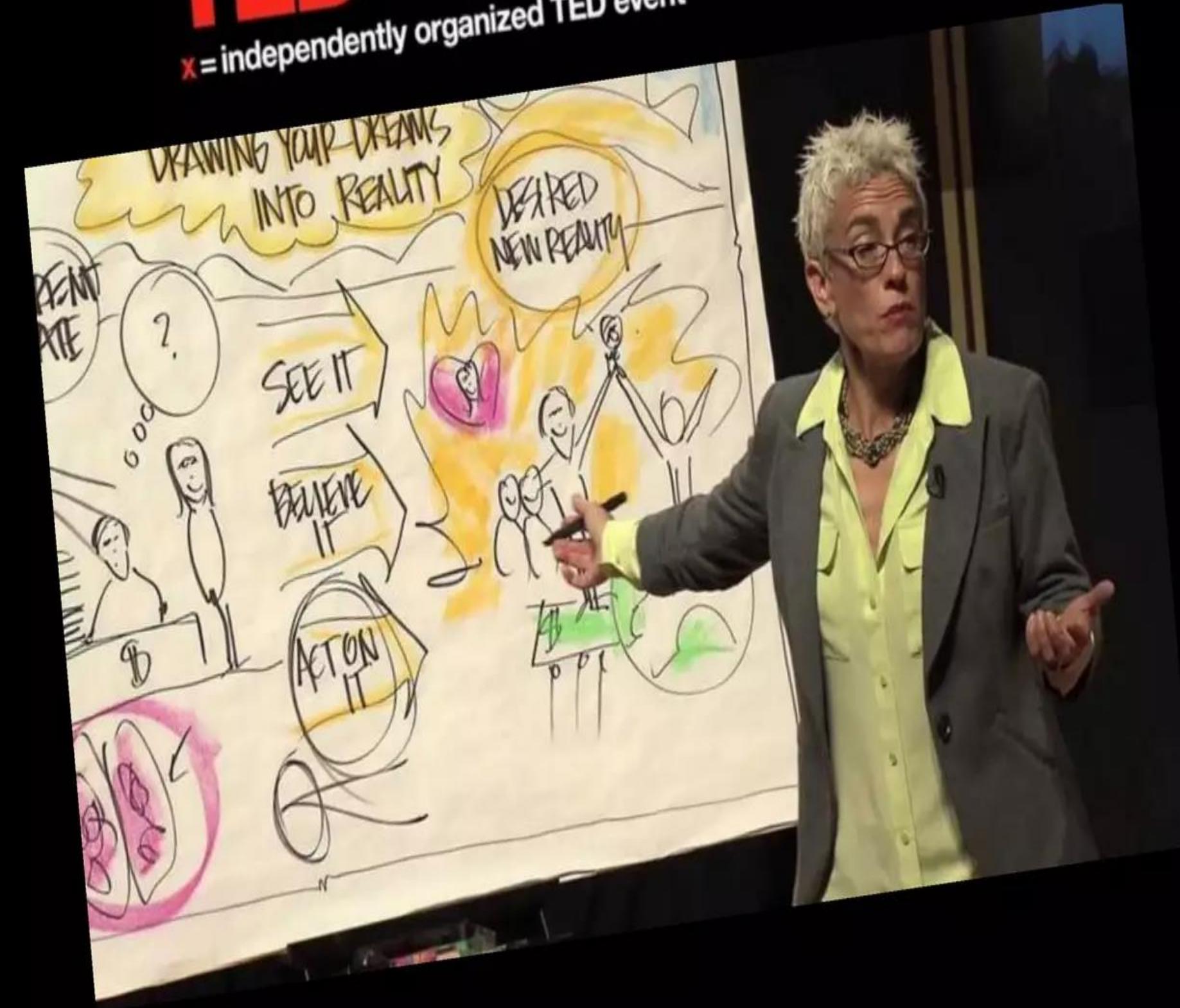


TEDxRainier

x = independently organized TED event



Draw your future!
- Patti Dobrowolski

ABOUT PATTI DOBROWLSKI



- Education: California Institute of Integral Studies
- Nationally acclaimed comic performer
- Business consultant, speaker, strategic illustrator and author
- Spends her time focused on new neuroscience discoveries that leverage the power of imagination and visuals to actualize a vision of the future



photo by Dwight Carter

IF ONE IS LUCKY, A SOLITARY
FANTASY CAN TOTALLY
TRANSFORM ONE MILLION
REALITIES. –MAYA ANGELOU

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change

How often do we say we're going
to make a change in our life?

Then how often do we go right back to what we've
always done, and we never make that change?

What dream or vision do you want to turn into reality?

- I always wanted to go into business for myself
- I could be a consultant
- I'm going to lose 10 pounds
- I'm going to kick a bad habit
- I look good on paper, I should feel great

“I just know there's more”

-You know it because you feel it

“You lie awake at night. You talk about your **dreams** with your partner and your friends, but more often than not, you continue to do those same behaviors that keep you from making the change”

I HAVE A DREAM
MARTIN LUTHER KING



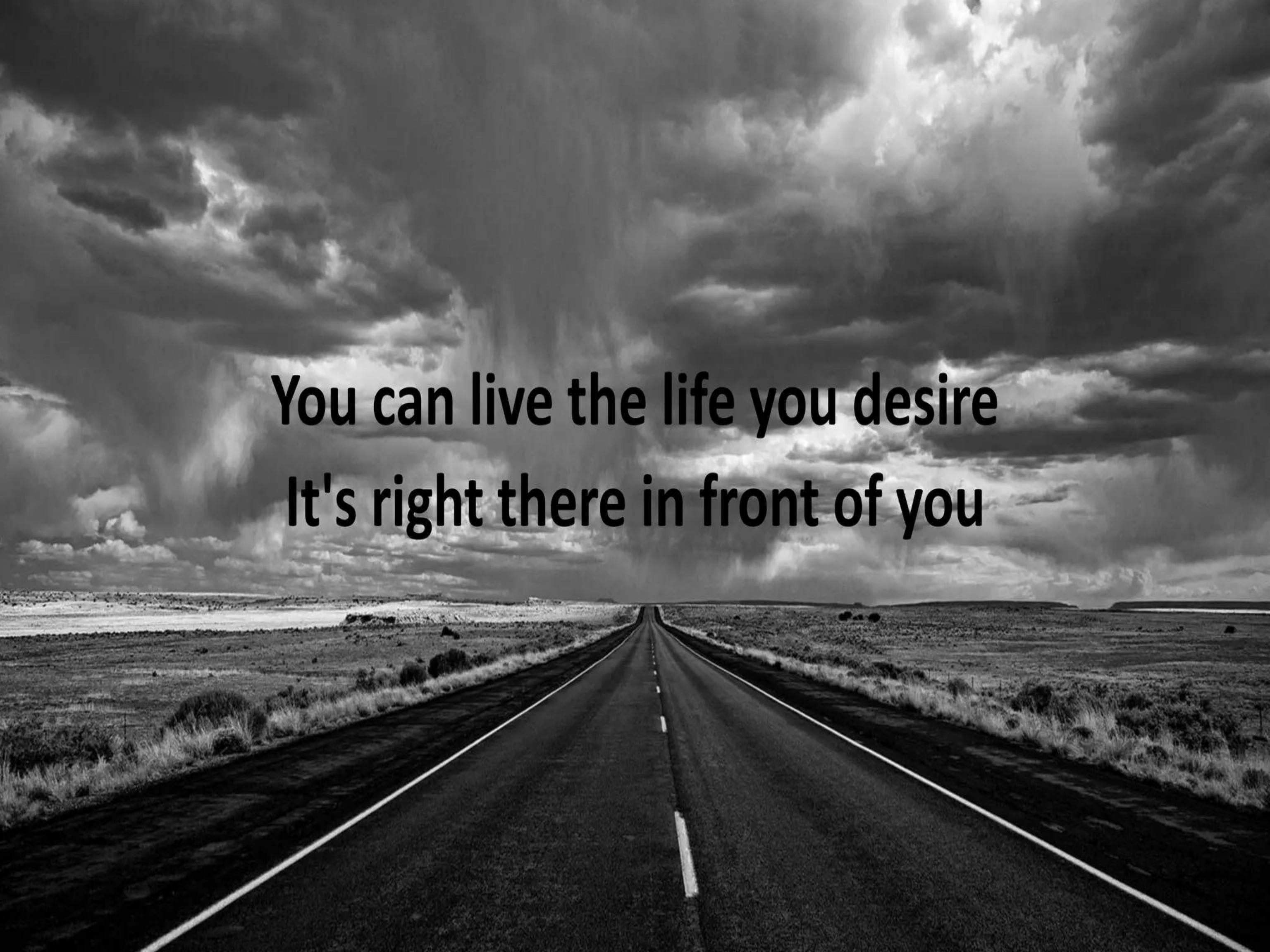
"How can I make it happen?"

The odds against you making a change in your life

9:1



How to beat those odds?

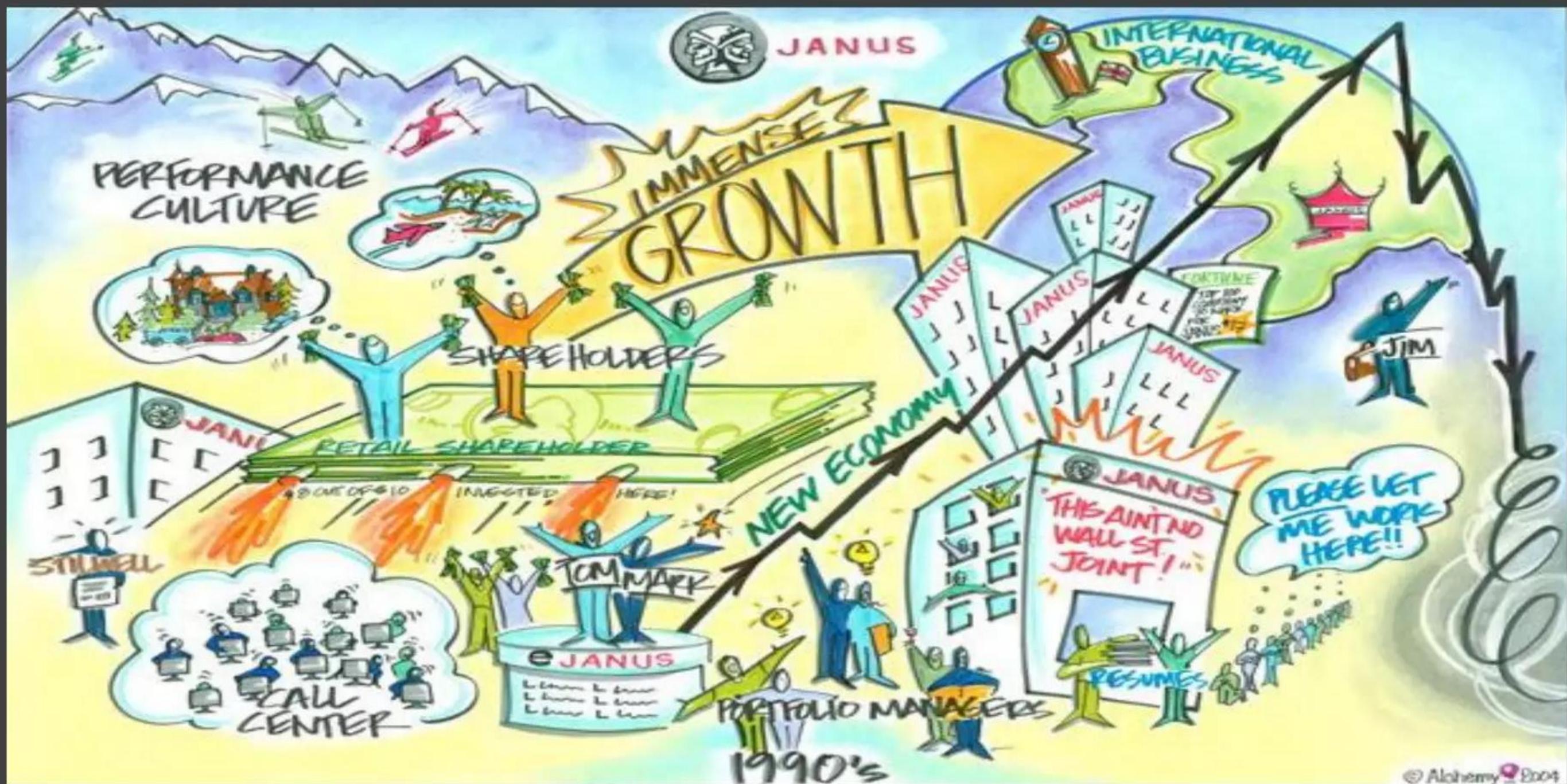
A black and white photograph of a long, straight road stretching into a dramatic, cloudy sky. The road is dark and appears to be asphalt, with a single white dashed line running down its center. It leads towards a horizon where the sky is filled with heavy, dark clouds on one side and lighter, more scattered clouds on the other. The landscape on either side of the road is flat and appears to be a dry, open plain or steppe.

**You can live the life you desire
It's right there in front of you**

Three steps to achieve your goal

1. See it
2. Believe it
3. Act on it

How do we see our vision?



- Through a picture

Roche Pharmaceutical

Before : Less than 40 percent of the employees understood the company's vision and strategy

Roche's president asked us to create a picture of his vision

After seeing this picture: 96 percent understood it

84 percent understood how what they did everyday aligned to that picture

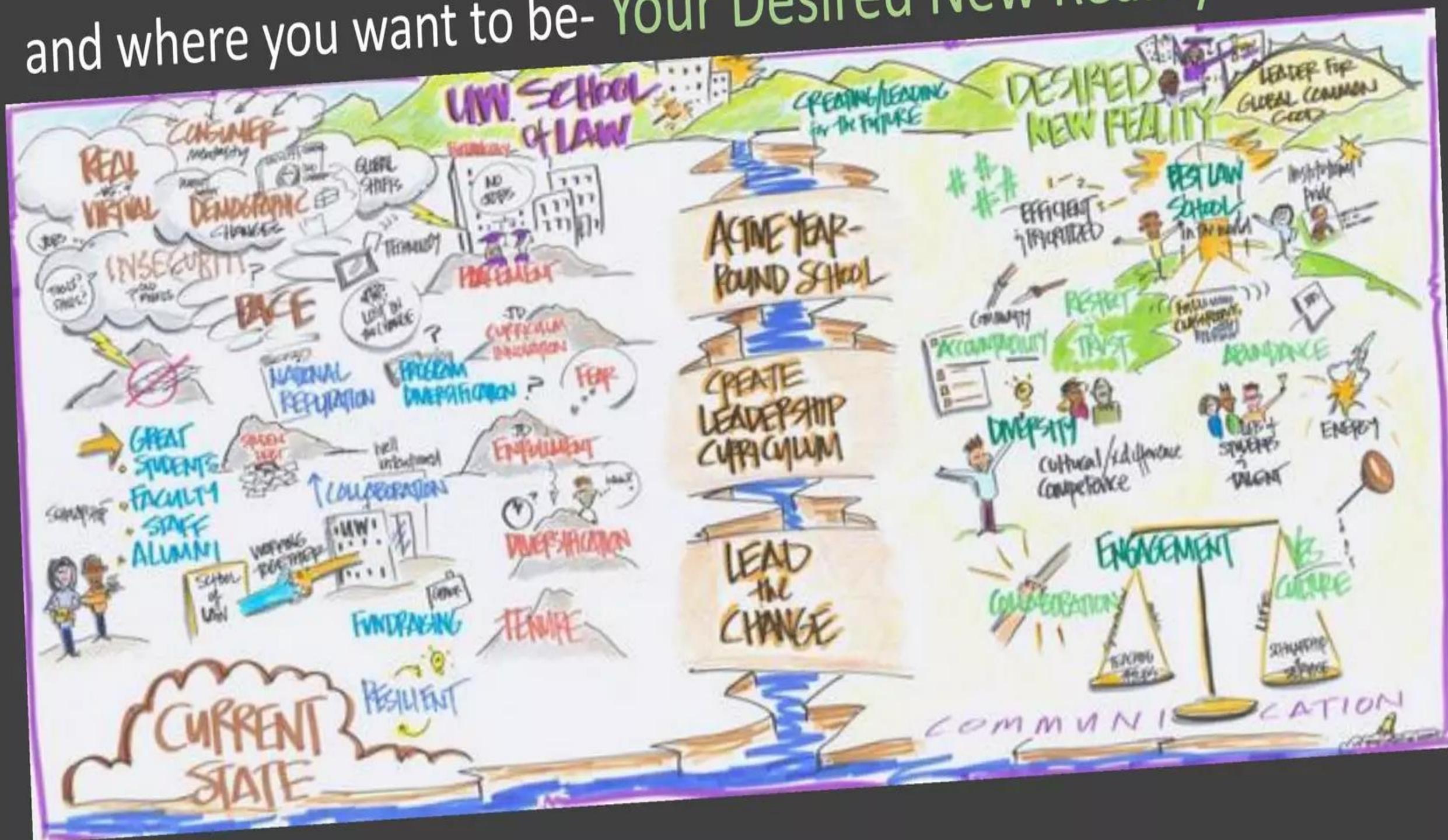
How can you use a picture to get what you want?

By simply drawing one



Have a road map for change

Draw where you are- Your Current State
and where you want to be- Your Desired New Reality

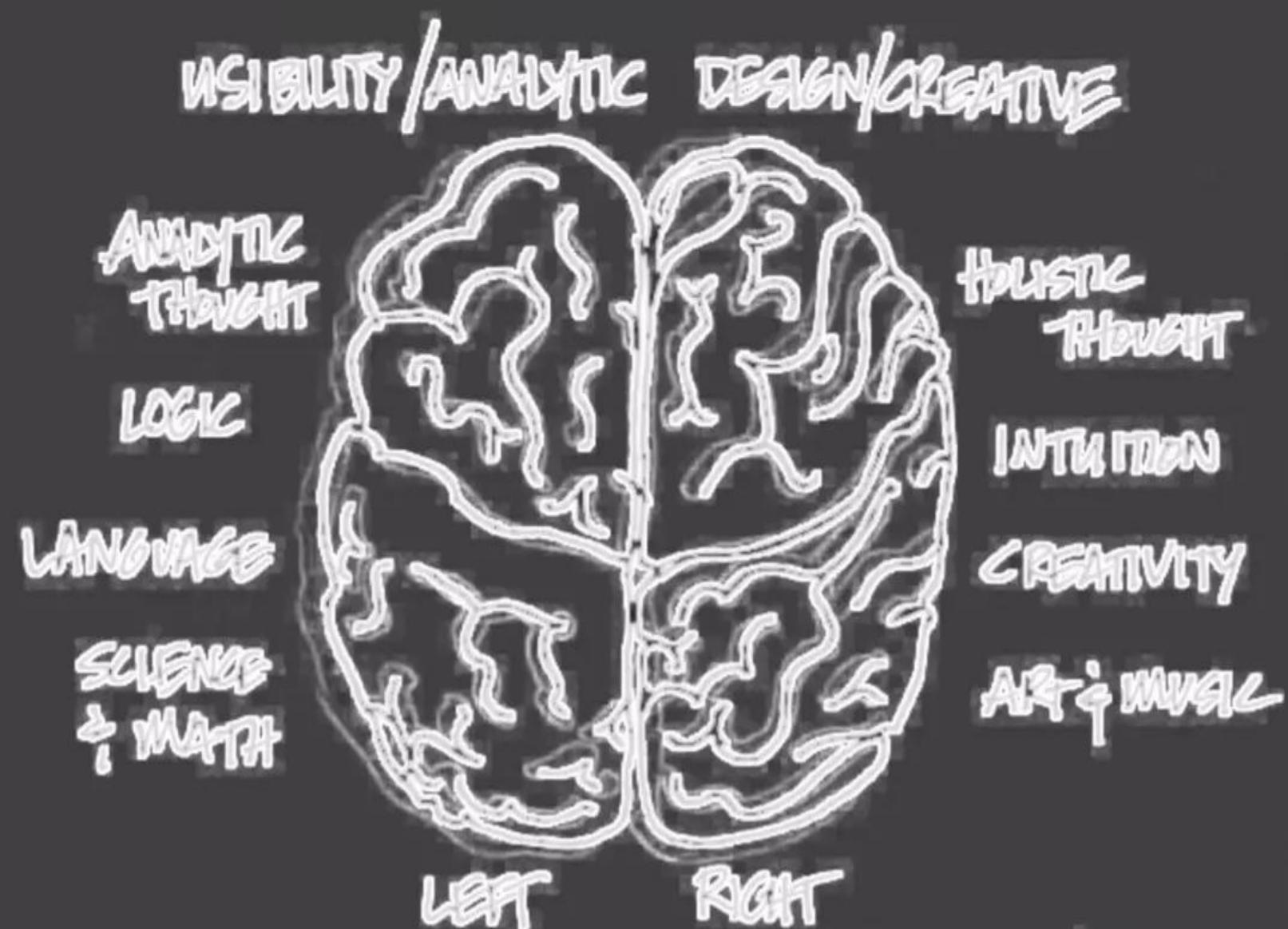


“We remember things better when they're attached to a picture”

- “65 percent better to be exact”

Build the desired new reality that you dream about

- Imagine- Dream freely
- Focus on creativity- Use right side of the brain ; left side houses the critic



By doing this, you bring

- ✓ Connection
- ✓ Purpose
- ✓ Freedom
- ✓ Love

DRAWING YOUR DREAMS INTO REALITY

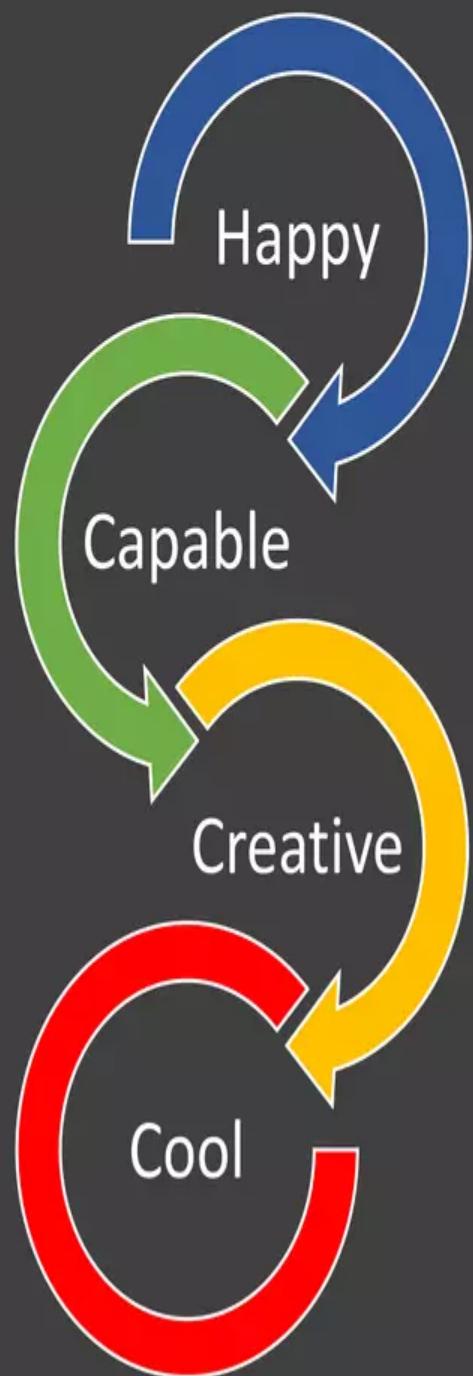
WEAR RED
NEW REALITY

- Get soaked in your drawing
- Fill it with colour
- Fill it with emotion
- Get inside of it

Brain actually emits Serotonin & Oxytocin when you draw & dream,



You become





How can you go from current state to desired new reality?

Look at your picture and then close your eyes

This allows the brain to recycle what it sees and reconstruct it

Add to it everything you've ever seen, heard, experienced, or fantasized about, and then it will serve you up with the best possible solution

Relax and ask your brain

What's the **boldest thing** I could
do to get from here to there?

Let your brain fill in the three BOLD steps to get from your current state to your desired new reality



Everyday, you get up, you soak in your picture, you step into the possibility, and you act on it

You become that one person out of ten to make change happen!



Conclusion

- Images are an incredibly powerful tool
- Visualize EVERYTHING before you are going to do it
- Help the two sides of your brain communicate with each-other
- Drawing can help create and articulate our dreams into our reality
- Trust your feelings and your instincts
- Finally, start acting on it

“Just three bold steps can transform one reality, yours”

Thank You!



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Please view the original TED talk at

<https://www.youtube.com/watch?v=zESeeaFDVSw>

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Indian Institute of Management, Lucknow

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Ph.D. and M.S. (Marketing) 2003-2009