

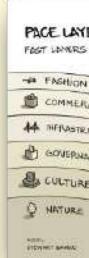
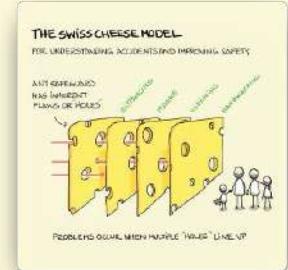
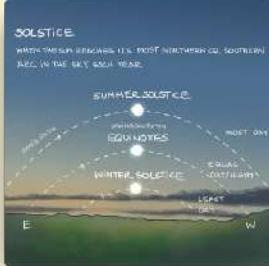
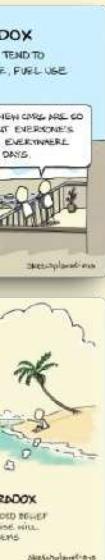
Sketchplanations

Big Ideas in Little Pictures

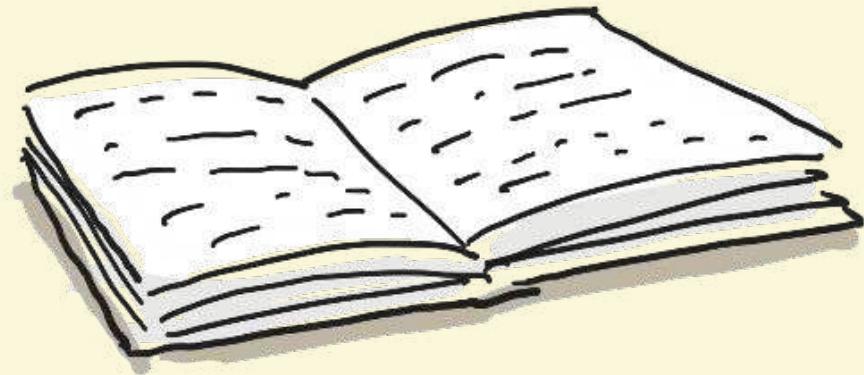
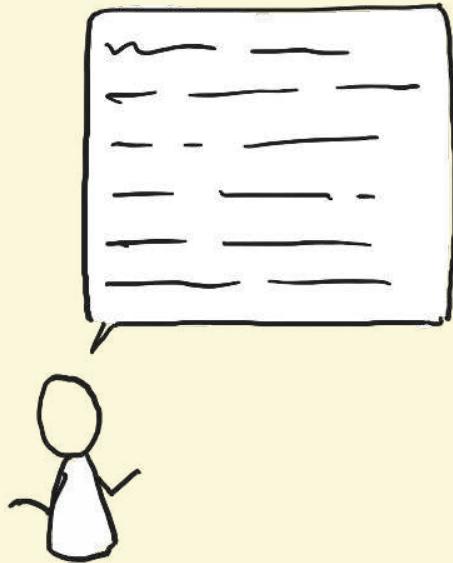
JONO HEY

Sketch Your Mind conference

16 Oct 2025



ABLNUT
YOWLED
ALWAYS FO



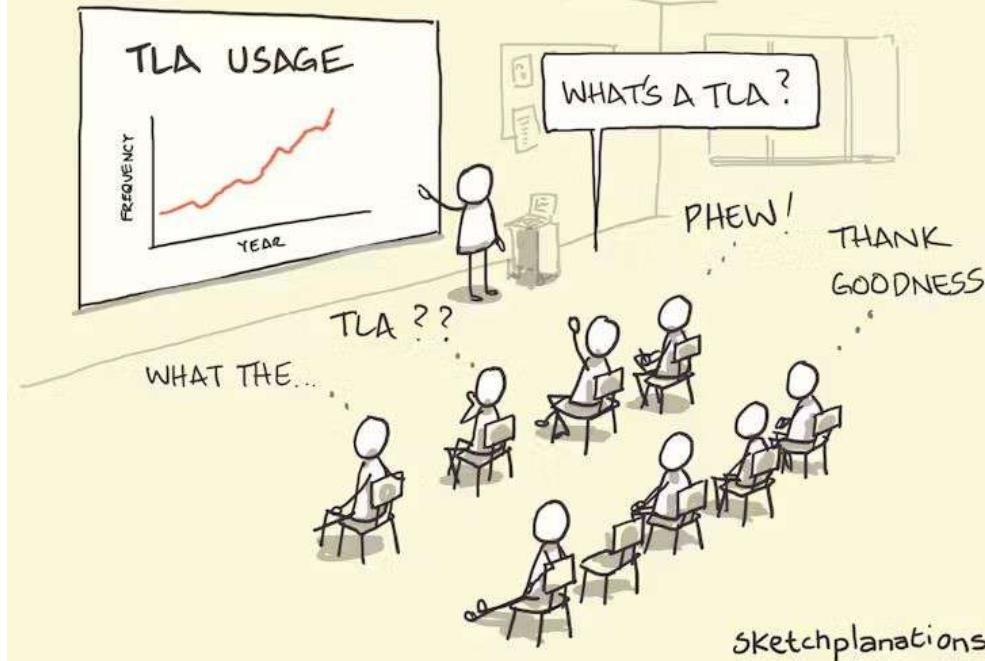
Have you ever
struggled
*to get your message
across?*

Have you ever
struggled
to remember what you
“learned”?



ASK THE QUESTION AT TALKS

IF YOU'RE WONDERING, LIKELY OTHERS ARE TOO



THE FUN SCALE

NOT ALL OUTDOOR FUN IS CREATED EQUAL

TYPE I FUN

FUN TO DO

FUN TO REMEMBER



TYPE II FUN

HURTS A BIT TO DO

BUT FUN IN RETROSPECT



TYPE III FUN

NOT FUN TO DO

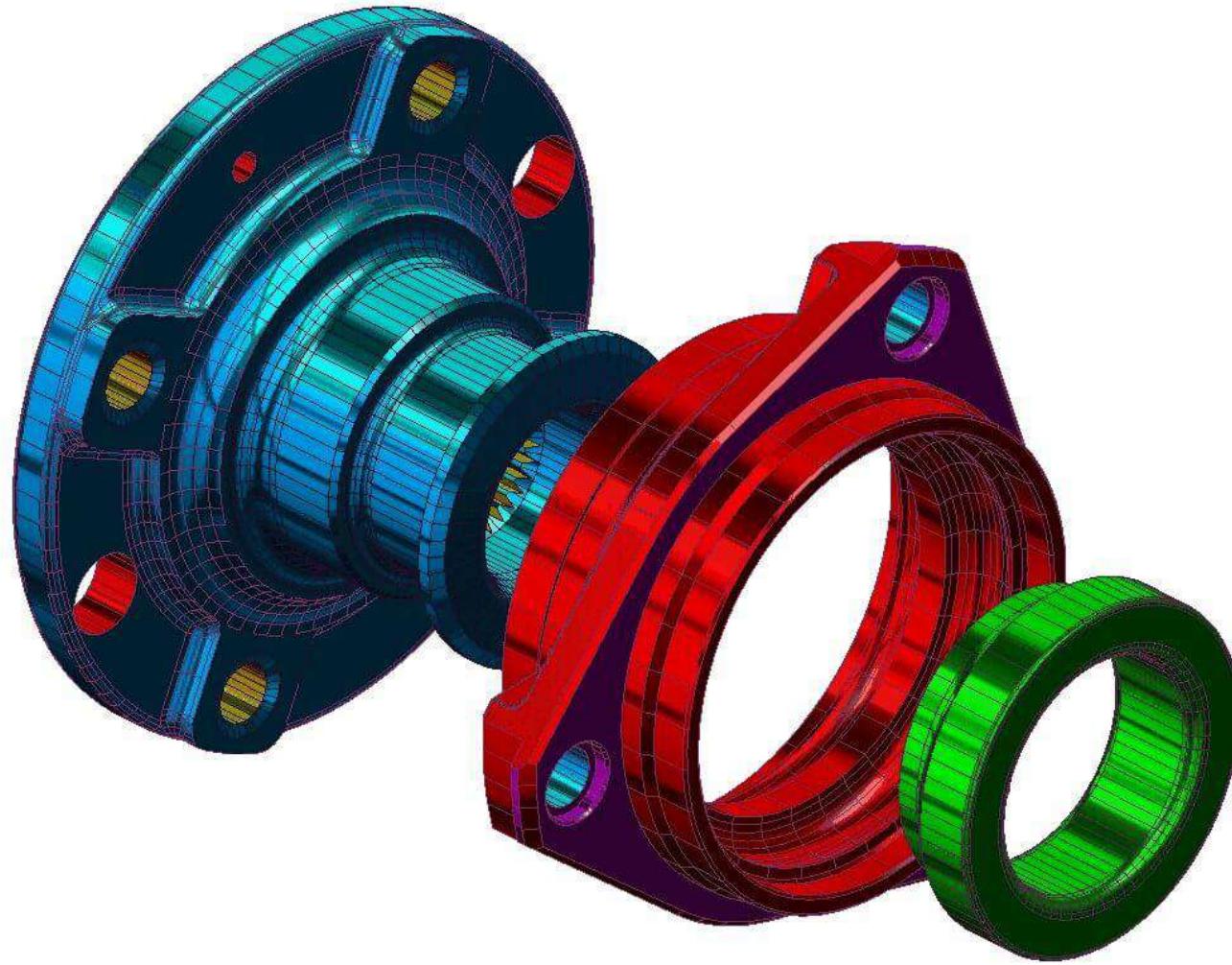
NOT FUN IN RETROSPECT

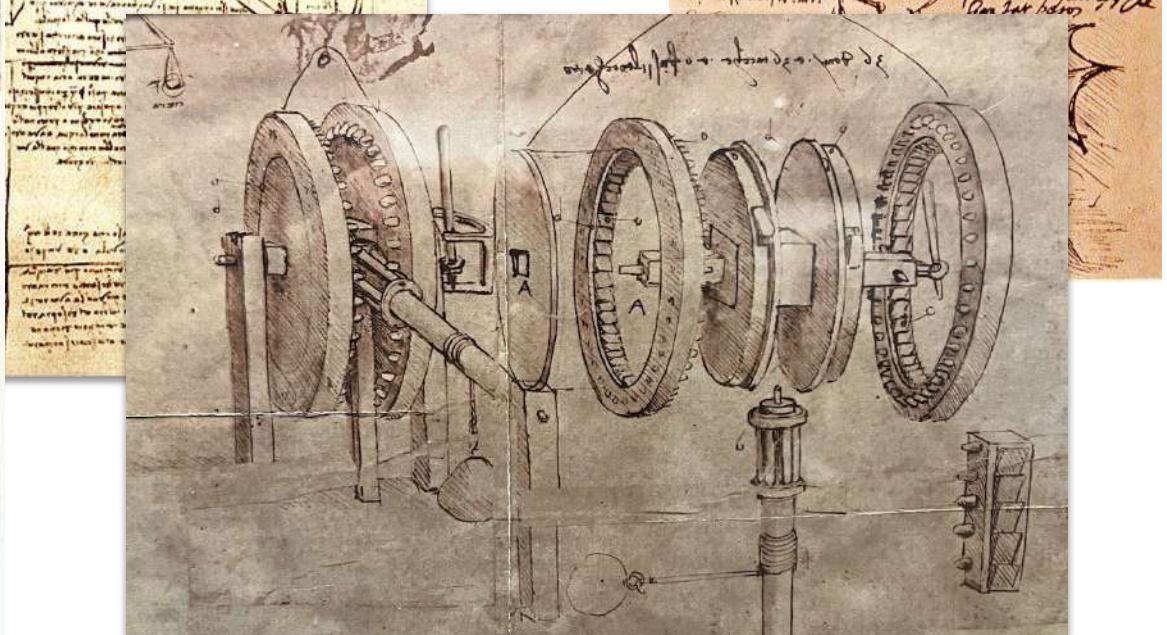
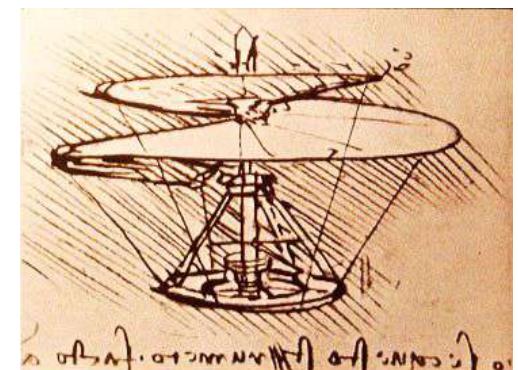
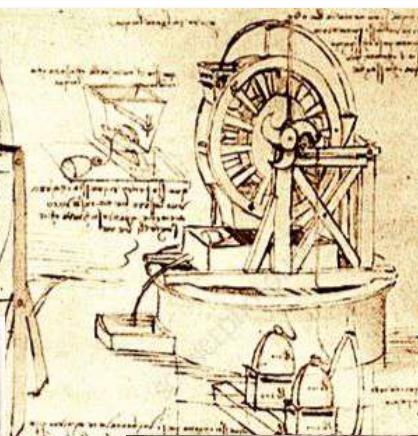
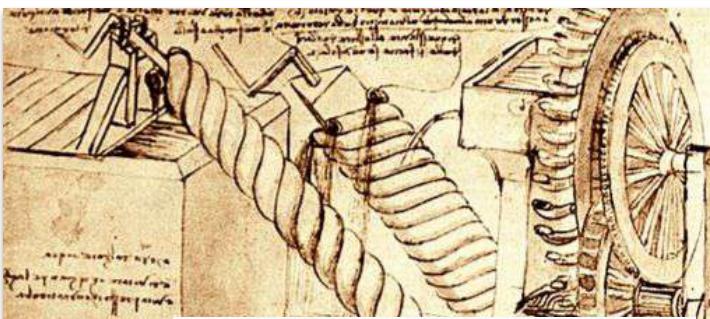


WANT TO KEEP GOING
BACK FOR MORE

MOST FULFILLING
IN THE LONG RUN

... BUT MAKES A
GREAT STORY





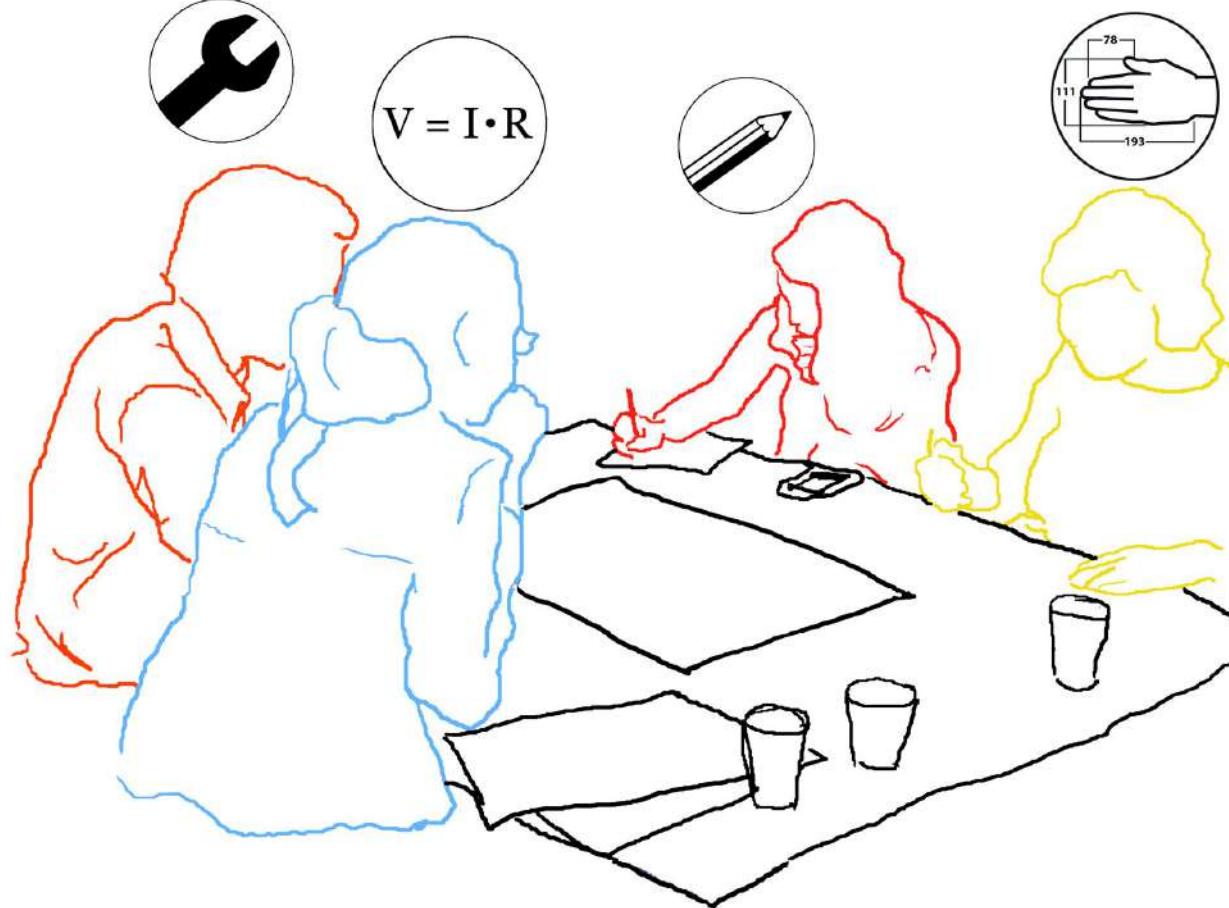


Image: Maaike Kleinsmann

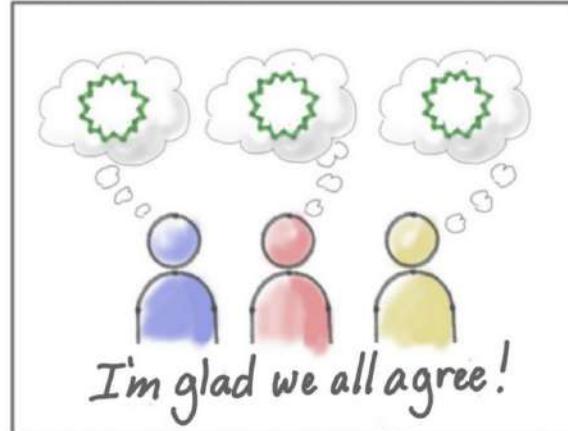
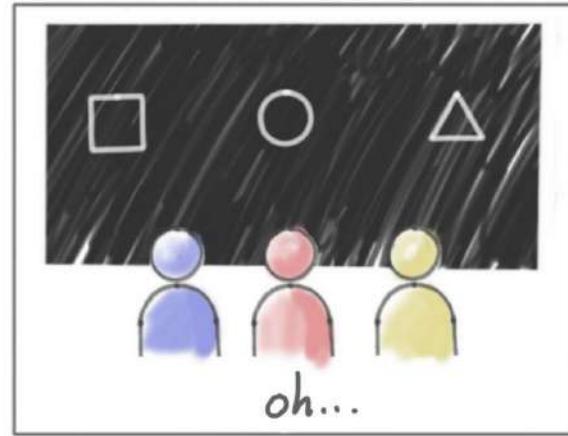
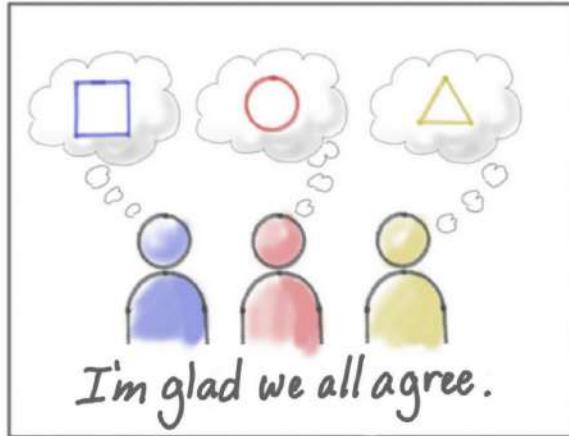
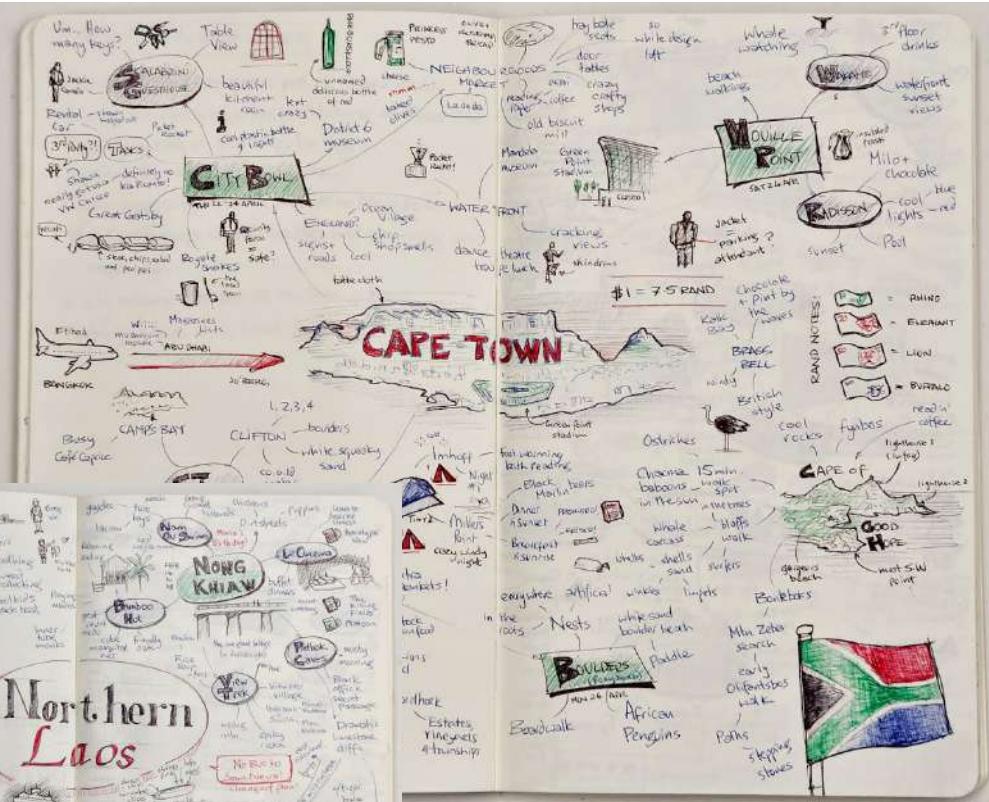
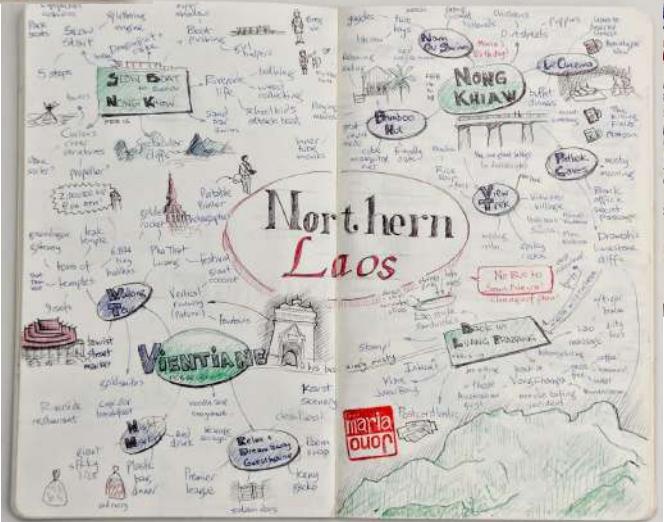


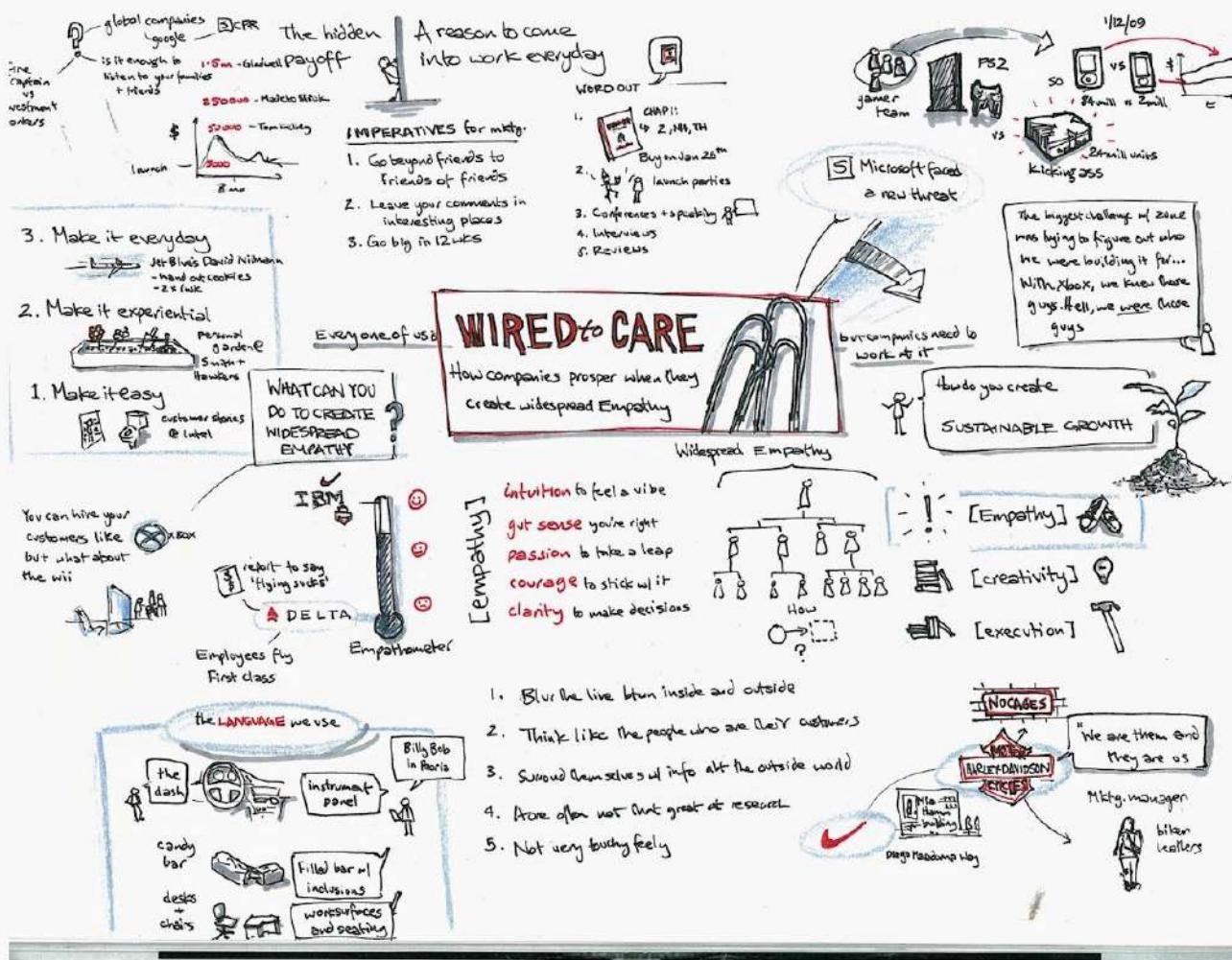
Image: Luke Barrett, see User Story Mapping by Jeff Patton



Cutting cubes out of fog

— Larry Keeley



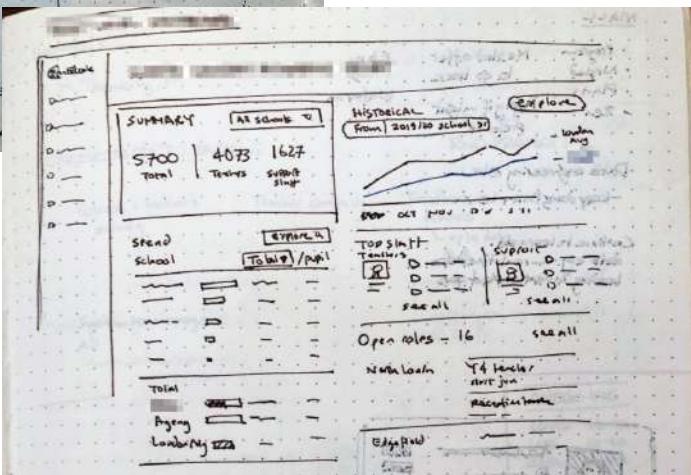
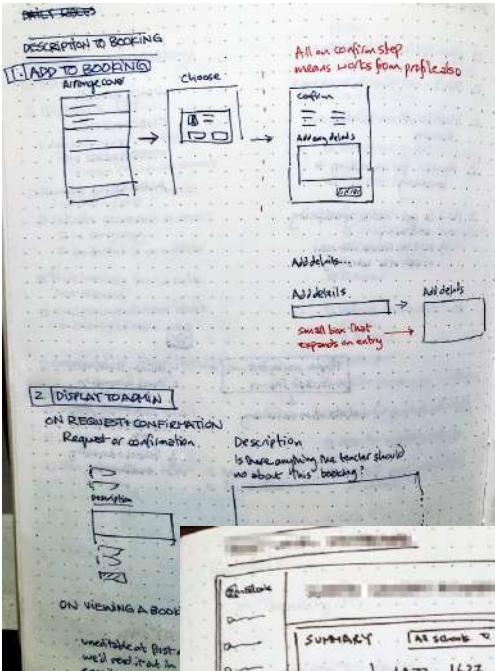


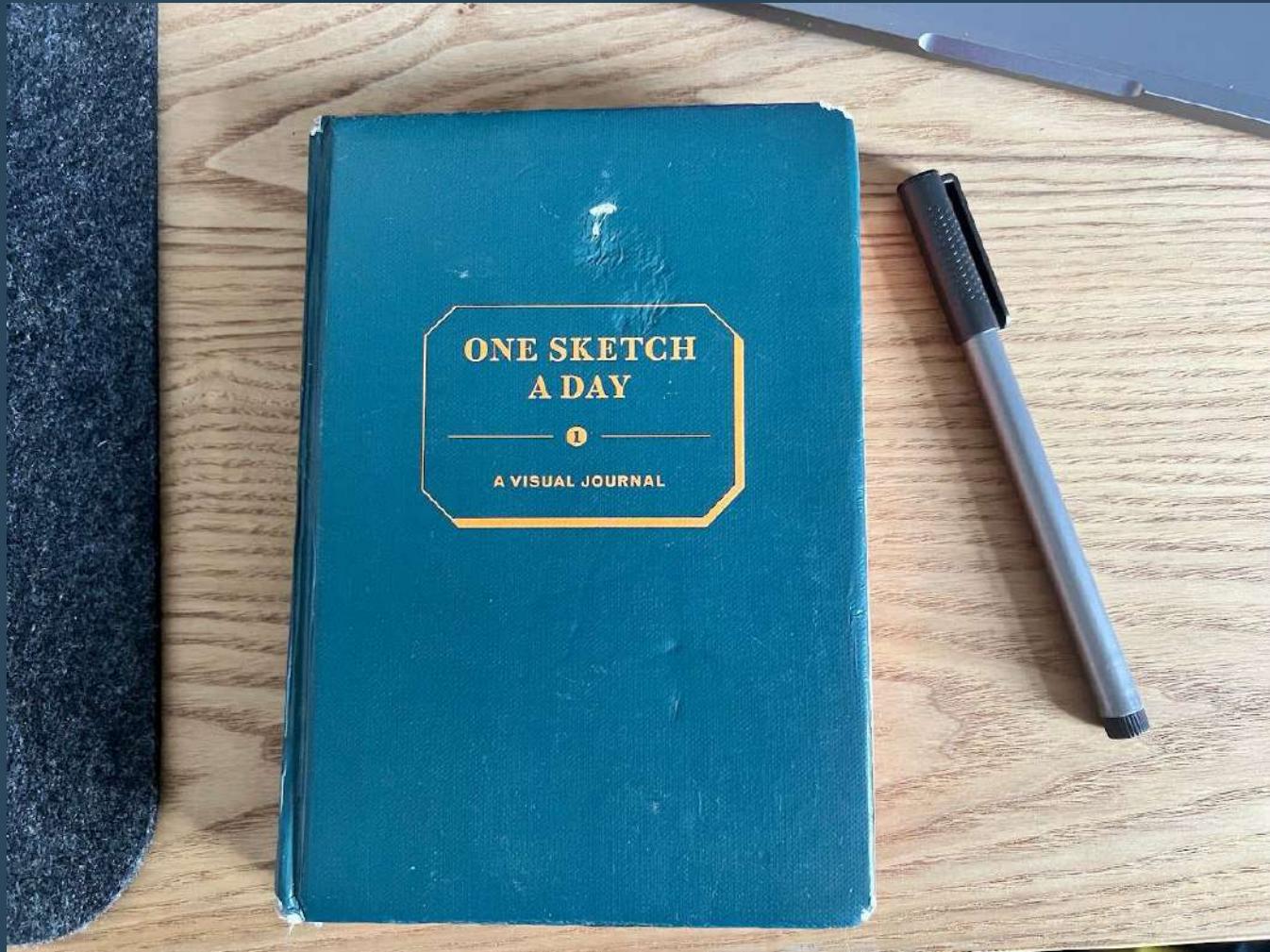
WHEN VISUAL RECORDING

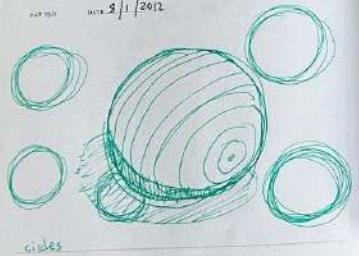
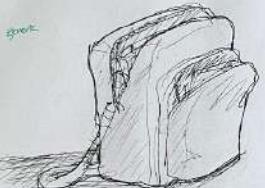
DO
STRUCTURE +
ORGANISE

DO
WRITE BIG

DON'T
CHANGE PEOPLE'S
WORDS







TEX...

T SHADOW

DATE 2/1/2012



DATE 19/3

start

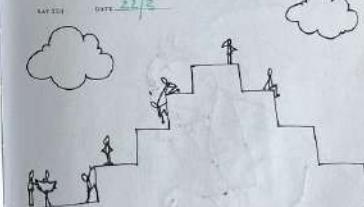
DATE 20/3

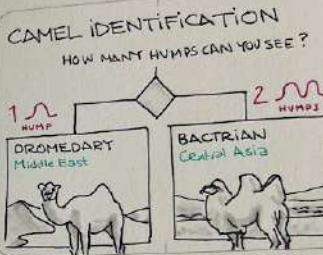
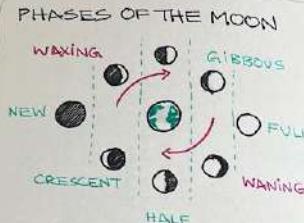


inizio

THE WHOLE
ENCHILADA

DATE 21/3

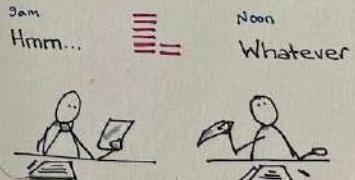




THE ROSETTA STONE
KEY TO DECIPHERING HIEROGLYPHICS
WITH THE SAME DEGREE IN 3 SCRIPTS



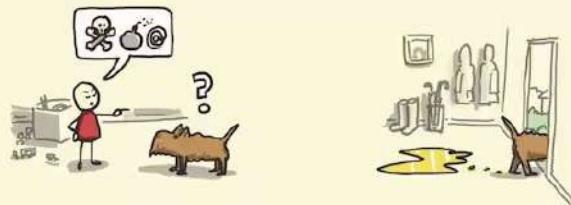
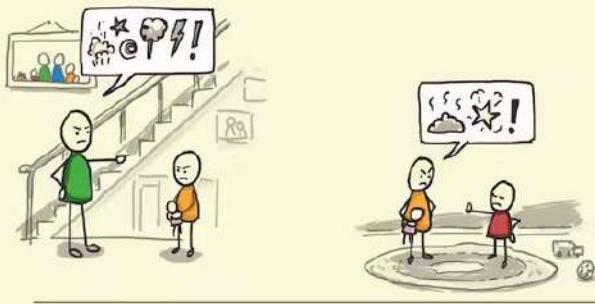
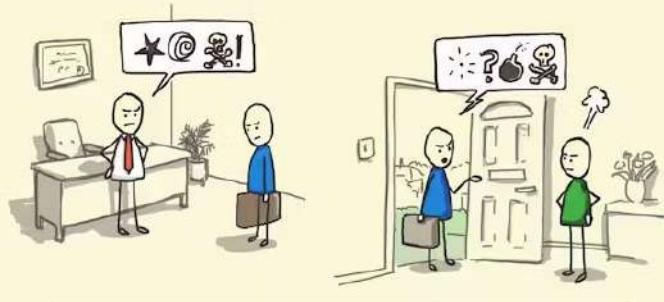
DON'T MAKE IMPORTANT DECISIONS
ON AN EMPTY STOMACH



Some examples

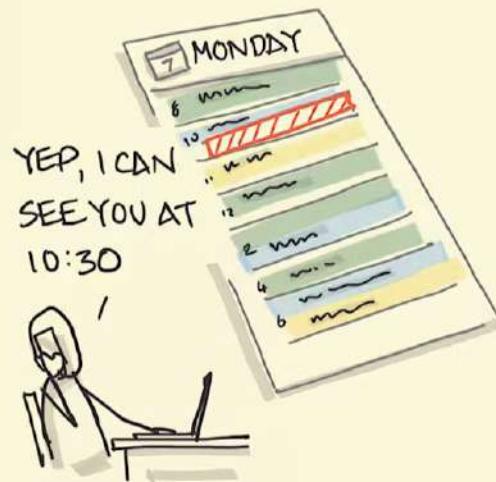
EMOTIONAL HOT POTATO

SPREADING A BAD MOOD



MANAGER

TIME



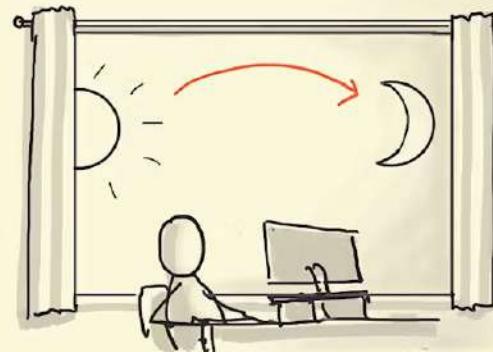
DAYS ARE SLICED UP
BY THE HOUR

CONCEPT: PAUL GRAHAM

MAKER

TIME

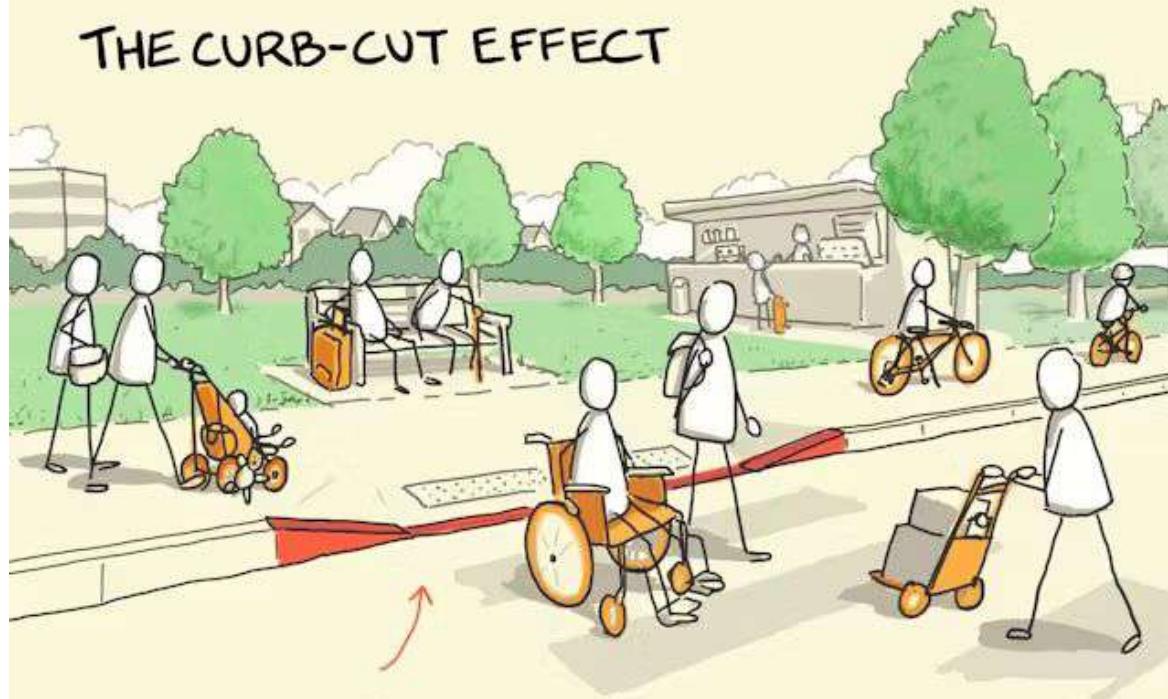
RIGHT DONE!



A SINGLE MEETING CAN
DISRUPT A WHOLE AFTERNOON

sketchplanations

THE CURB-CUT EFFECT

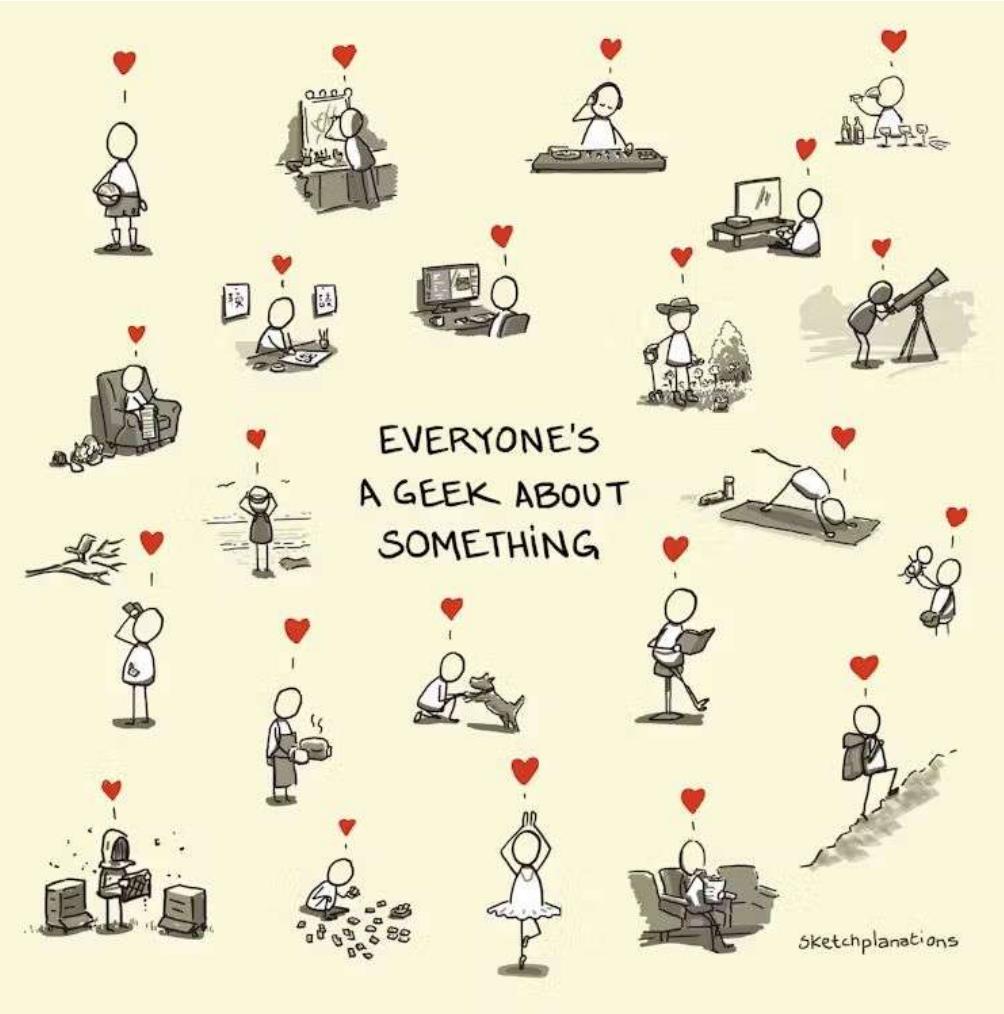


WHEN WE DESIGN
FOR DISABILITIES

... WE MAKE THINGS
BETTER FOR EVERYONE



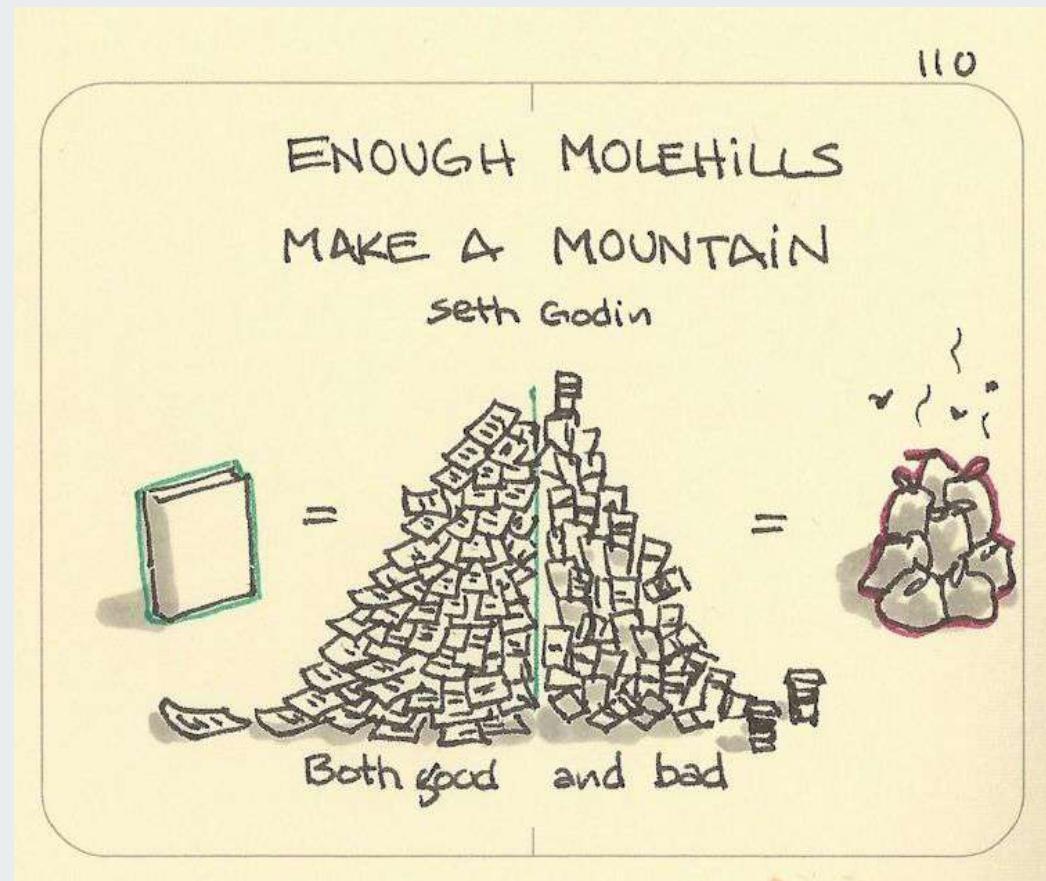
FOR GOING OUT,
I FOUND,
WAS REALLY GOING IN
— JOHN MUIR



Some lessons

Some lessons

1. Keep at it



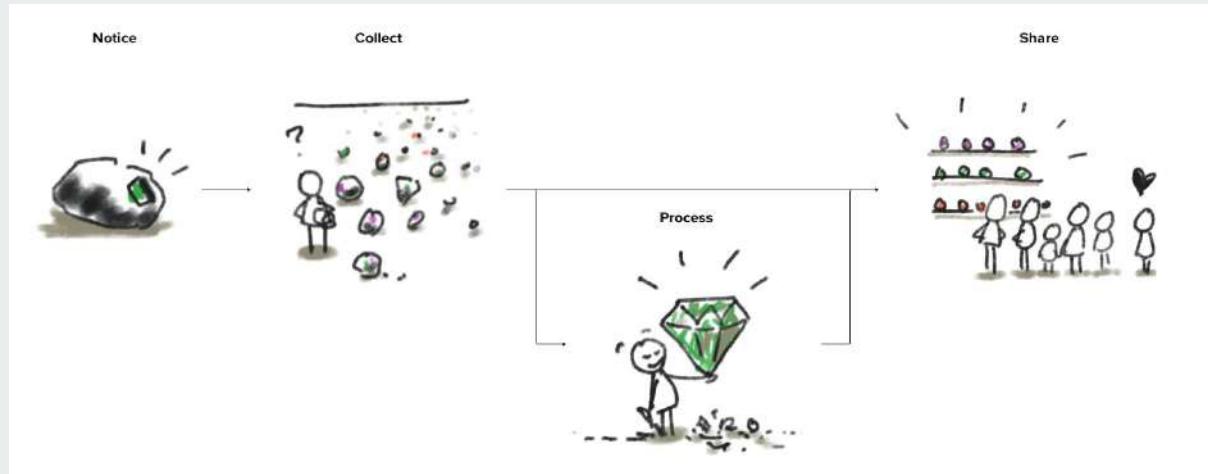
Some lessons

1. Keep at it
2. Share your work

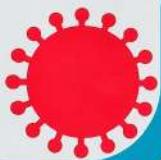


Some lessons

1. Keep at it
2. Share your work
3. Notice, collect, process, share, repeat



BILL GATES HOW TO PREVENT THE NEXT PANDEMIC

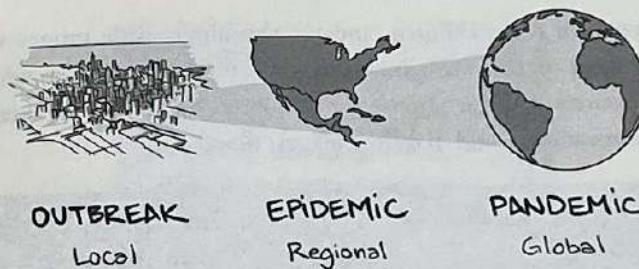


t work on a vaccine place.*

Bill Foege, one of on of smallpox and ol and Prevention journal articles on ntries; I read them e most influential Report 1993: Invest ous diseases—and d middle-income

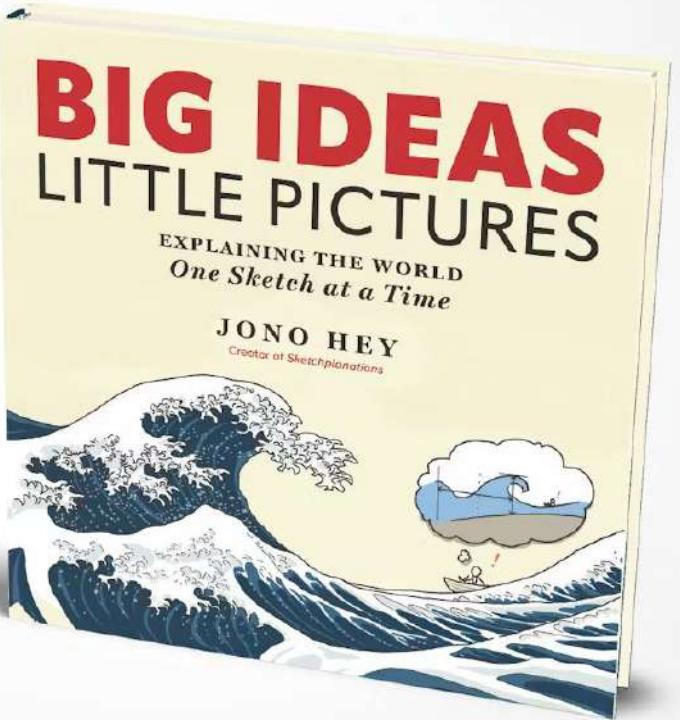
ases, it isn't long leemics, and pan ct than you may s when a disease utbreak spreads ndemic is when continent. And tly in a specific ia, for instance,

Introduction 7



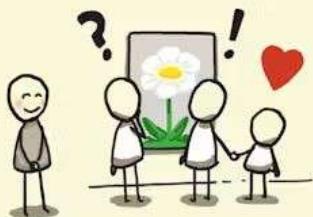
were 1.5 million new cases in 2020, though there are fewer new cases each year because people who are being properly treated with antiviral drugs don't spread the disease.

And with the exception of smallpox—the only human disease ever eradicated—old infectious diseases are still hanging around. Even plague, a disease most of us associate with medieval times, is still with us. It struck Madagascar in 2017, infecting more than 2,400 people and killing more than 200. The WHO receives reports of at least 40 cholera outbreaks every year. Between 1976 and 2018, there were 24 localized outbreaks and one epidemic of Ebola. If you include small ones, there are probably more than 200 outbreaks of infectious diseases every year.



"This is such a cool book. The range of Jono's knowledge is astounding, and so is his ability to digest complex ideas into deceptively simple drawings. You'll learn something on every page—and be entertained too."

— Bill Gates



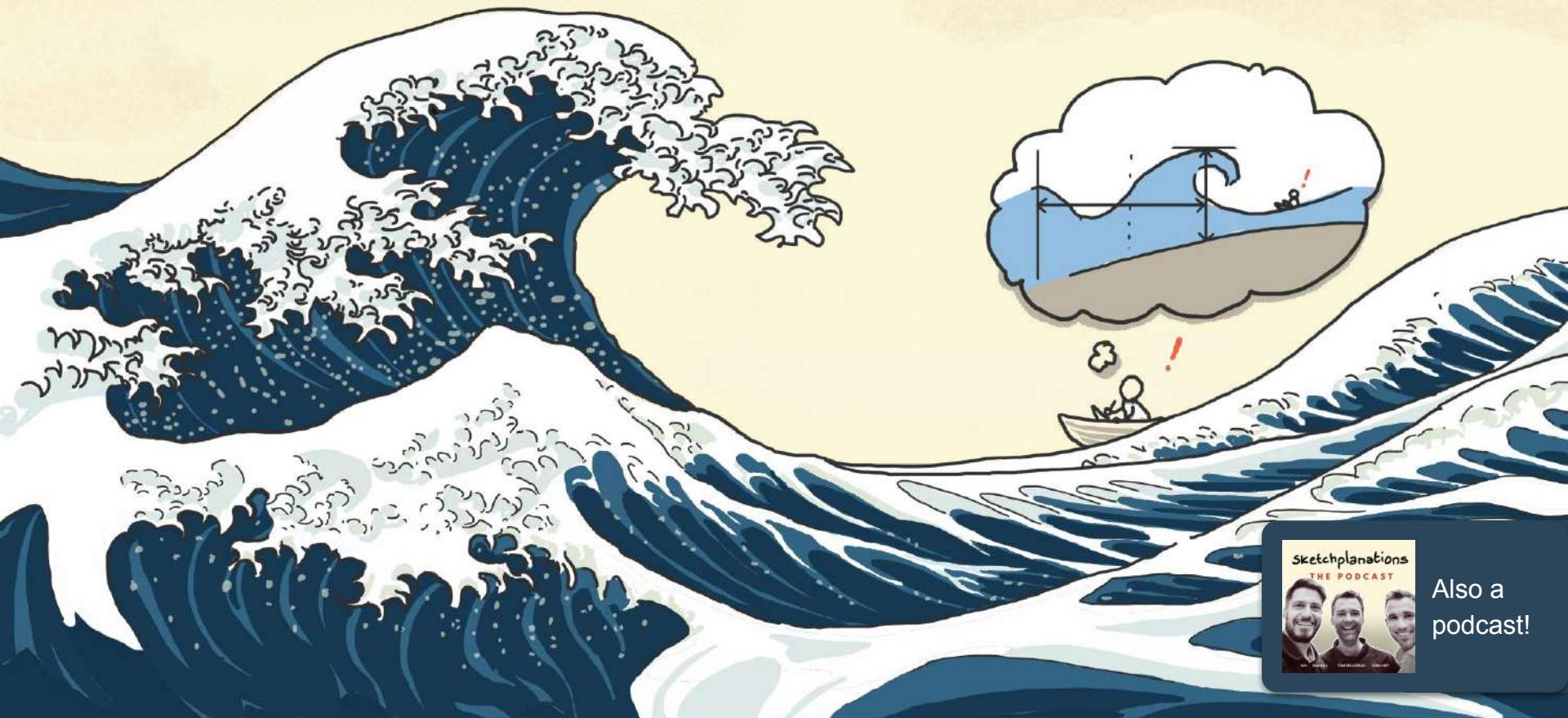
What is the
purpose of existence...
but to

discover
Truth and Beauty

and

share it with others?

— Brenda Ueland



Also a
podcast!