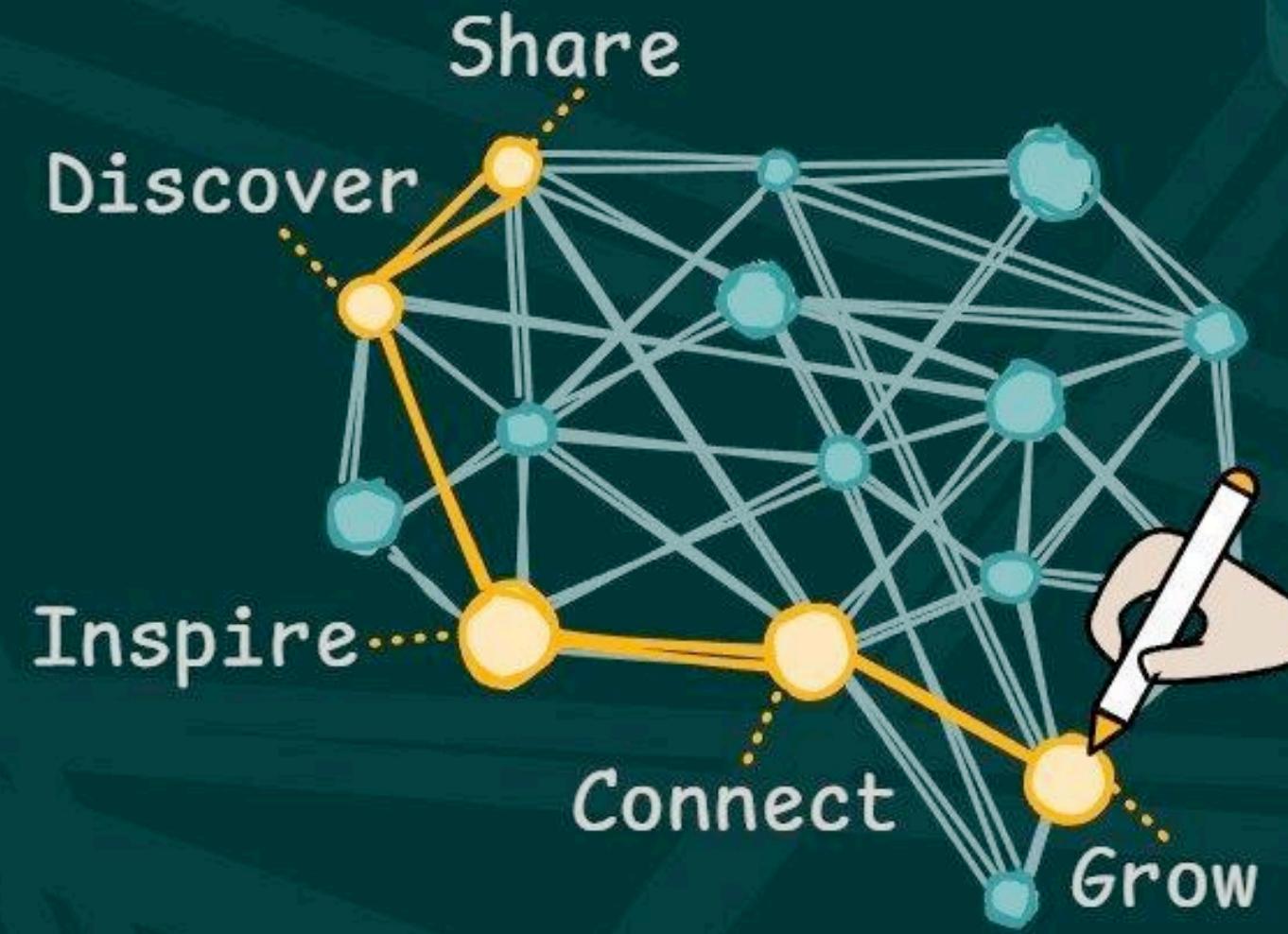


SKETCH YOUR MIND CONFERENCE

<https://sketch-your-mind.com/2025>



Stephen P. Anderson

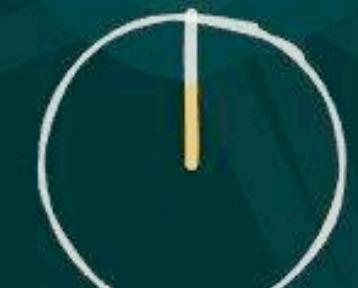
Author of *Figure It Out*

Visual SenseMaking From Blank Page to Big Picture

San Francisco



New York



Paris



Tokyo



Wellington



Tuesday, October 14, 2025

I WANT TO SHOW YOU SOMETHING...

Untitled - Miro

miro.com/app/board/uXjVJ6U4lil=/

miro Untitled

For you

All templates

Recent

Blueprints Beta

Format templates

Miroverse

Building blocks

Use cases

Meetings & workshops

Ideation & brainstorming

Research & design

Agile workflows

Strategy & planning

Diagramming & mapping

Presentations & slides

Wireframing & prototyping

Custom templates

My Team templates

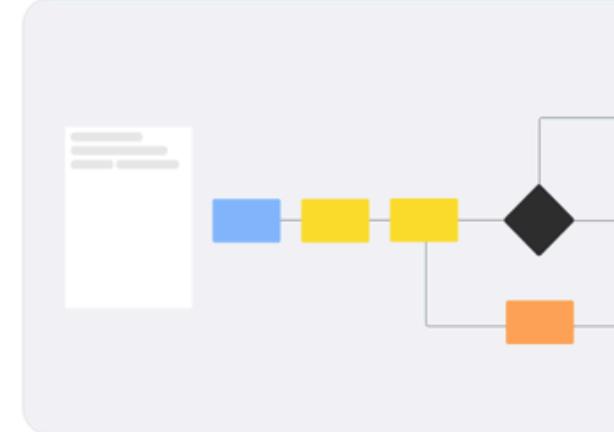
Personal

Search templates by name, category or company

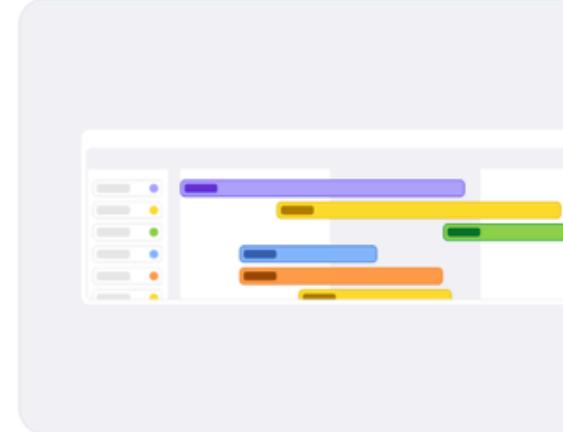
Show when creating a board

Sort by Recommended

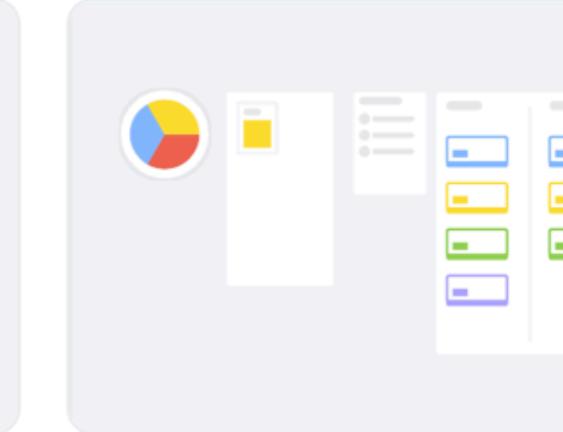
All templates



Miro Flowchart



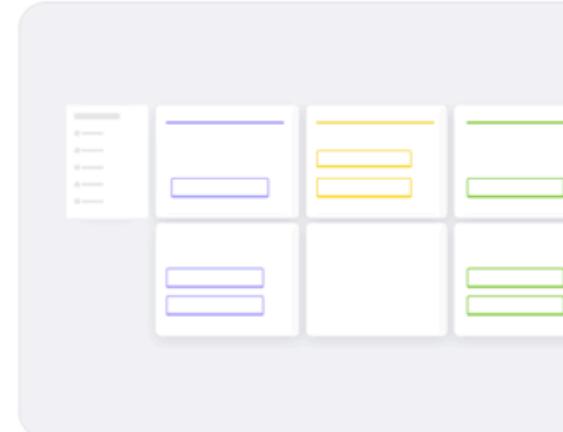
Miro Roadmap Planning



Miro Daily Standup



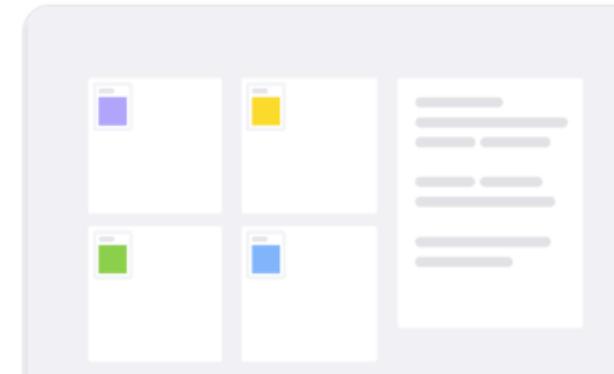
Miro PI Planning



Miro Kanban Framework



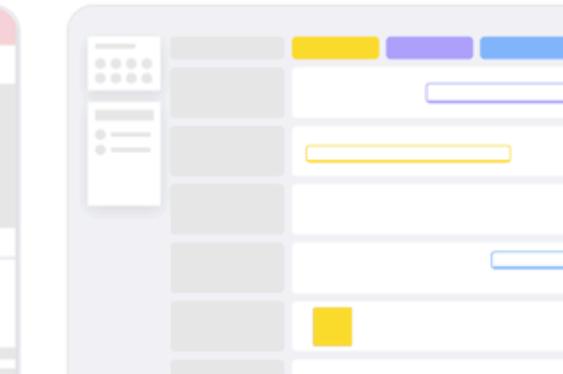
Brigitta Laszlo Timeline Builder



Personal



Personal



Personal

100%

Untitled mural • Stephen

app.mural.co/t/stephen1639/m/stephen1639/1760463350539/8da9c36cac640d172860c49fe9a70fde95d35fbb

Untitled mural | Facilitate | Share | ? SA

Templates

Find a template

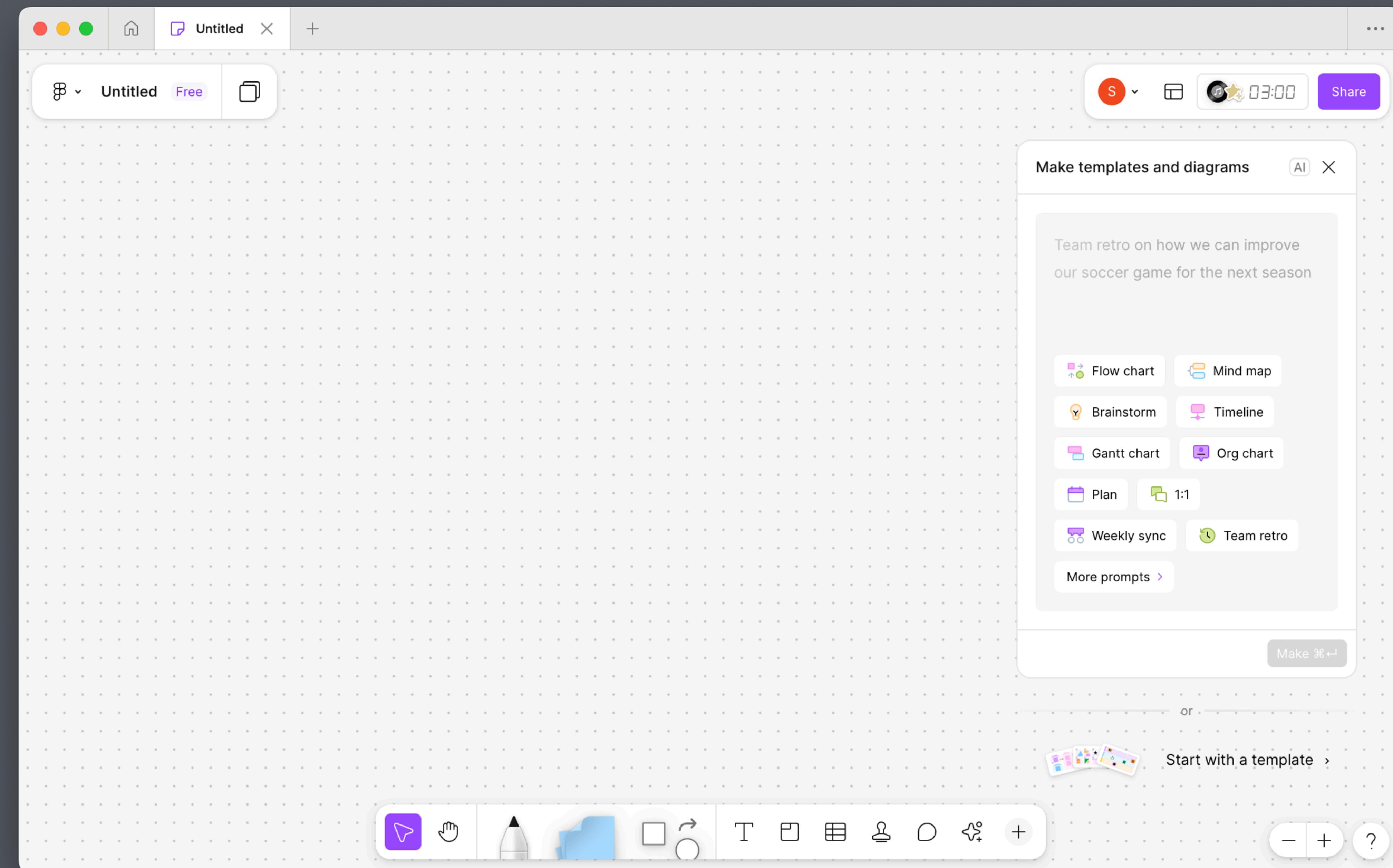
For you

- Stephen
- Starred
- Use cases
- Strategize
- Plan
- Research
- Brainstorm
- Prioritize
- Create
- Present
- Reflect
- Connect

Simple activities and layouts

- SWOT analysis
- Project kickoff radar
- One year roadmap
- Process flowchart
- Boring facts icebreaker
- Six-word story icebreaker
- Ionic movie
- Iconic movie
- Idea name

Facilitate | Share | ? SA



MOST* PEOPLE, WHEN THEY
ENCOUNTER A BLANK SCREEN,
NEVER COME BACK.

* THE OVERWHELMING MAJORITY!

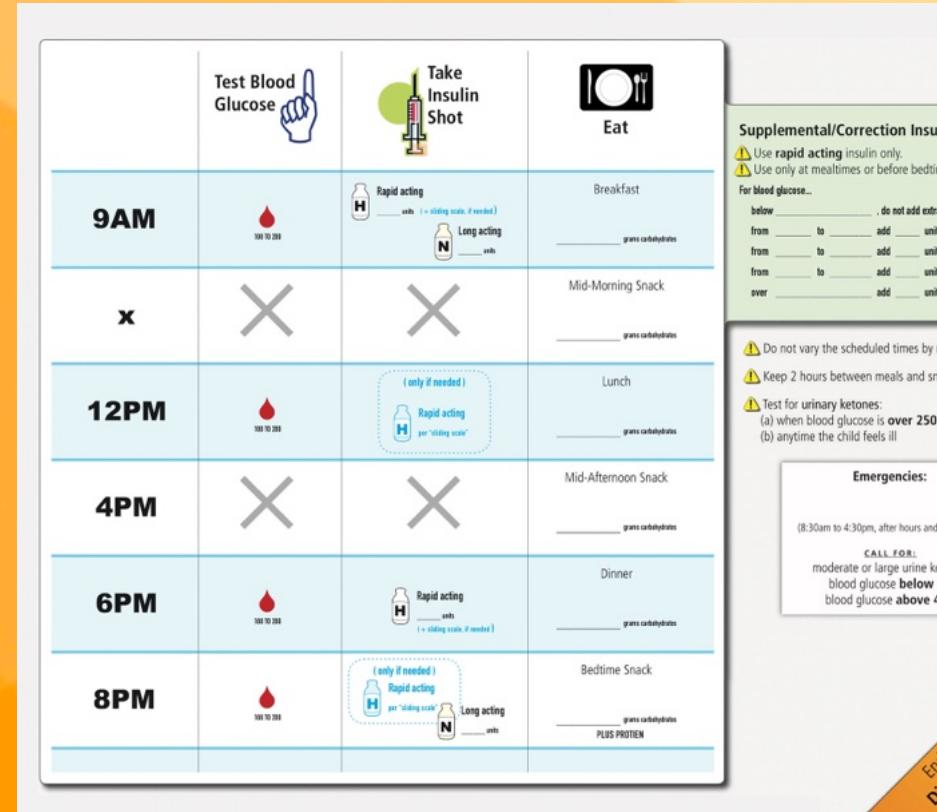
BLANK SCREENS ARE SCARY!
(FOR MOST PEOPLE)

“The ‘blank canvas’ problem isn’t just about the **absence of content**, but about the **lack of initial direction**. When users are faced with a completely empty starting point, they’re forced to invent both the material and the structure in order to make progress. This often creates hesitation, slows momentum, and makes starting a task the most difficult part. We can reduce this friction by designing tools that scaffold users’ early steps, enabling them to efficiently find the direction towards their goal.”

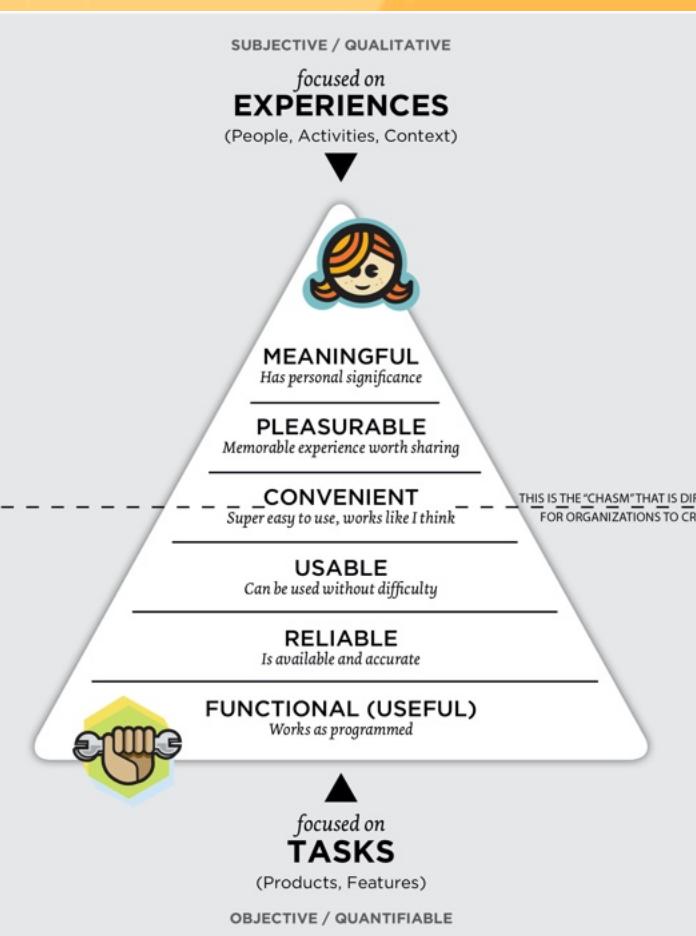
1. THE "BLANK SCREEN" PROBLEM



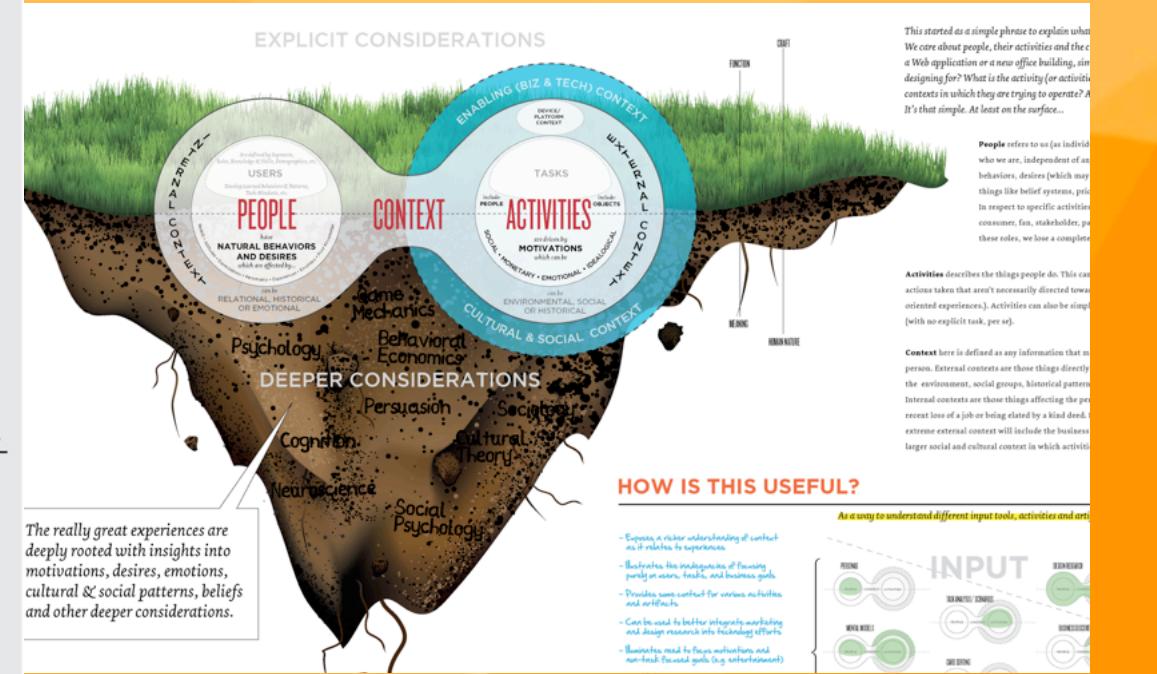
2. HOW DO YOU USE VISUALS
TO MAKE SENSE OF STUFF?



Medical charts



Concept Models

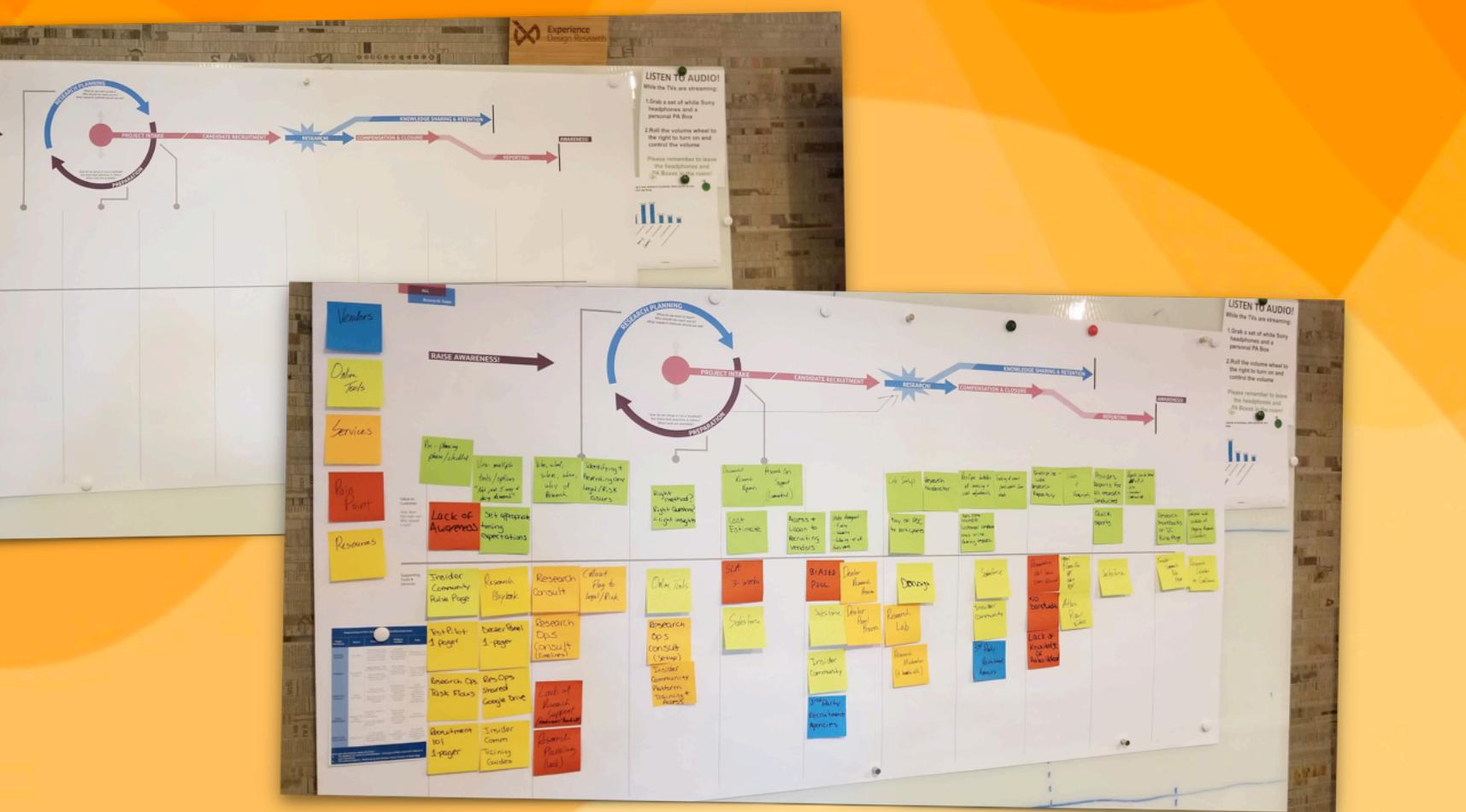


Shopping!

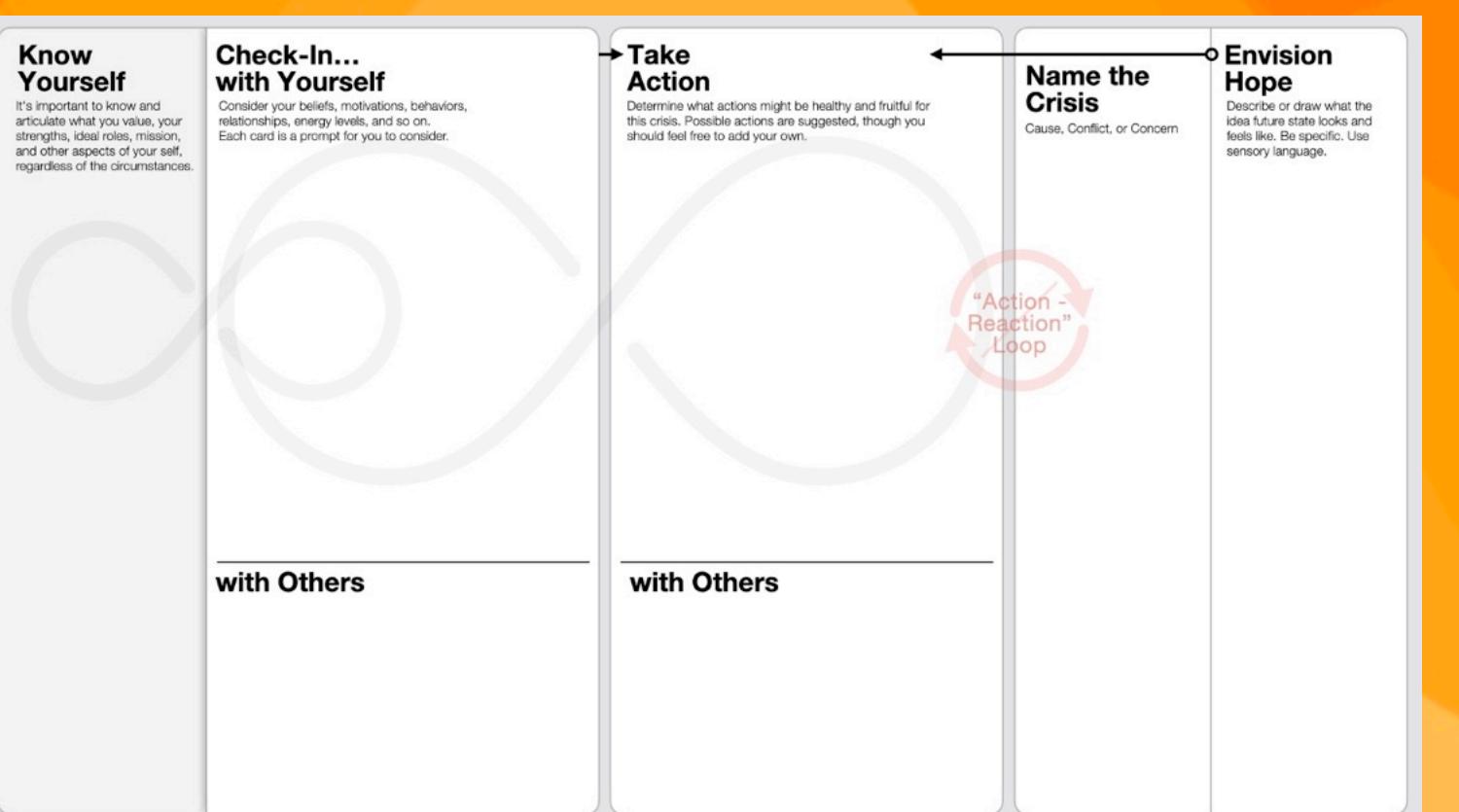
I AM A VISUAL SENSEMAKER!

User Interfaces

Facilitation



Canvases



Pricing request from NorthShore University Health System in Endotracheal Tubes

Sent from Scott Willey (scott.willey@aptitude.com)

Spend with me (last 12 months)

\$18,582.44 **\$120,824.75**

show more analytics details.

Pricing request received Nov 12, 2012



Preferences:

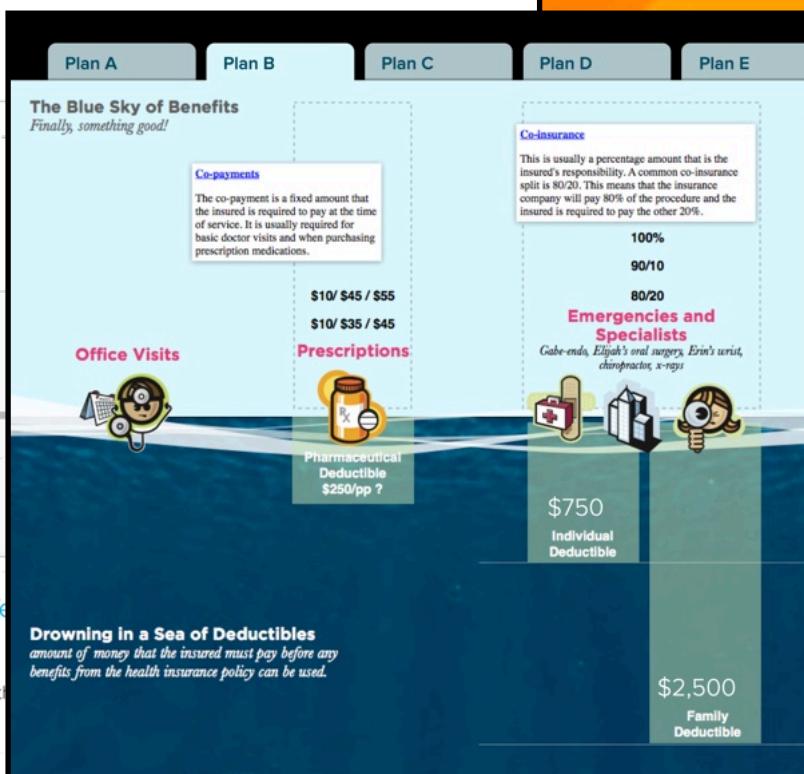
- 24 months Contract Duration
- Jan 1, 2013 Contract Effective Date
- 30 days Pricing Activation Lead Time

*Minimum lead time for contract activation is 0 days. (Maximum is 60)

Choose a pricing model to respond with:

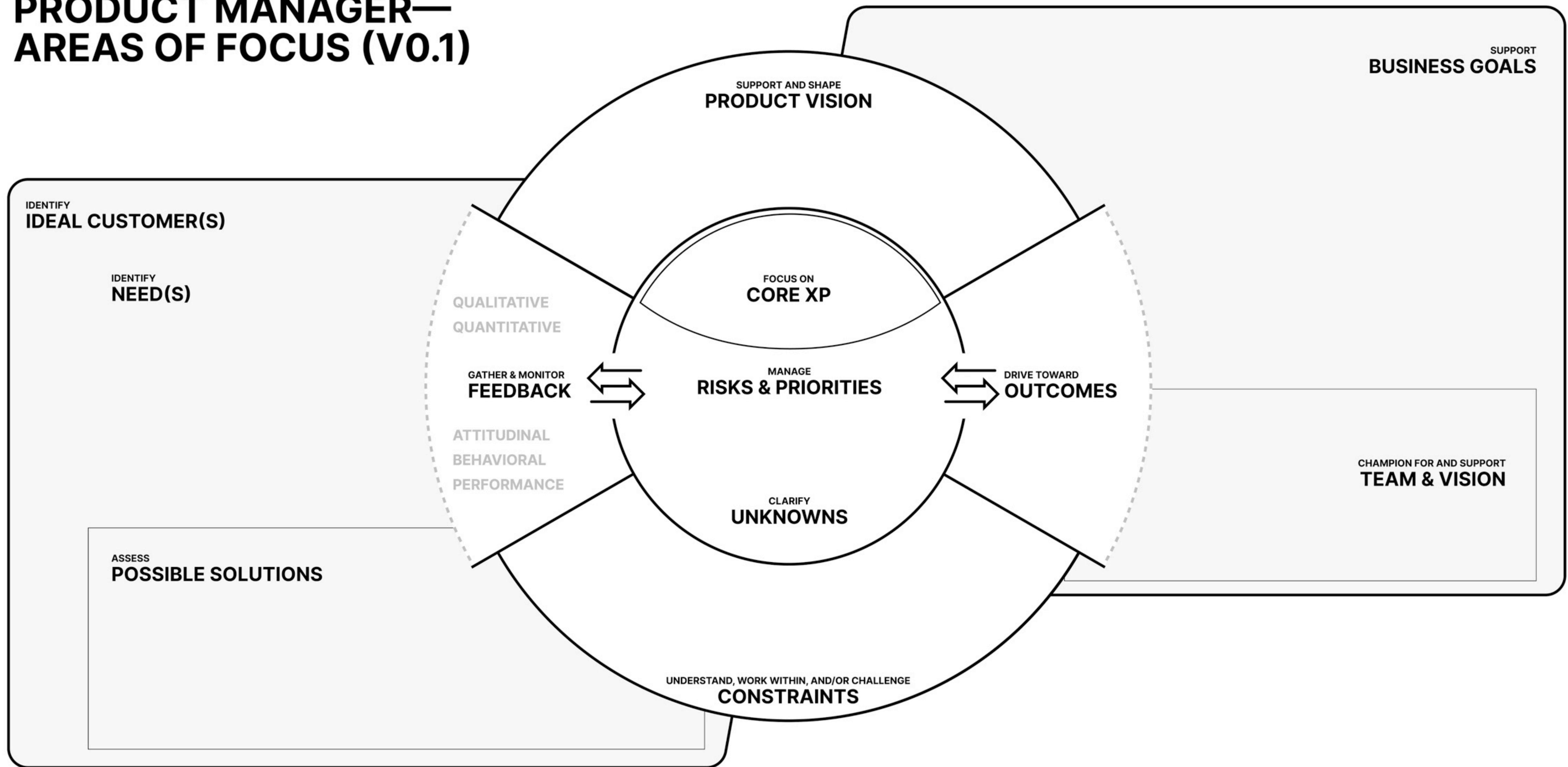
Endotracheal Tubes pricing Pricing Model, volume \$150,000 ▾

24 month Fixed	24 month Variable	36 month Fixed	36 month Variable	48 month Fixed	48 month Variable	Modify this model
HIGHER PRICING Buyers Current Spend	BETTER PRICING Buyers Current Spend					Create a fork of this model



Respond with this pricing model

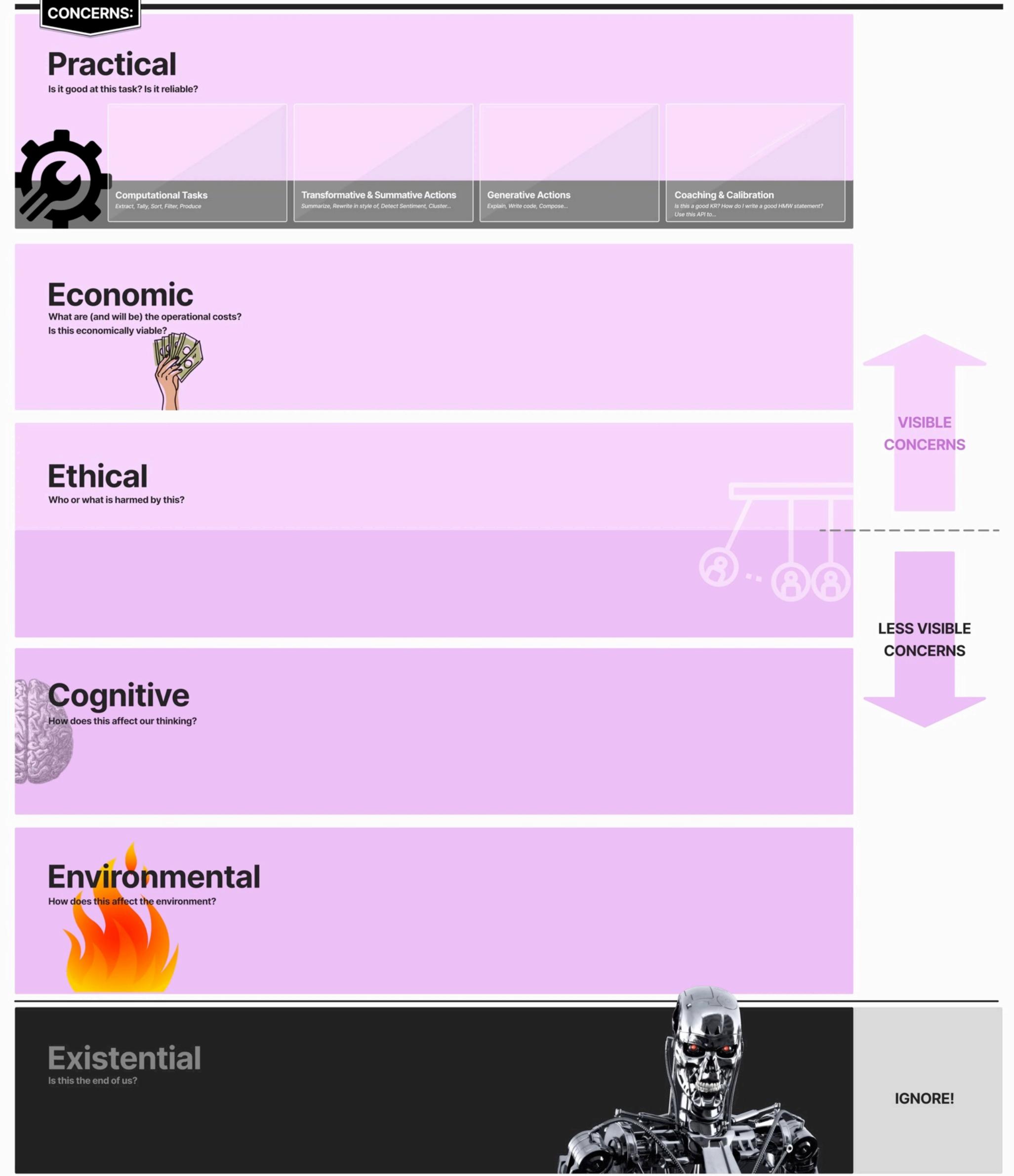
PRODUCT MANAGER— AREAS OF FOCUS (V0.1)

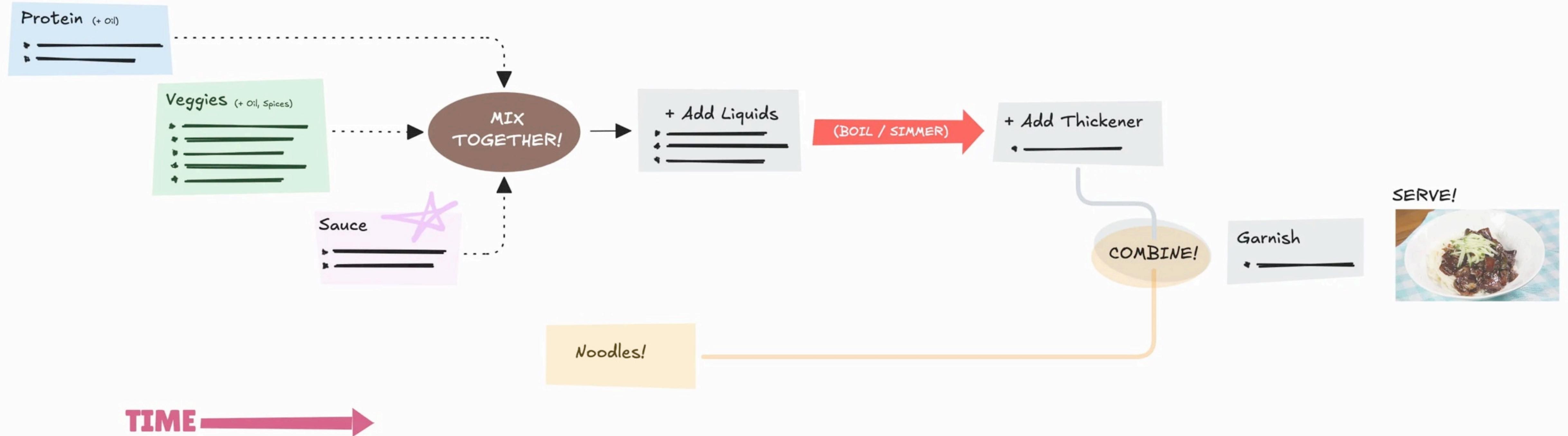


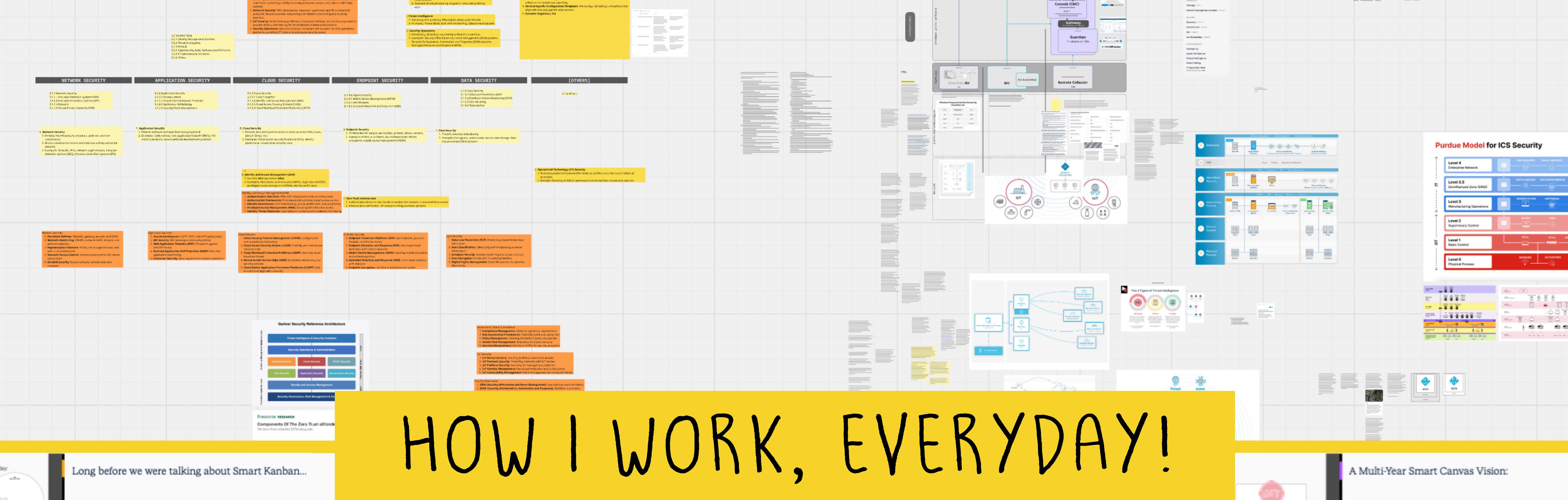
The P.E.E.C.E. Framework

A way to classify and think about AI concerns.

STEPHEN P. ANDERSON





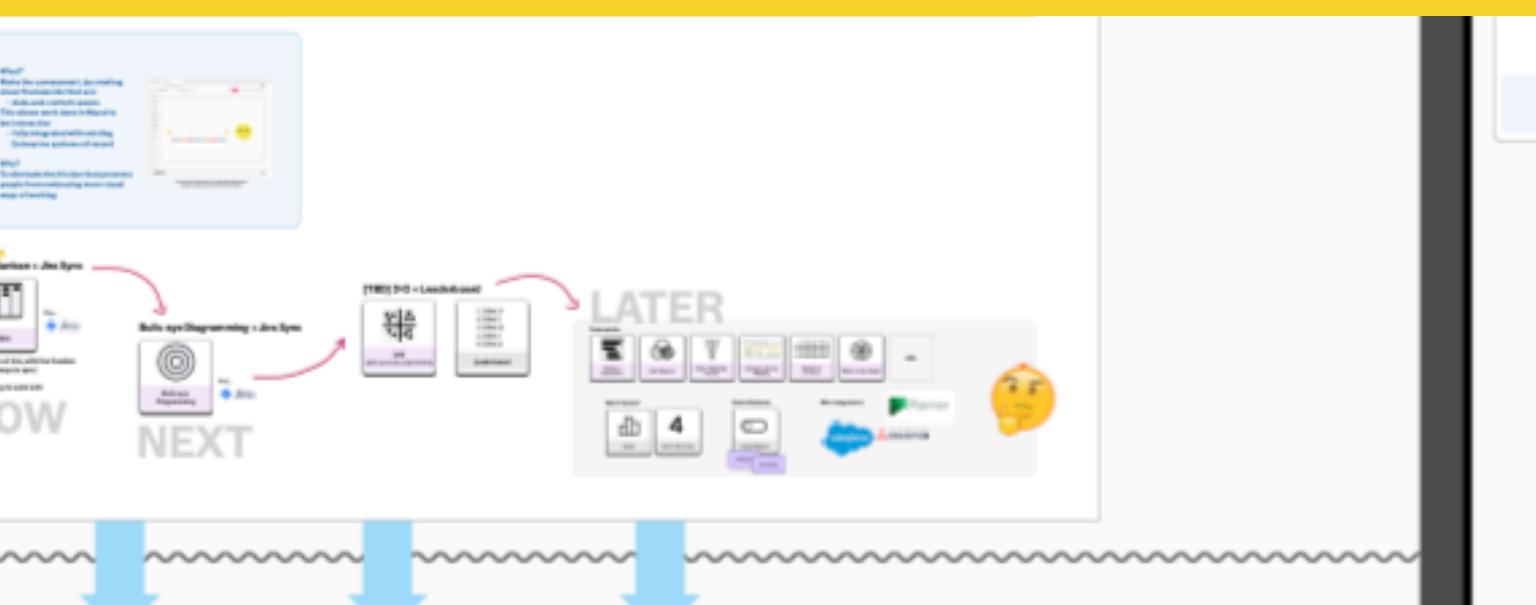


HOW I WORK, EVERYDAY!

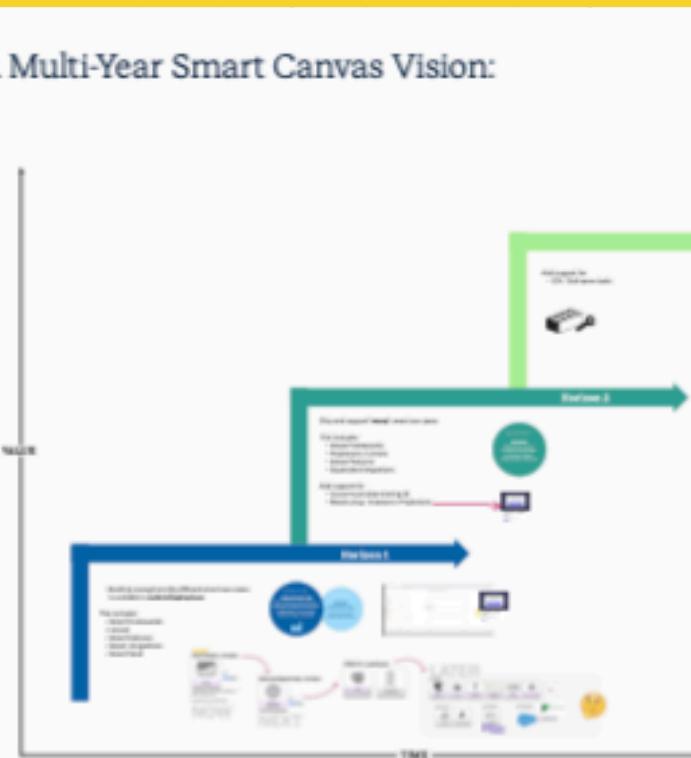
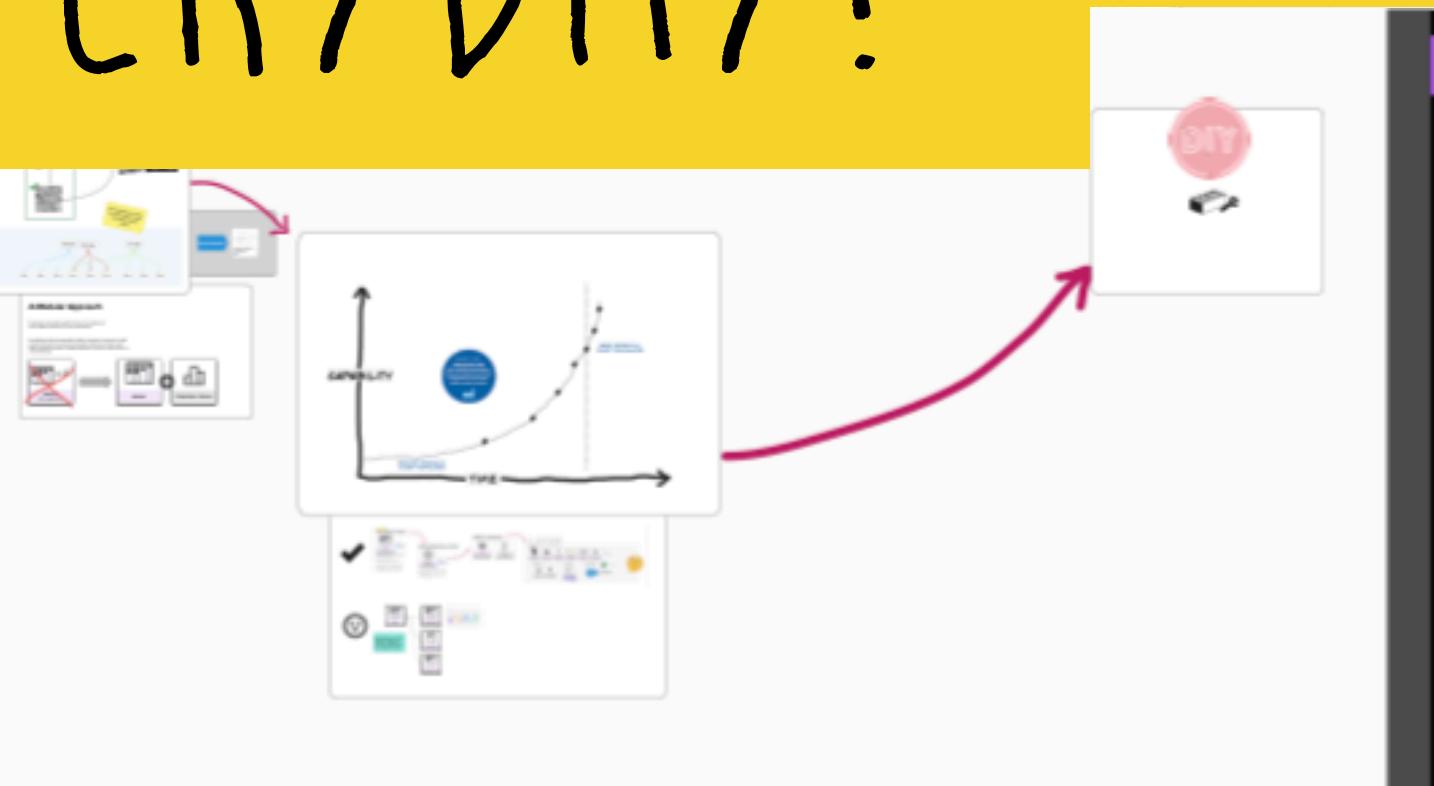
Long before we were talking about Smart Kanban...

Day: 8:00 AM - 5:00 PM

Night: 5:00 PM - 8:00 AM



3 Things to take away from this quick pitch:



Building a bit of context to the community

EVERY ONE OF THESE VISUALS BEGAN WITH QUESTION(S) AND A BLANK SCREEN.

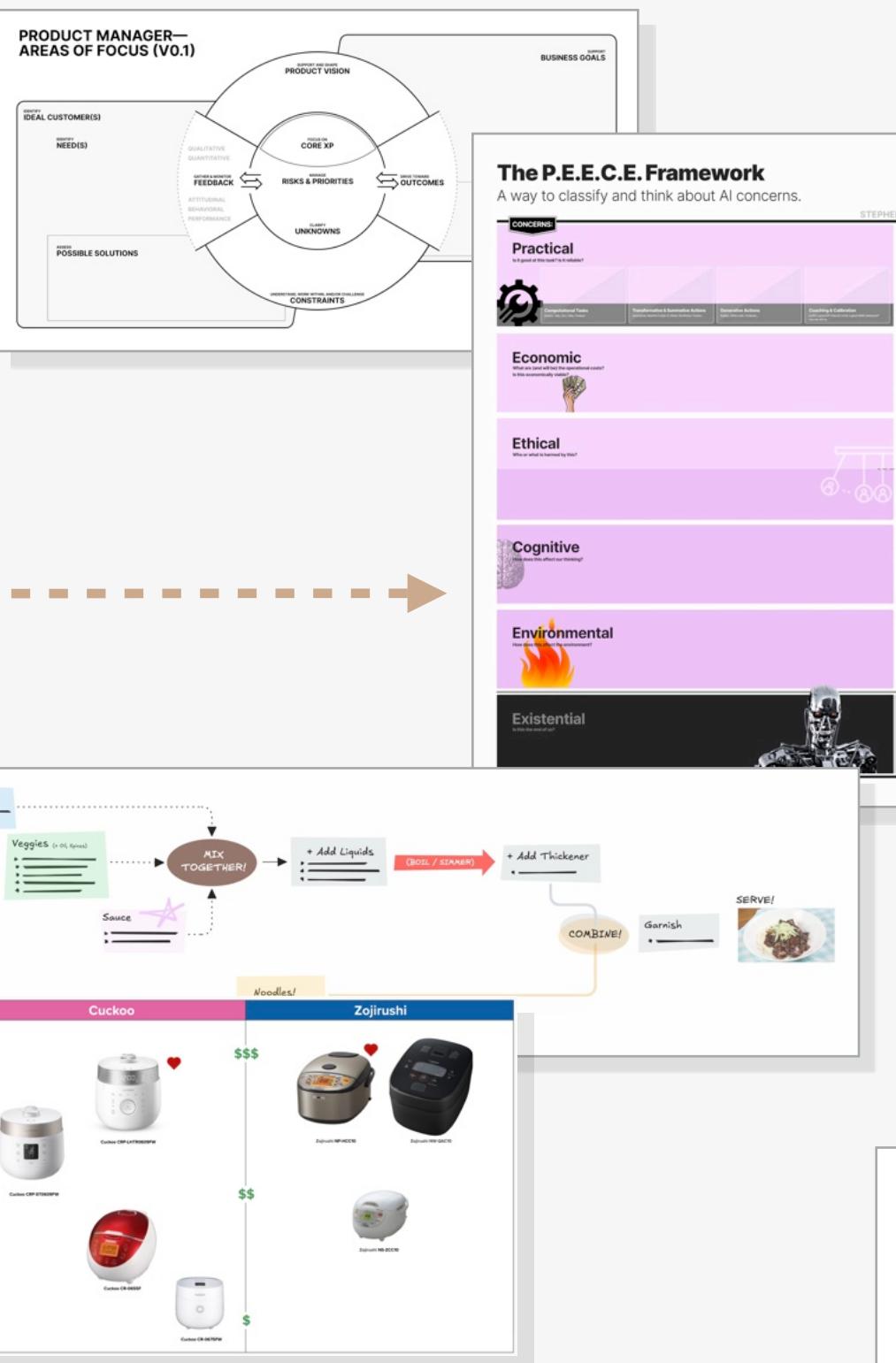
"WHAT DOES A PRODUCT MANAGER
ACTUALLY DO?"

"IS THERE A USEFUL WAY TO
ORGANIZE MY AI CONCERNS?"

"HOW DO I MAKE JJAJANGMYEUN?"

"WHICH RICE COOKER SHOULD I BUY?"

"WHAT DOES OT CYBERSECURITY MONITOR?"



Tip!

START WITH A FRAMING
QUESTION (OR QUESTIONS)

EVERY ONE OF THESE VISUALS BEGAN WITH QUESTION(S) AND A BLANK SCREEN.

"WHAT DOES A PRODUCT MANAGER
ACTUALLY DO?"

"IS THERE A USEFUL WAY TO
ORGANIZE MY AI CONCERNS?"

"HOW DO I MAKE JJAJANGMYEUN?"

"WHICH RICE COOKER SHOULD I BUY?"

"WHAT DOES OT CYBERSECURITY MONITOR?"



EVERY ONE OF THESE VISUALS BEGAN WITH QUESTION(S) AND A BLANK SCREEN.

"WHAT DOES A PRODUCT MANAGER
ACTUALLY DO?"

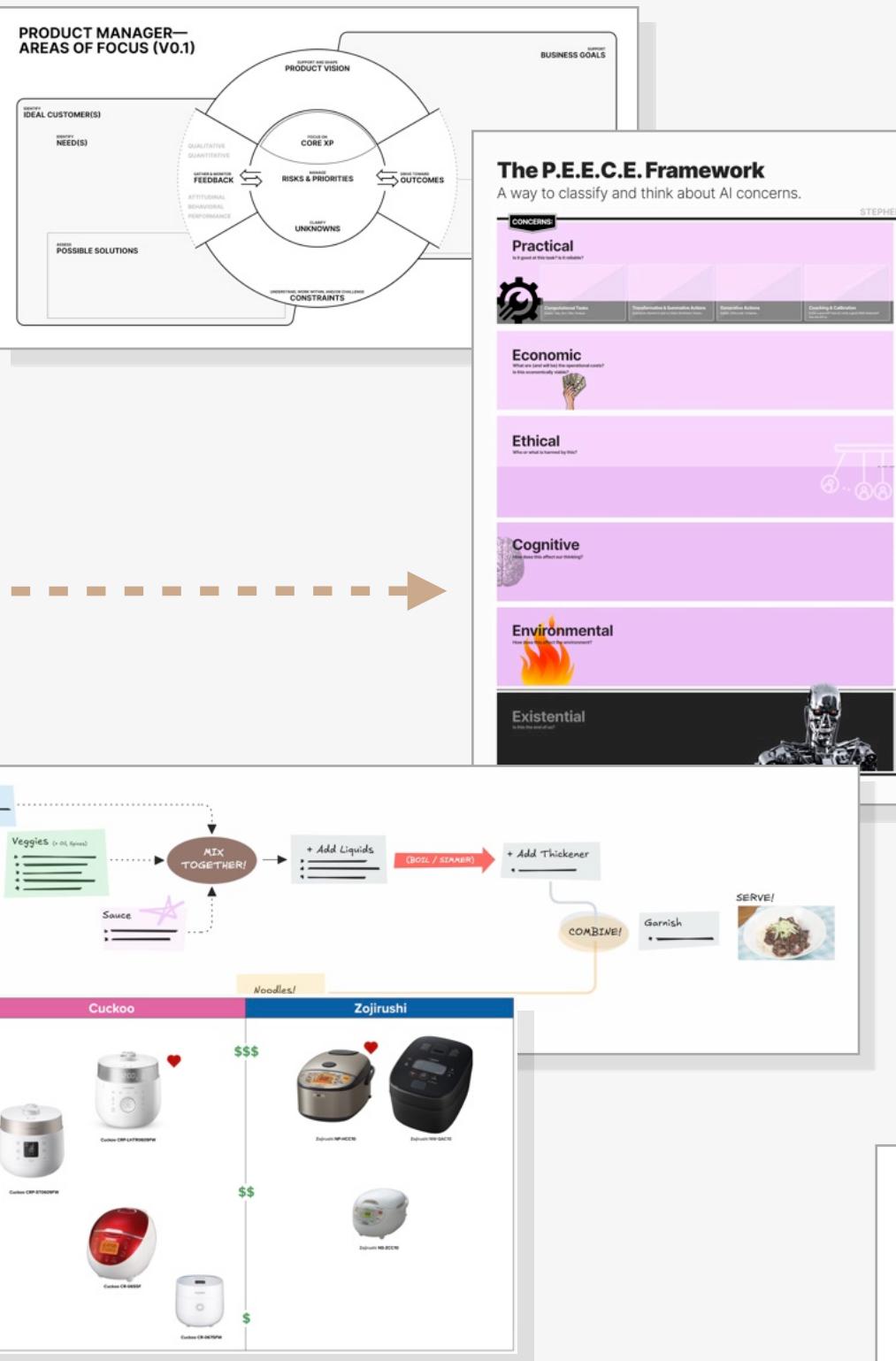
"IS THERE A USEFUL WAY TO
ORGANIZE MY AI CONCERNS?"

"HOW DO I MAKE JJAJANGMYEUN?"

"WHICH RICE COOKER SHOULD I BUY?"

"WHAT DOES OT CYBERSECURITY MONITOR?"

DEMYSTIFY
WHAT
HAPPENS HERE!

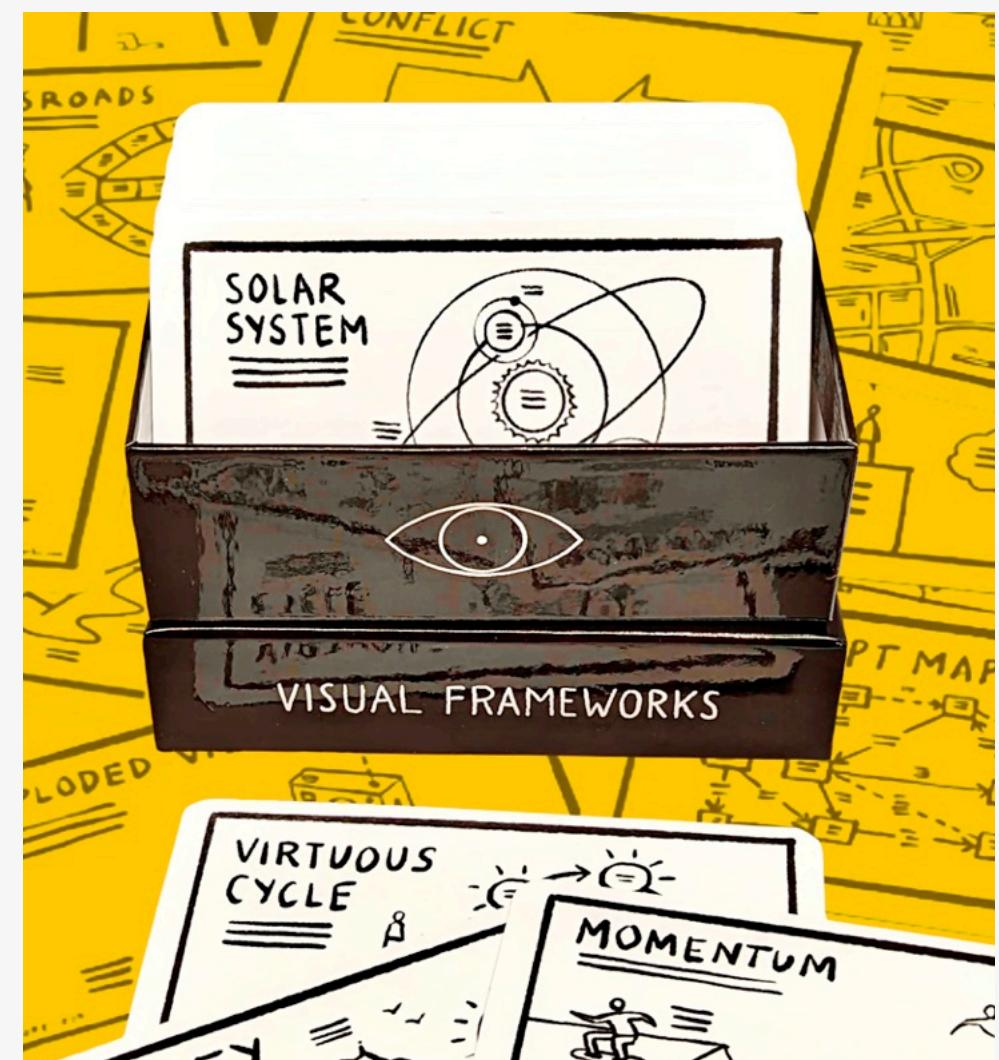




IDEAS FROM DATA VISUALIZATION (+ ELSEWHERE)

- * SPATIAL ARRANGEMENT
- * VISUAL ENCODINGS

...BUT FOCUSED ON CONCEPTS

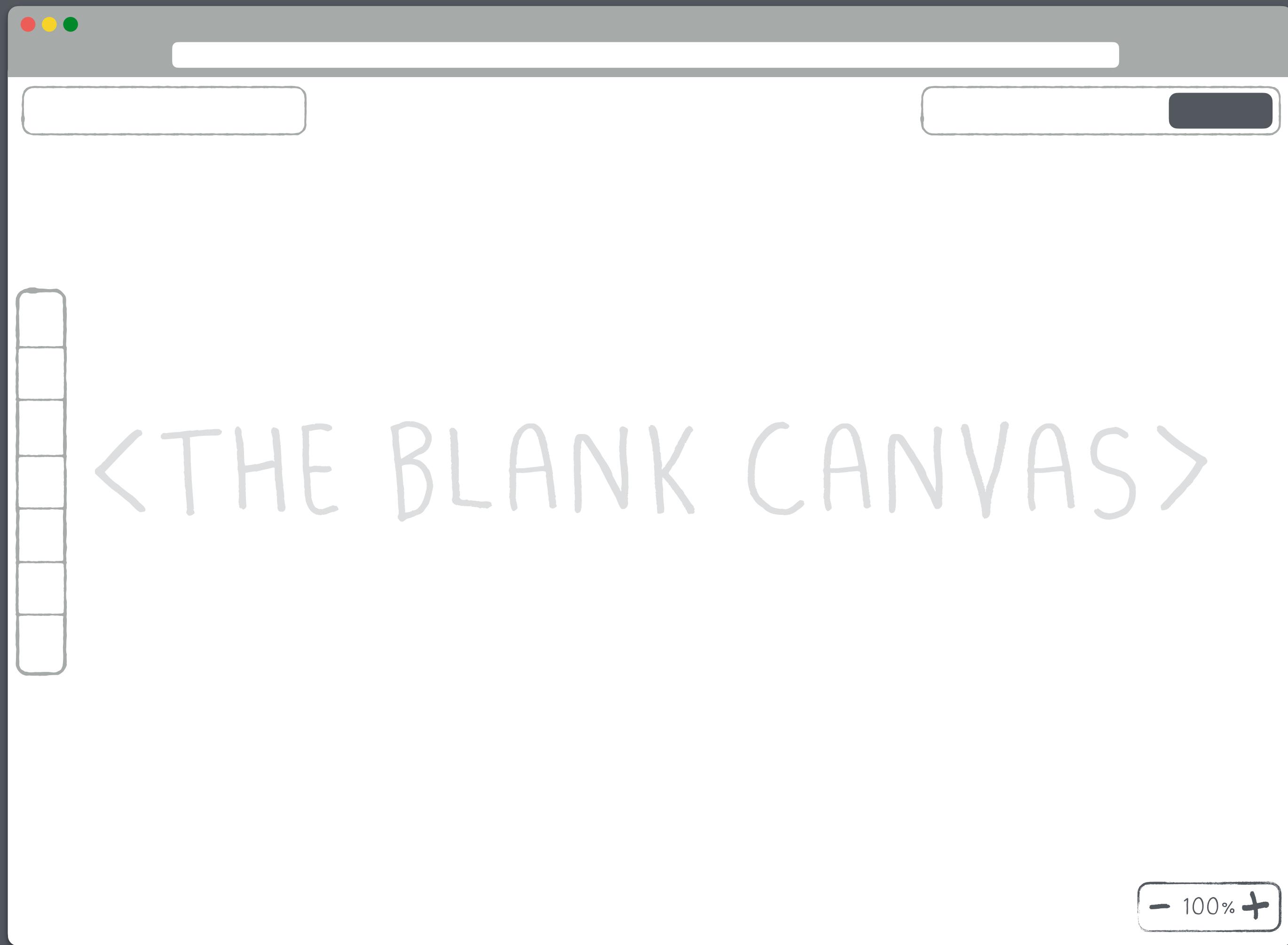


NOTE: NOT SKETCHNOTING

STATED DIFFERENTLY,

MY GOAL FOR THIS TALK...

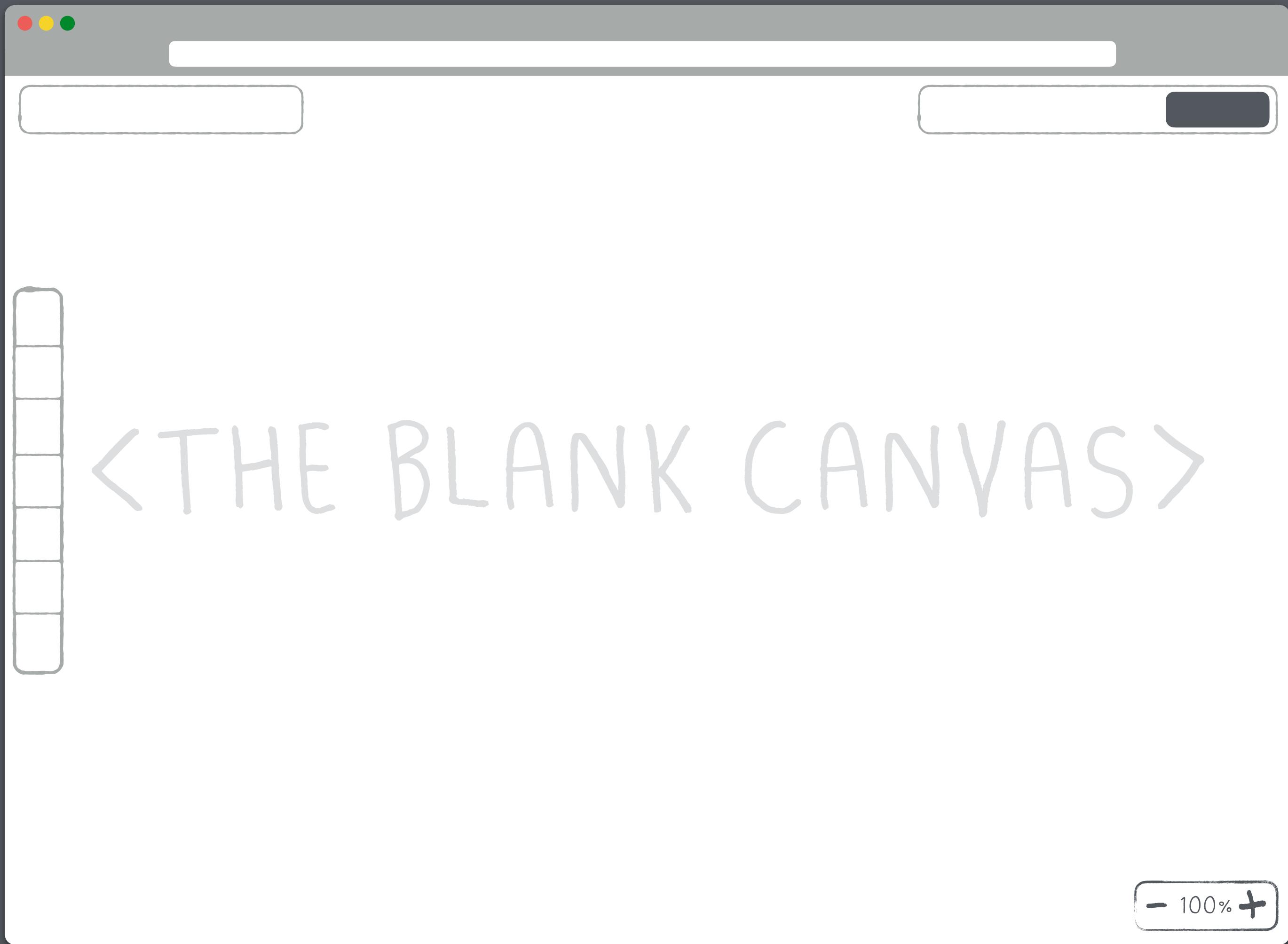
TO MAKE THIS...



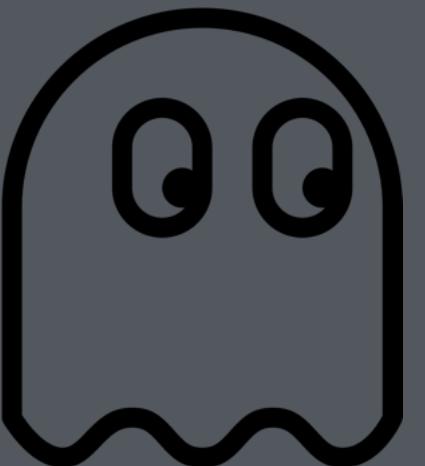
...LESS SCARY!



TO MAKE THIS...

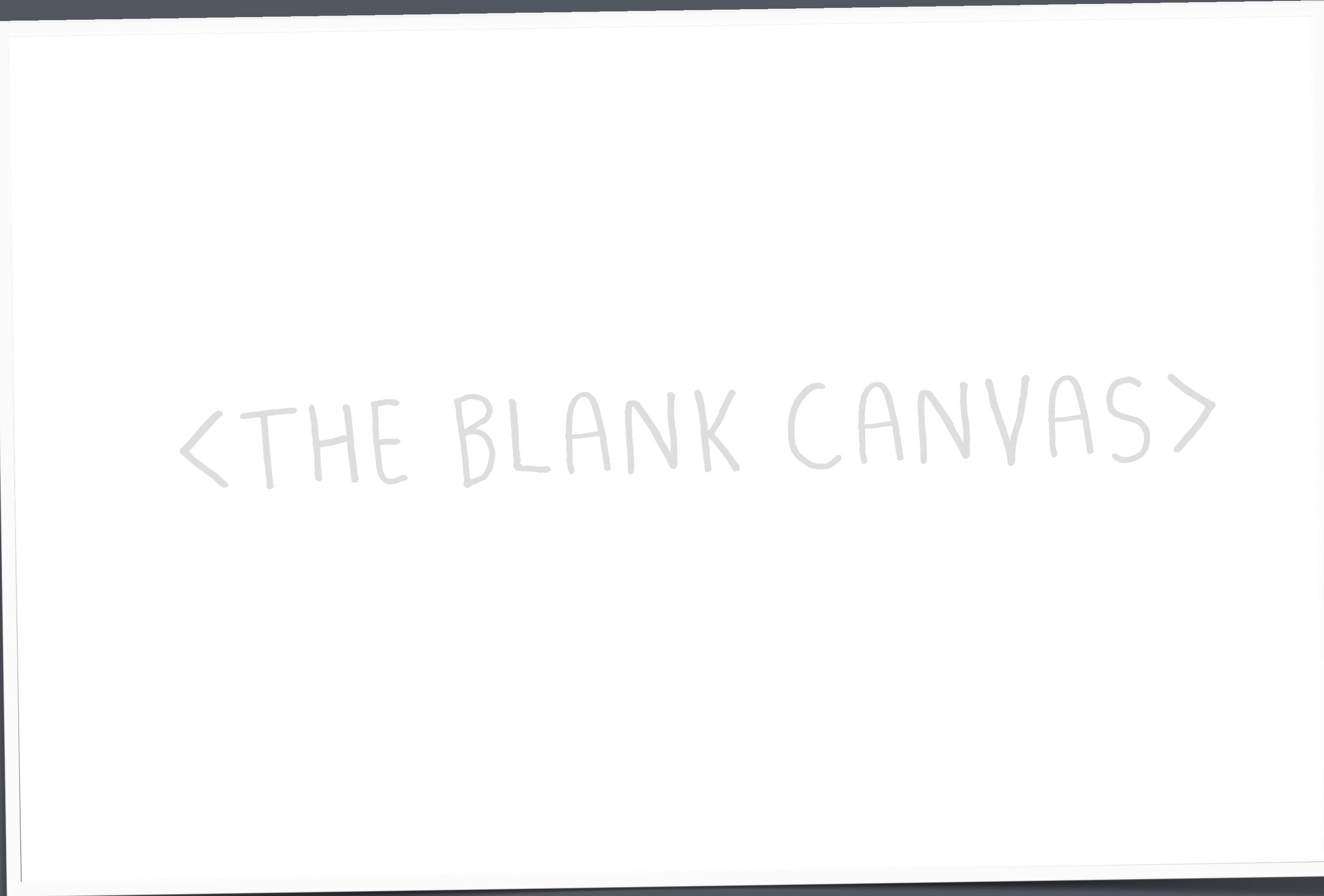


MIRO
MURAL
FIGJAM
TLDRAW
EXCALIDRAW
OBSIDIAN CANVAS
HEPTABASE
KOSMIK
NOTEZY
FREEFORM
ETC!



...LESS SCARY!

TO MAKE THIS...



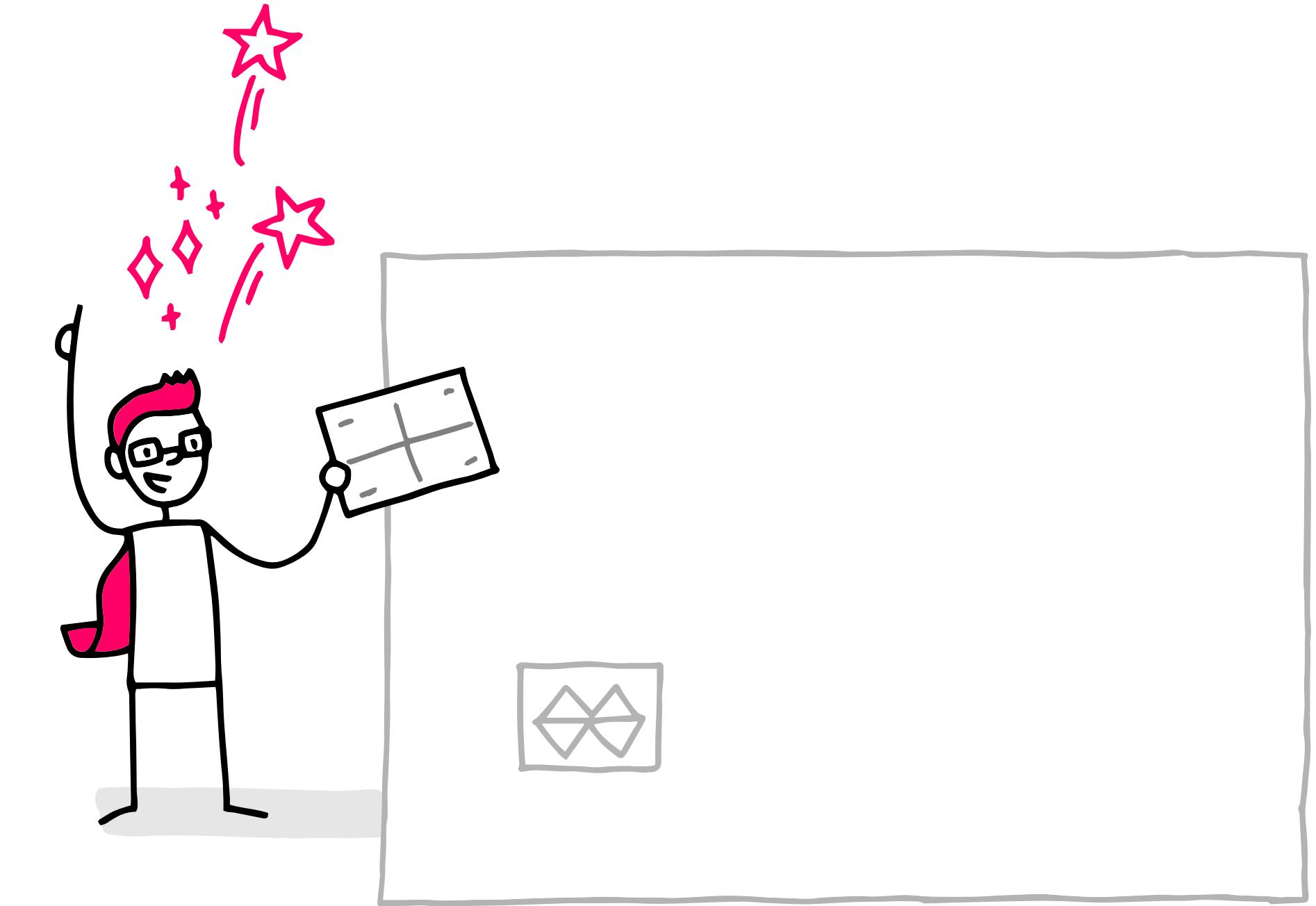
<THE BLANK CANVAS>

A BLANK
SHEET OF
PAPER!



...LESS SCARY!

BUT NOT JUST
LESS SCARY!



EXCITING!

BUT

READY?

ING!



“The ‘blank canvas’ problem isn’t just about the **absence of content**, but about the **lack of initial direction**. When users are faced with a completely empty starting point, they’re forced to invent both the material and the structure in order to make progress. This often creates hesitation, slows momentum, and makes starting a task the most difficult part. We can reduce this friction by designing tools that scaffold users’ early steps, enabling them to efficiently find the direction towards their goal.”

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BUT FIRST, WHY ARE THESE OK?

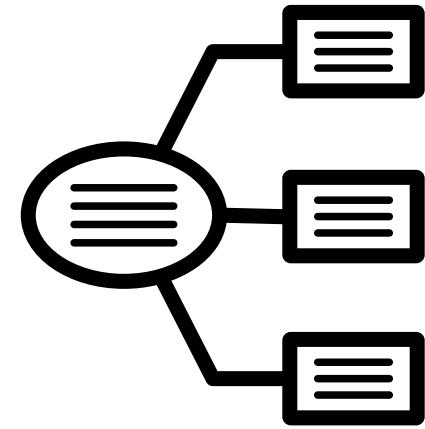


ALL OF THESE START WITH NO CONTENT AND BLANK SCREENS...
(OR PAGES / WALLS!
OR BLANK-ish)

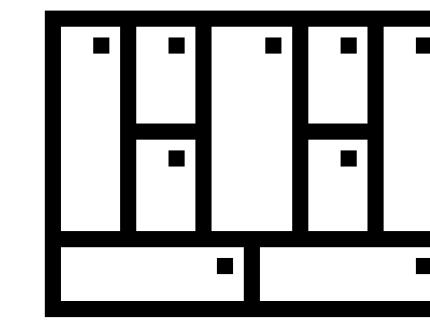
TEXT EDITORS



MIND MAPPING
TOOLS

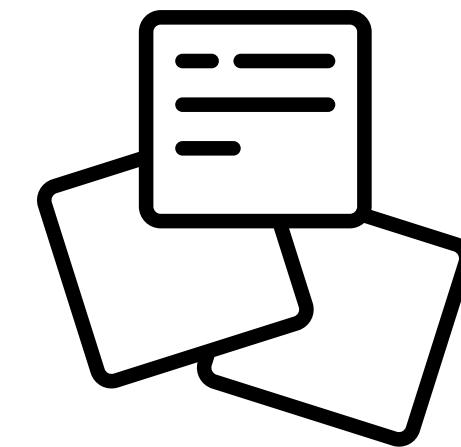


TEMPLATES!
(CANVASES, FRAMEWORKS, ETC.)



FACILITATION
ACTIVITIES

(EXAMPLE, EXAMPLE, EXAMPLE)



BUT FIRST, WHY ARE THESE OK?



ALL OF THESE START WITH NO CONTENT AND BLANK SCREENS...
(OR PAGES / WALLS!)

(OR BLANK-ish)

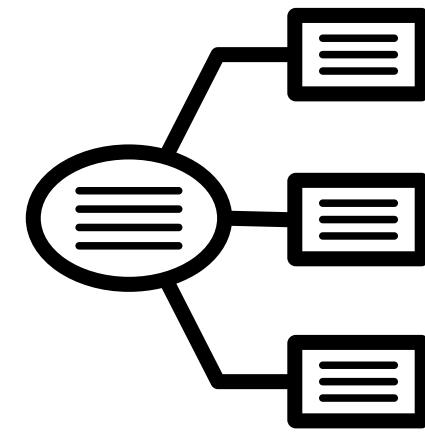
TEXT EDITORS



LIMITING STRUCTURE:

-LINEAR

MIND MAPPING TOOLS

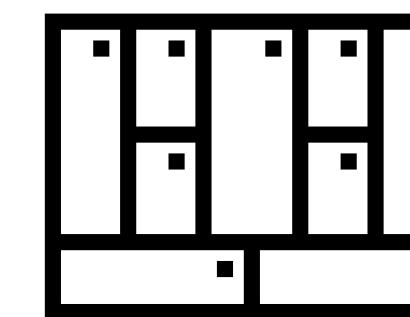


LIMITING STRUCTURE:

-BRANCHING

TEMPLATES!

(CANVASES, FRAMEWORKS, ETC.)

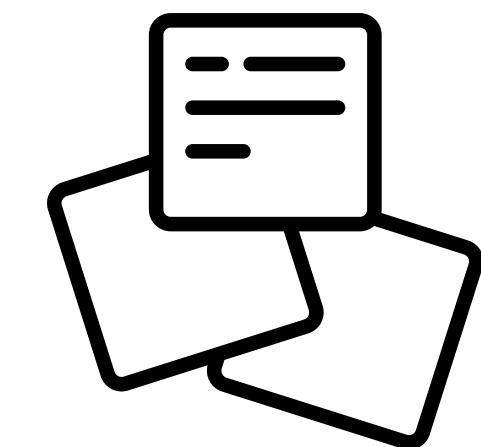


LIMITING STRUCTURE:

-GUIDED

FACILITATION ACTIVITIES

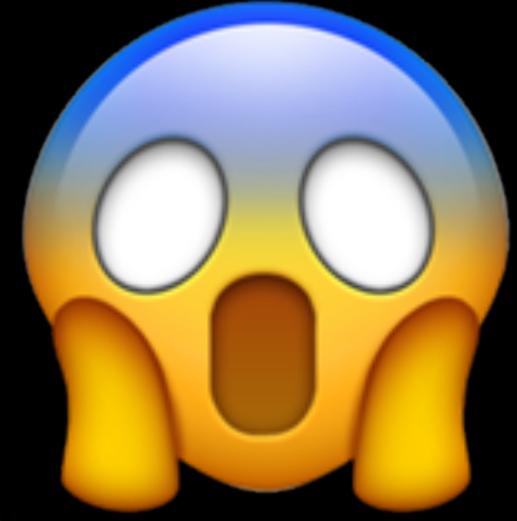
(EXAMPLE, EXAMPLE, EXAMPLE)



LIMITING STRUCTURE:

VARIES / INVOKED
(BY FACILITATOR)

IN CONTRAST, THE BLANK CANVAS STARTS WITH
BOTH NO CONTENT AND NO PRE-DEFINED STRUCTURE!



IN CONTRAST, THE BLANK CANVAS STARTS WITH
BOTH NO CONTENT AND NO PRE-DEFINED STRUCTURE!

3 KINDS OF "BLANK CANVAS" SITUATIONS: AND HOW TO RESPOND:

MOST
DIFFICULT

"TABULA RASA"

NOTE TAKING, RESEARCH, ETC.

NO CONTENT

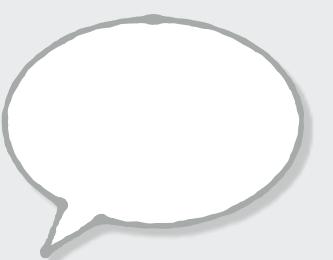
NO
STRUCTURE



"THE "PROVOCATION"

SOMETHING SAID THAT FEELS... OFF

A CONCEPT TO
START WITH



NO
STRUCTURE



"THE INVENTORY"

A COLLECTION OF CONCEPTS
WAITING TO BE ORGANIZED

CONCEPTS
TO ORGANIZE



NO
STRUCTURE



3 KINDS OF "BLANK CANVAS" SITUATIONS: AND HOW TO RESPOND:

MOST
DIFFICULT

"TABULA RASA"

NOTE TAKING, RESEARCH, ETC.

NO CONTENT

NO
STRUCTURE



"THE "PROVOCATION"

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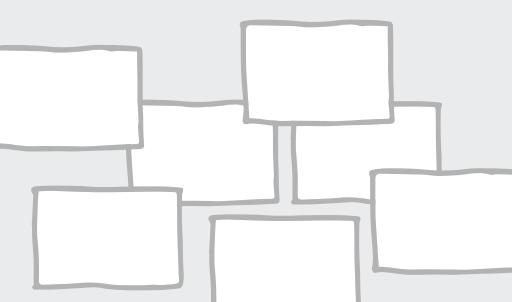


LEAST
DIFFICULT

"THE INVENTORY"

A COLLECTION OF CONCEPTS
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NO
STRUCTURE



3 KINDS OF "BLANK CANVAS" SITUATIONS: AND HOW TO RESPOND:

MOST
DIFFICULT

"TABULA RASA"

NOTE TAKING, RESEARCH, ETC.

NO CONTENT

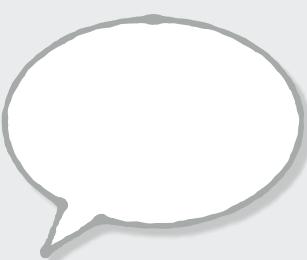
NO
STRUCTURE

?

"THE "PROVOCATION"

SOMETHING SAID THAT FEELS... OFF

A CONCEPT TO
START WITH



NO
STRUCTURE

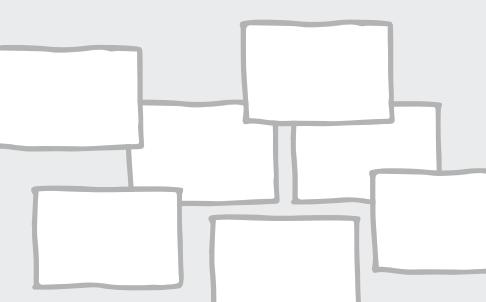
?

LEAST
DIFFICULT

"THE INVENTORY"

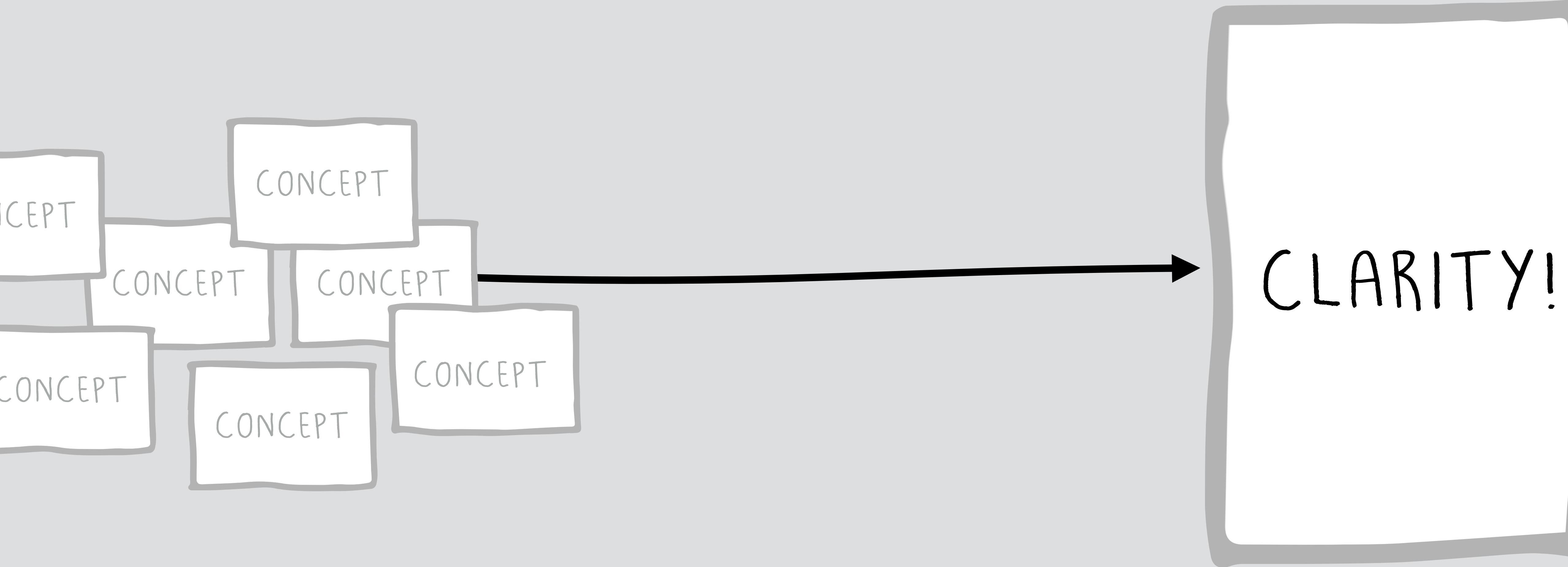
A COLLECTION OF CONCEPTS
WAITING TO BE ORGANIZED

CONCEPTS
TO ORGANIZE



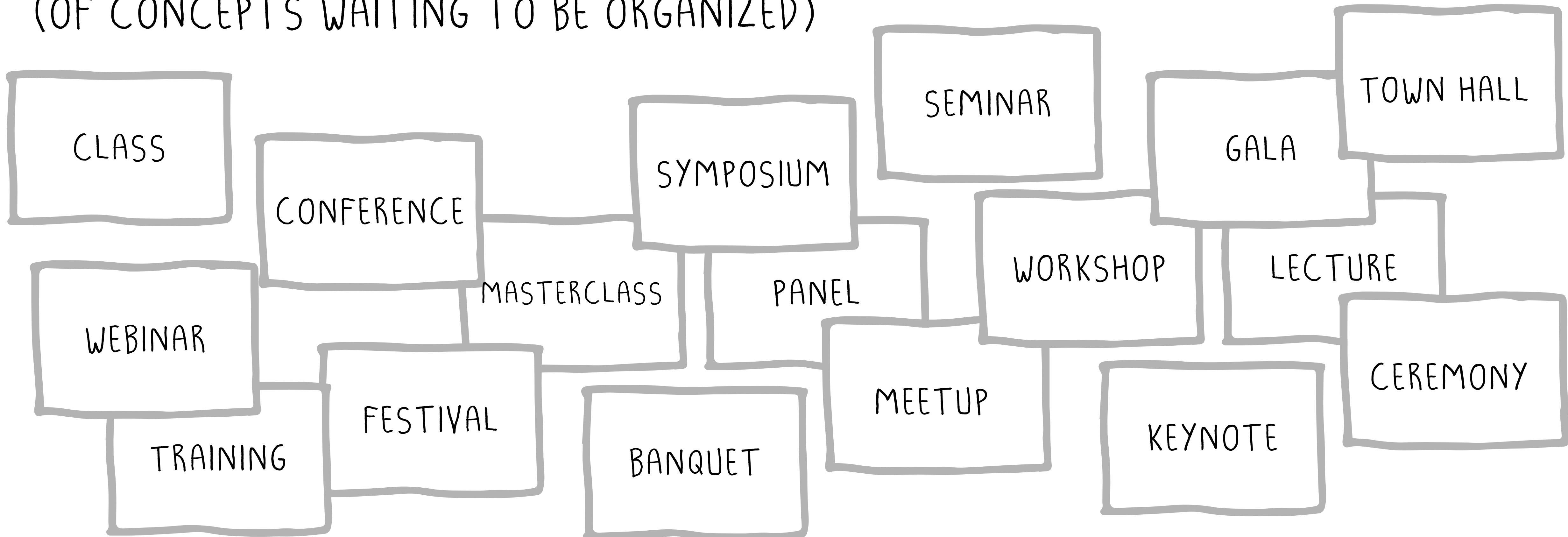
NO
STRUCTURE

INSPECT + ORGANIZE
"VISUAL INSPECTION"



SOME EXAMPLES...

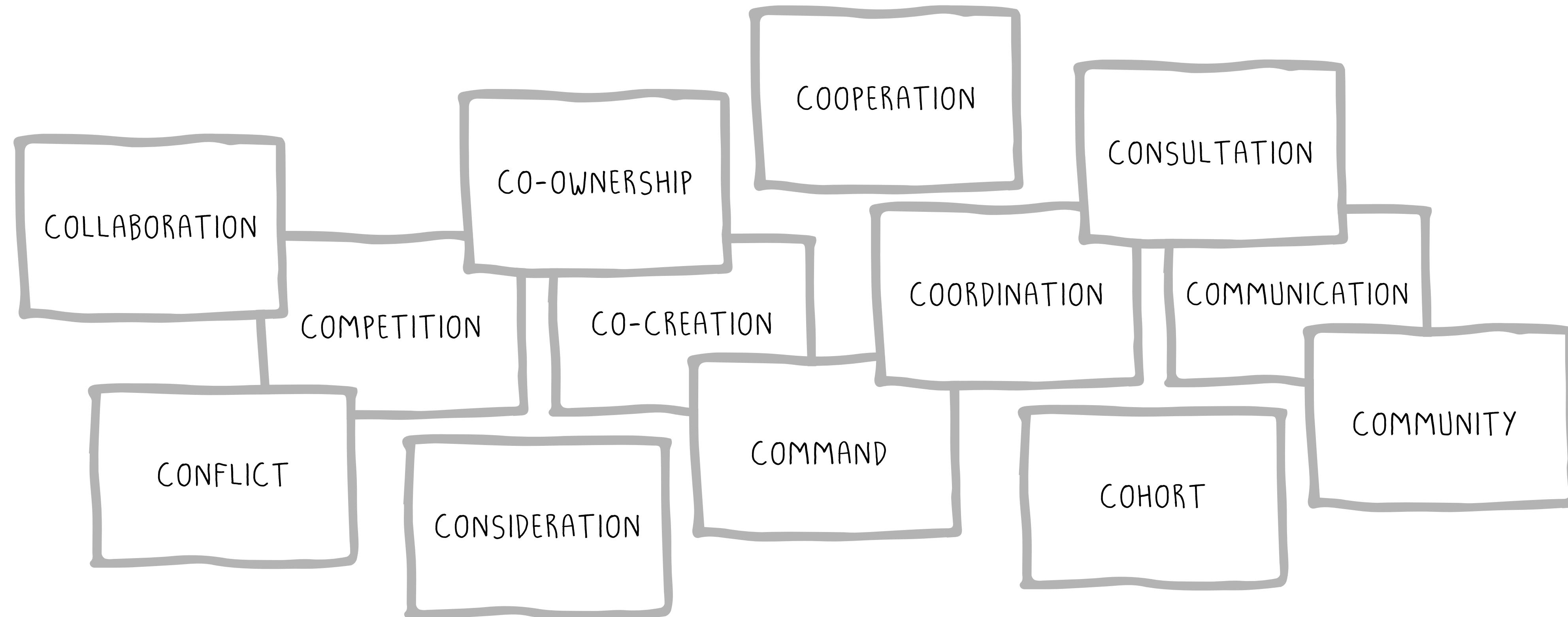
(OF CONCEPTS WAITING TO BE ORGANIZED)



TYPES OF GATHERINGS

SOME EXAMPLES...

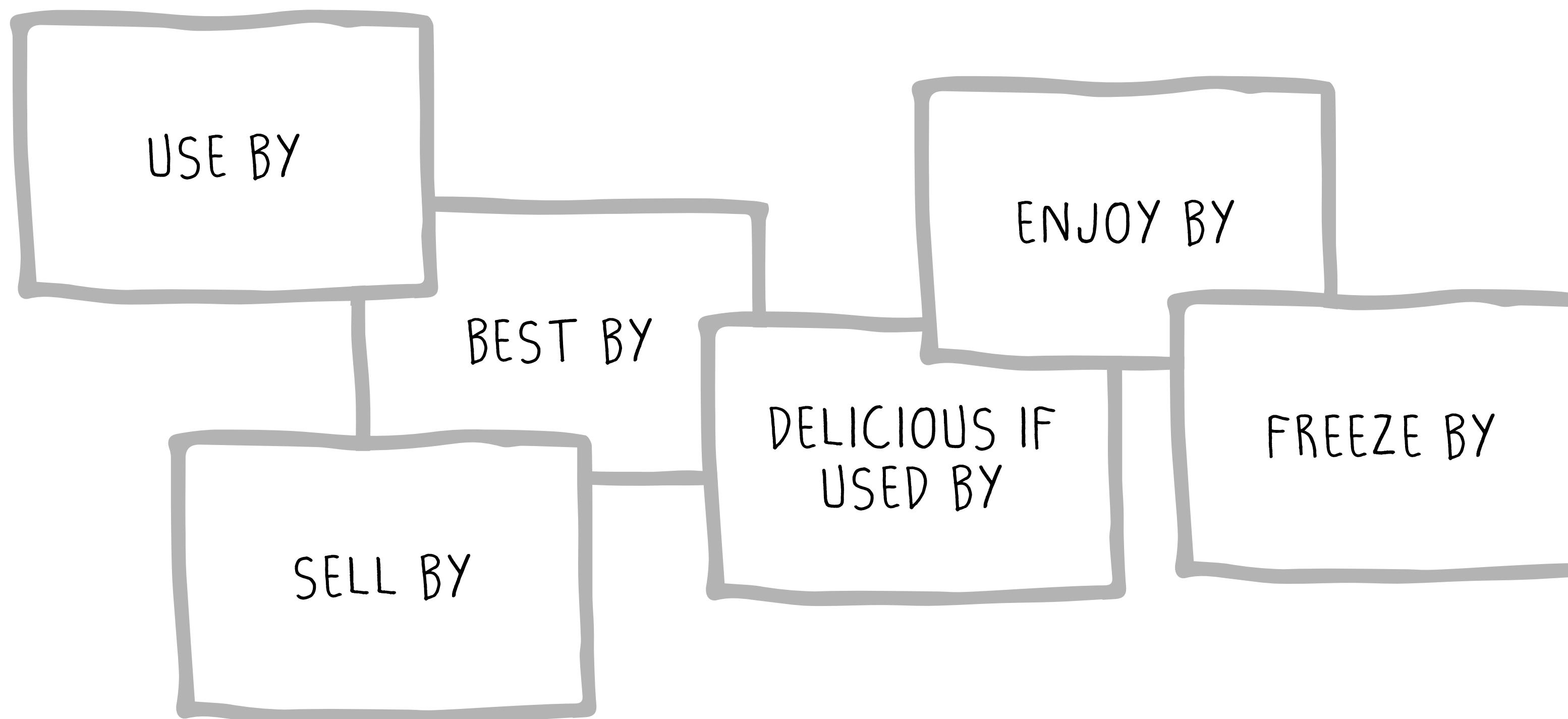
(OF CONCEPTS WAITING TO BE ORGANIZED)



"CO" WORDS

SOME EXAMPLES...

(OF CONCEPTS WAITING TO BE ORGANIZED)



CAN I EAT THIS?

SOMETHING I'M WORKING ON...

thinking



Graphic Recording



MANAGING LEADERSHIP
Visual Metaphors

Graphic / Comic Artists — Nick Sousanis

Conceptual Illustrations —

Visual Communications — graphic arts, advertising



DRAWING

Visual Notetaking

Visual Notetaking / PKM stuff

What do these 7 people have in common?
Edward Tufte
Don Norman
Brandy Agerbeck
Ben Rosin
Nancy Duarte
Scott McCloud
Sunni Brown

They are all giants in the field of visual thinking.

Visual Thinking...?

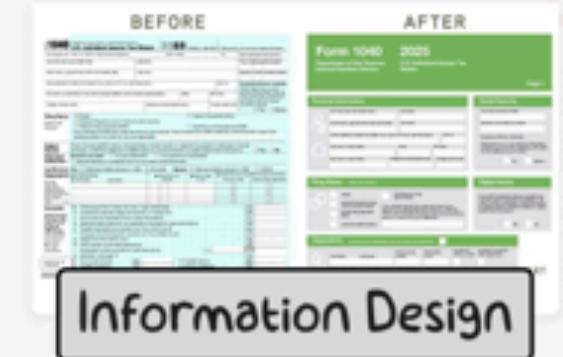
INFORMATION DESIGN

ILLUSTRATION

Business Consulting

Political Cartoons

GRAPHIC DESIGN



Information Design

The Four Elements

data

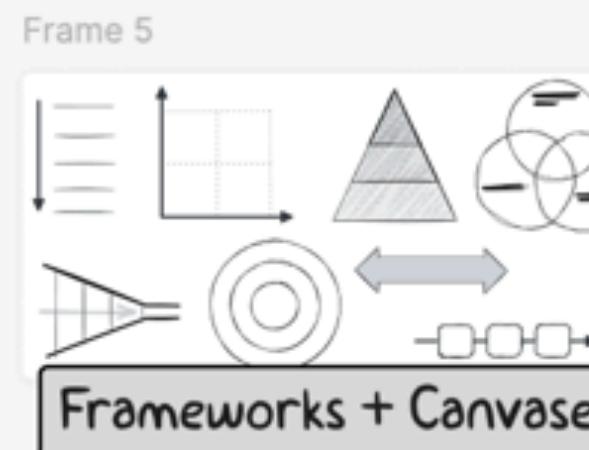


information

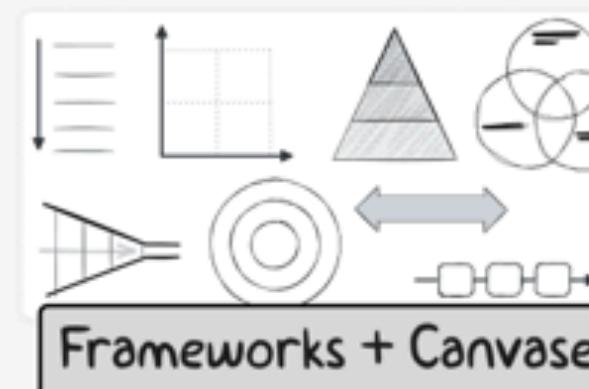
is

beautiful

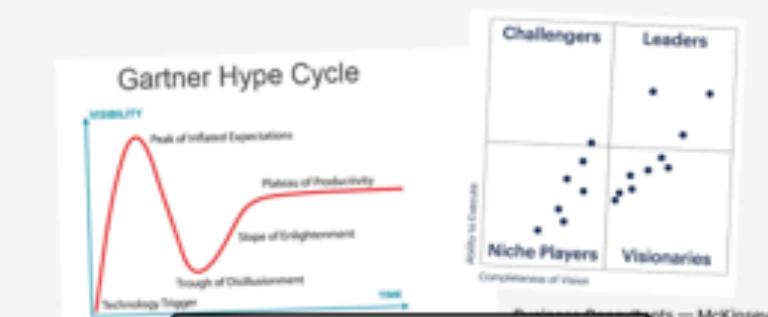
Prepared



Frame 5



Frameworks + Canvases

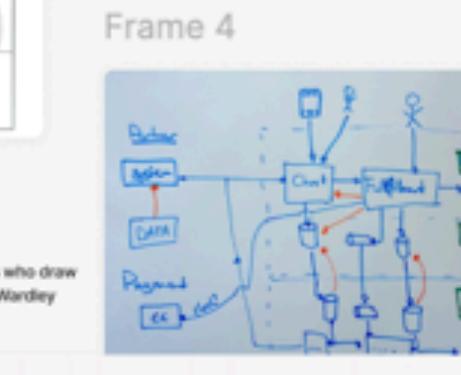


Business Consulting

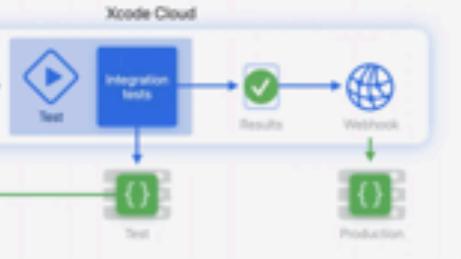


Frame 3

Modelers — engineers who draw systems diagrams, or Wardley Maps



Xcode Cloud

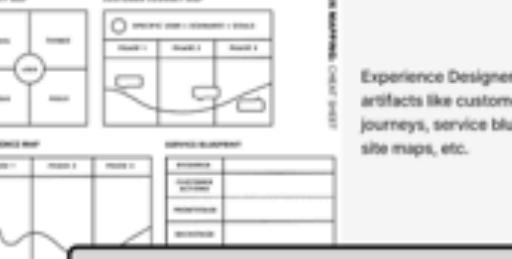


Engineering Models

Interactive



Experience Design



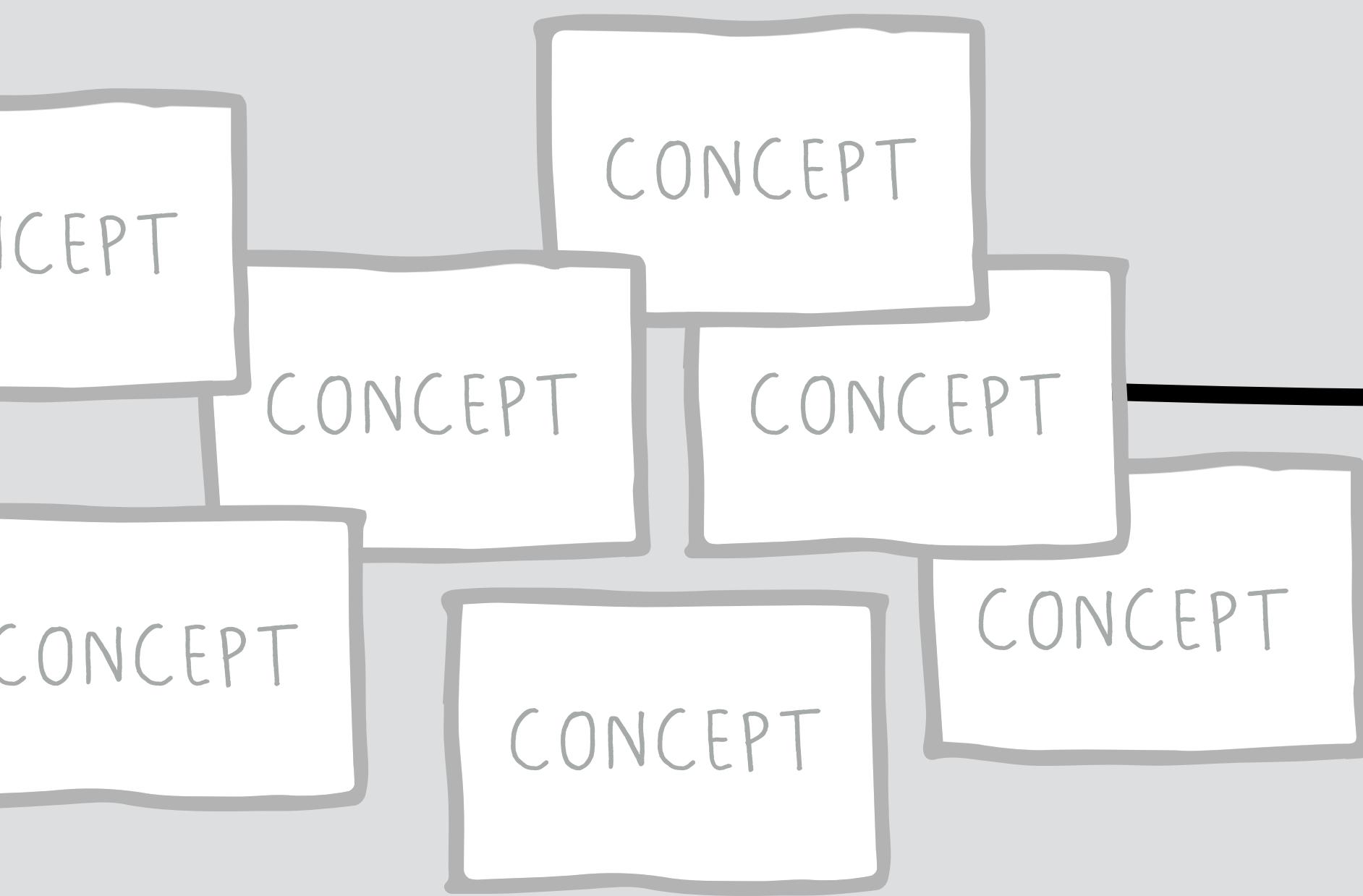
Facilitators / Canvas Creators —

Custom

Technical Illustrations — scientific illustrations

Dataviz —

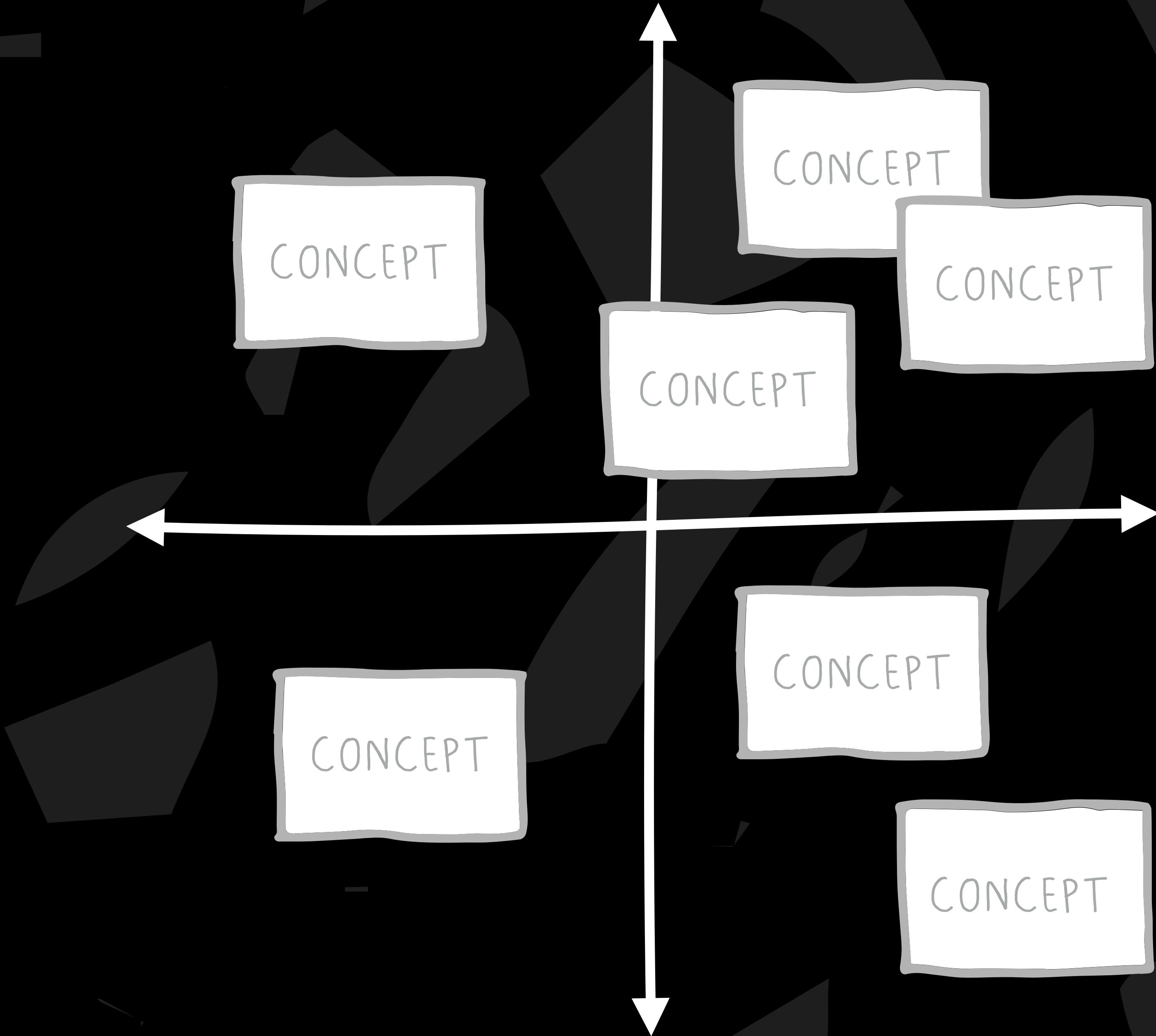
Technical / Conceptual



CLARITY!

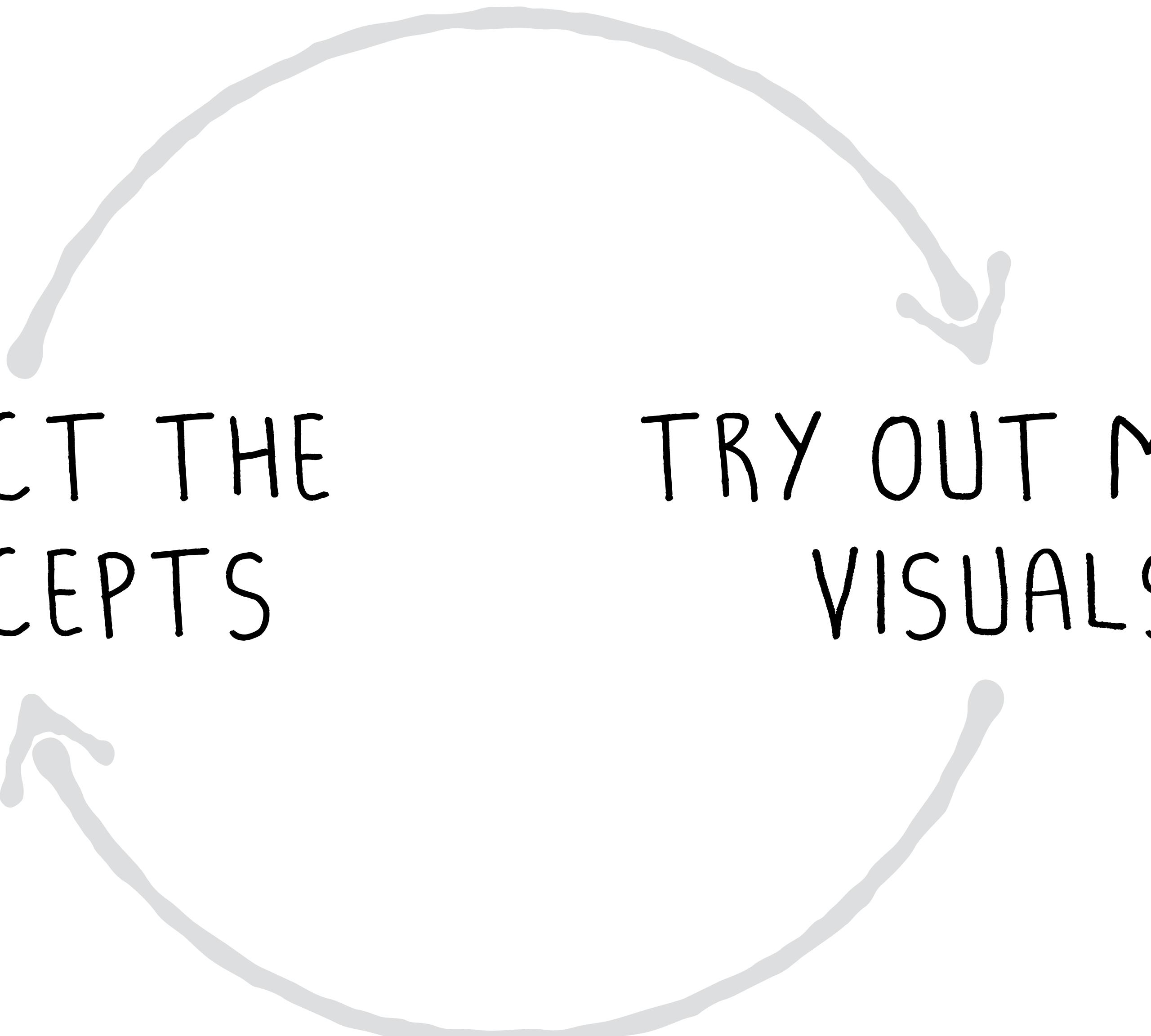
SO WHAT
HAPPENS HERE?!

WHAT MOST
PEOPLE TRY:



INSPECT THE
CONCEPTS

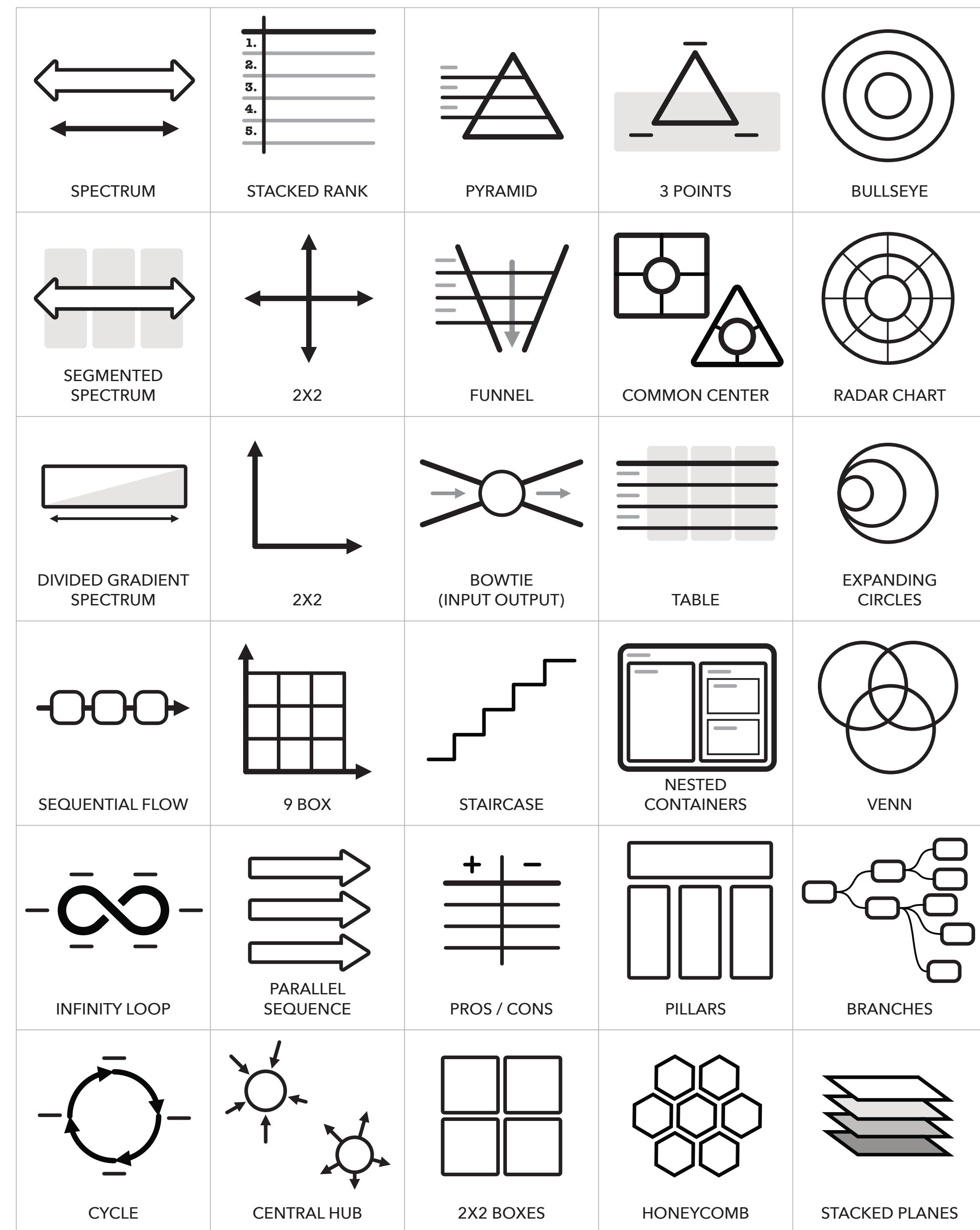
TRY OUT MORE
VISUALS



INSPECT THE
CONCEPTS

TRY OUT MORE
VISUALS

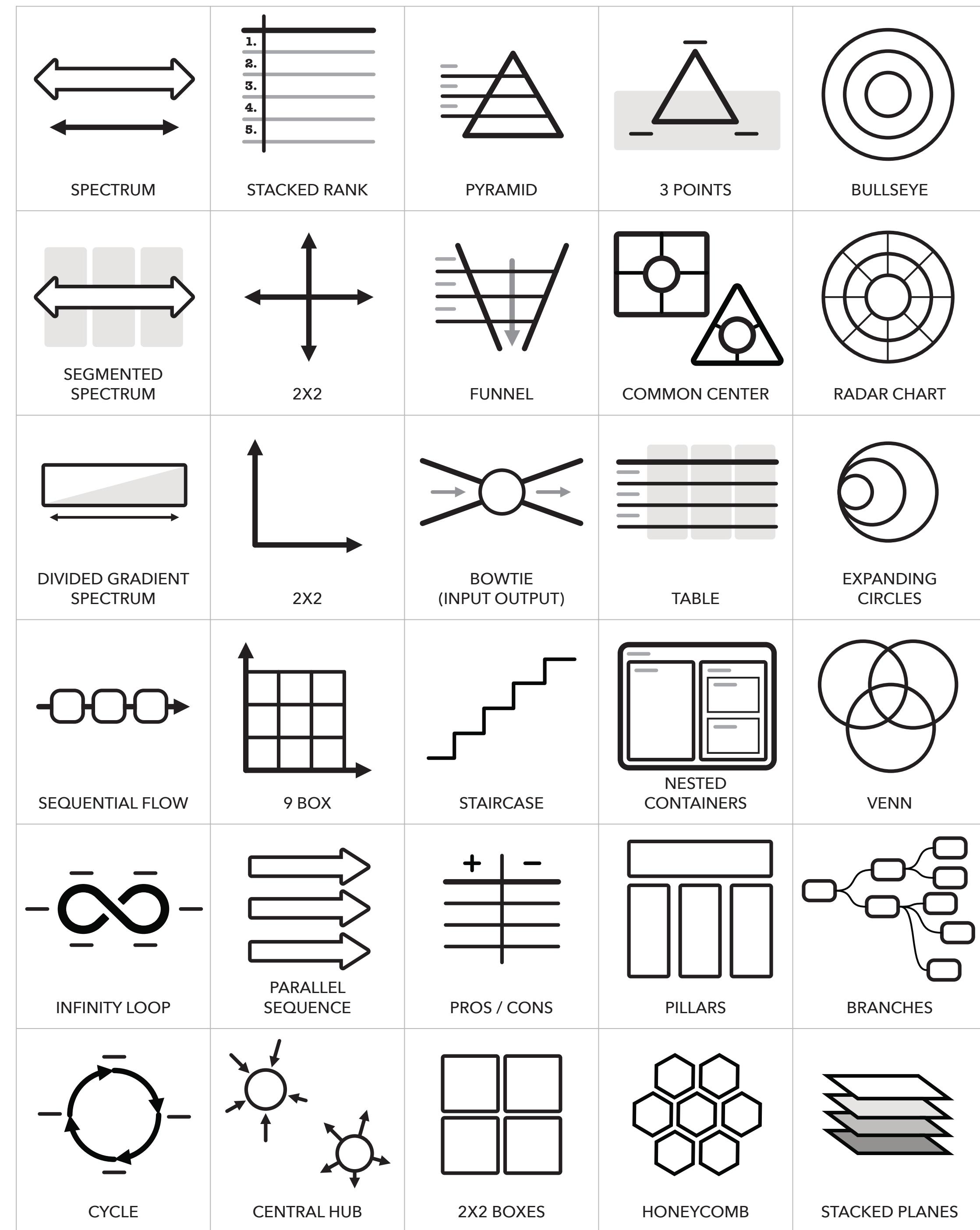
TRY OUT MORE VISUALS



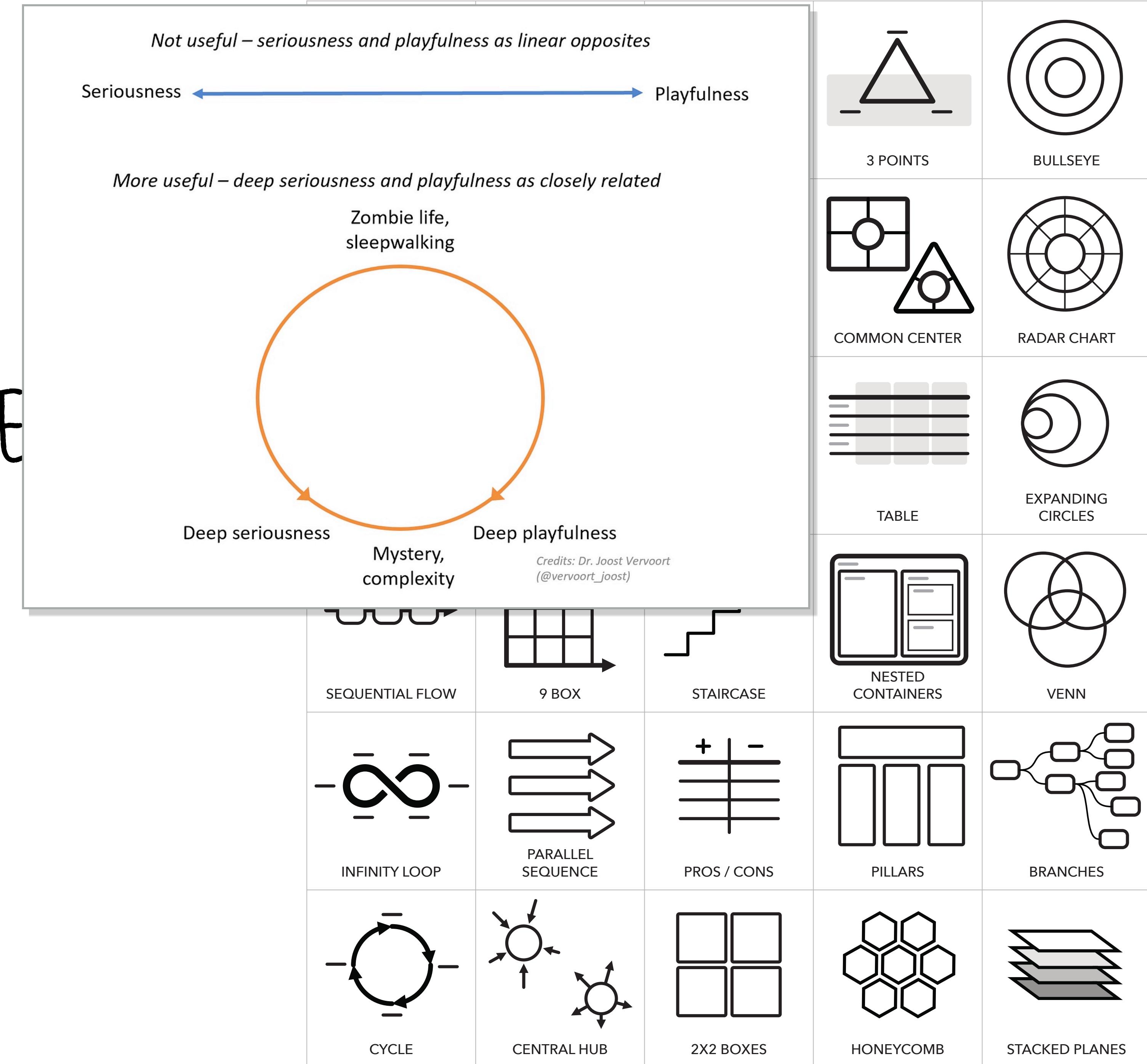
Tip!

BUILD UP A BANK OF
VISUAL PRIMITIVES

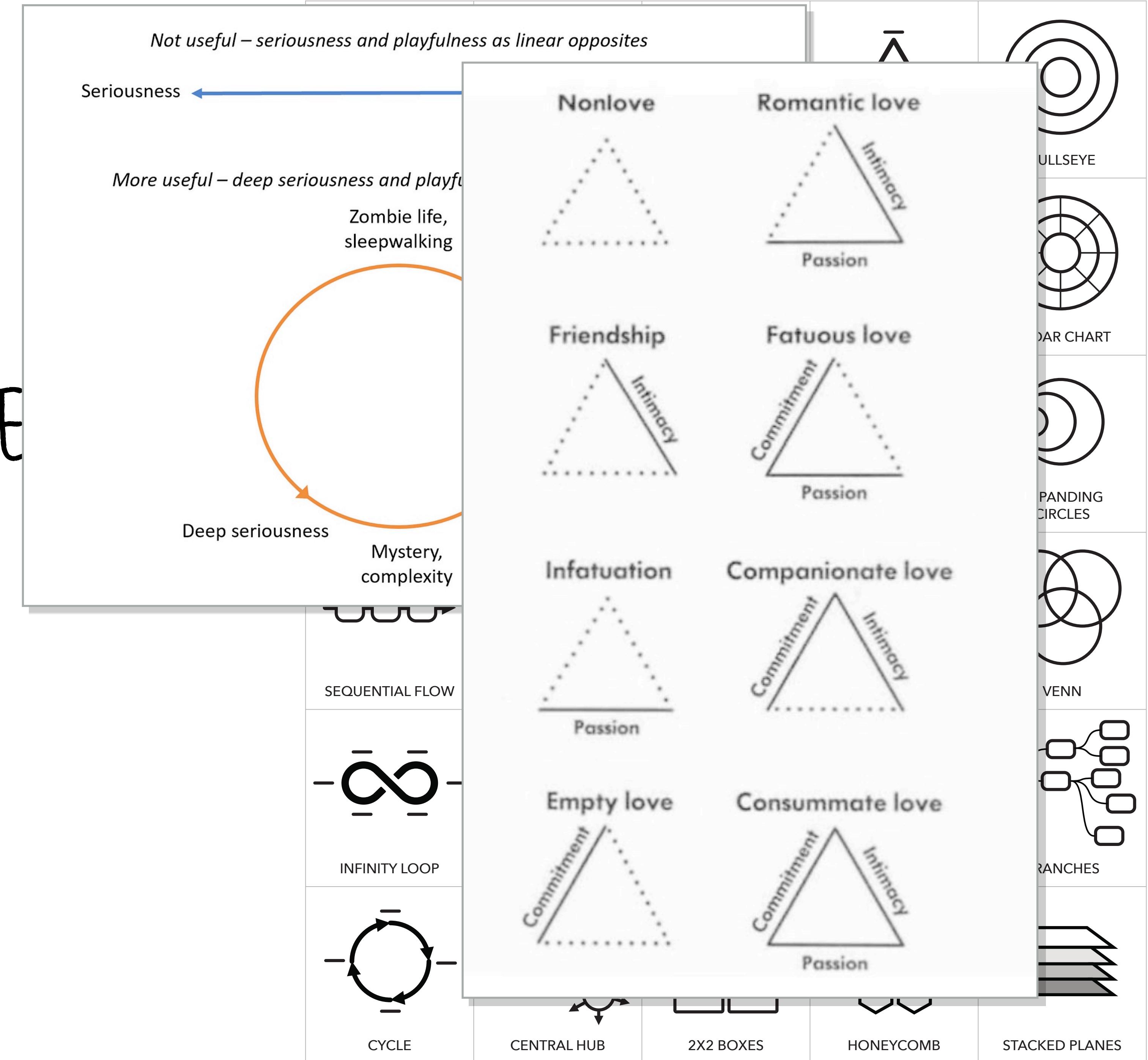
TRY OUT MORE VISUALS



TRY OUT MORE VISUALS



TRY OUT MORE VISUALS



INSPECT THE
CONCEPTS

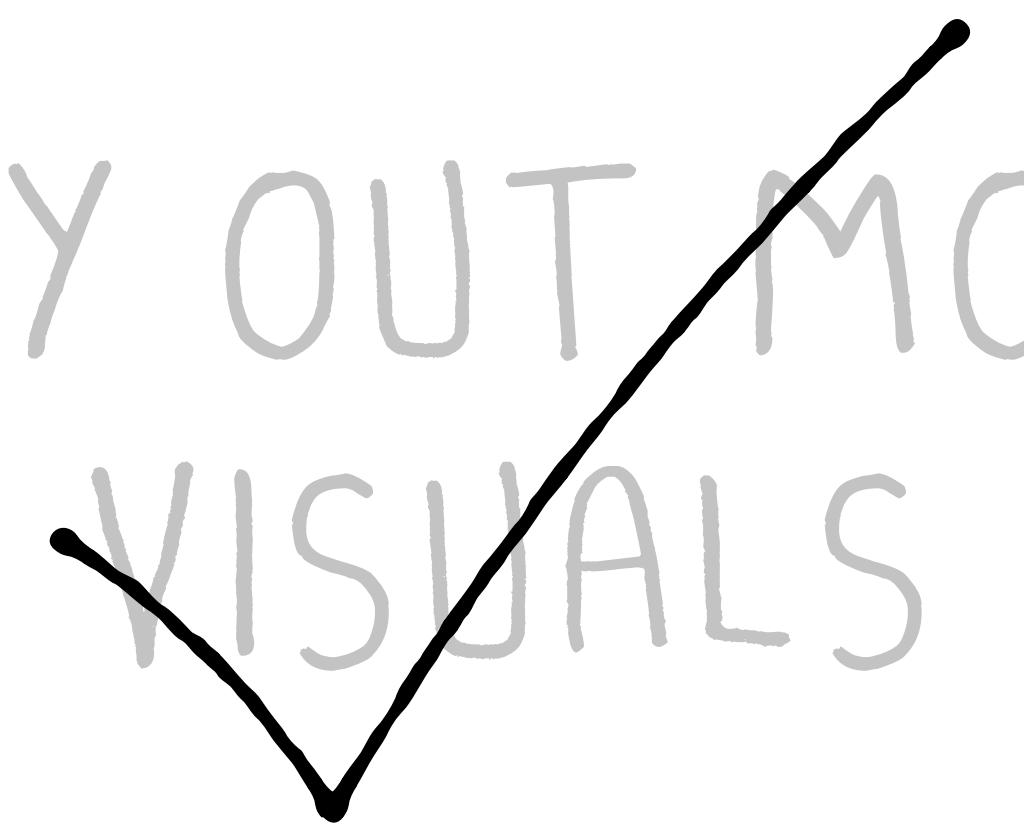
TRY OUT MORE
VISUALS



INSPECT THE
CONCEPTS



TRY OUT MORE
VISUALS



ROUND 1...

PHYSICAL OBJECTS



EXERCISE!

INSTRUCTIONS:

- 1. Place the objects on a flip chart sheet.**
- 2. Organize the objects in some meaningful way***
- 3. Add markings and labels to the flip chart sheet to clarify your arrangement**

*** Some pattern of organization that at a glance reveals something about the collection of objects. Be prepared to share what question(s) your arrangement answers.**





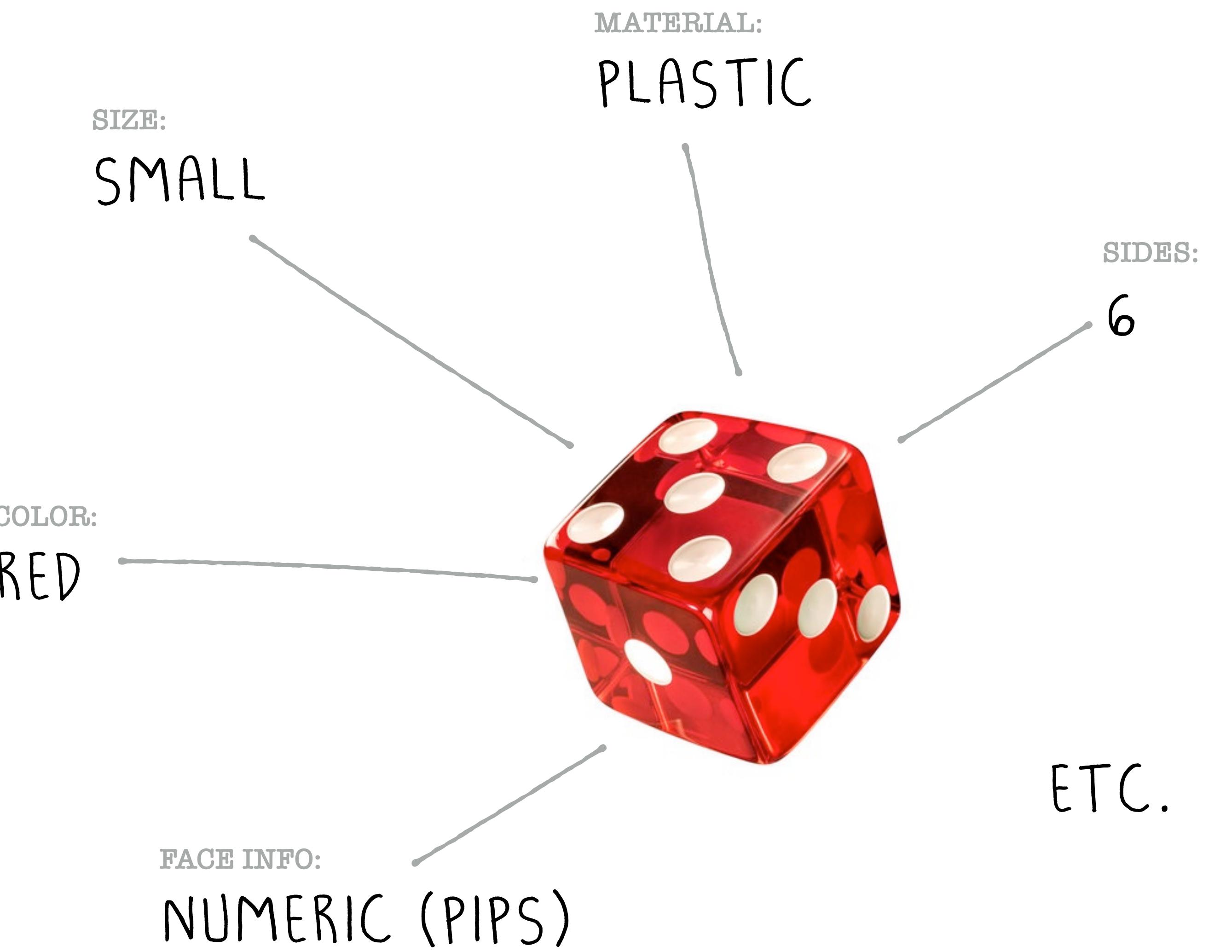
Session Chat!

WHY DO YOU THINK I START
WITH PHYSICAL OBJECTS?
(INSTEAD OF CONCEPTS)

YOU ALREADY ORGANIZE
THINGS IN YOUR WORLD
ALL THE TIME!

- FOOD IN YOUR PANTRY / FRIDGE
- CLOTHES IN YOUR CLOSET
- BOOKS ON A SHELF

... YOU HAVE THE SKILLS TO
ORGANIZE CONCEPTS.



SIZE:

MEDIUM

MATERIAL:

GLASS / METAL

PURPOSE:

FUNCTIONAL

SAFETY / AGE LEVEL:

5 +

IP ALIGNED?:

[NO]

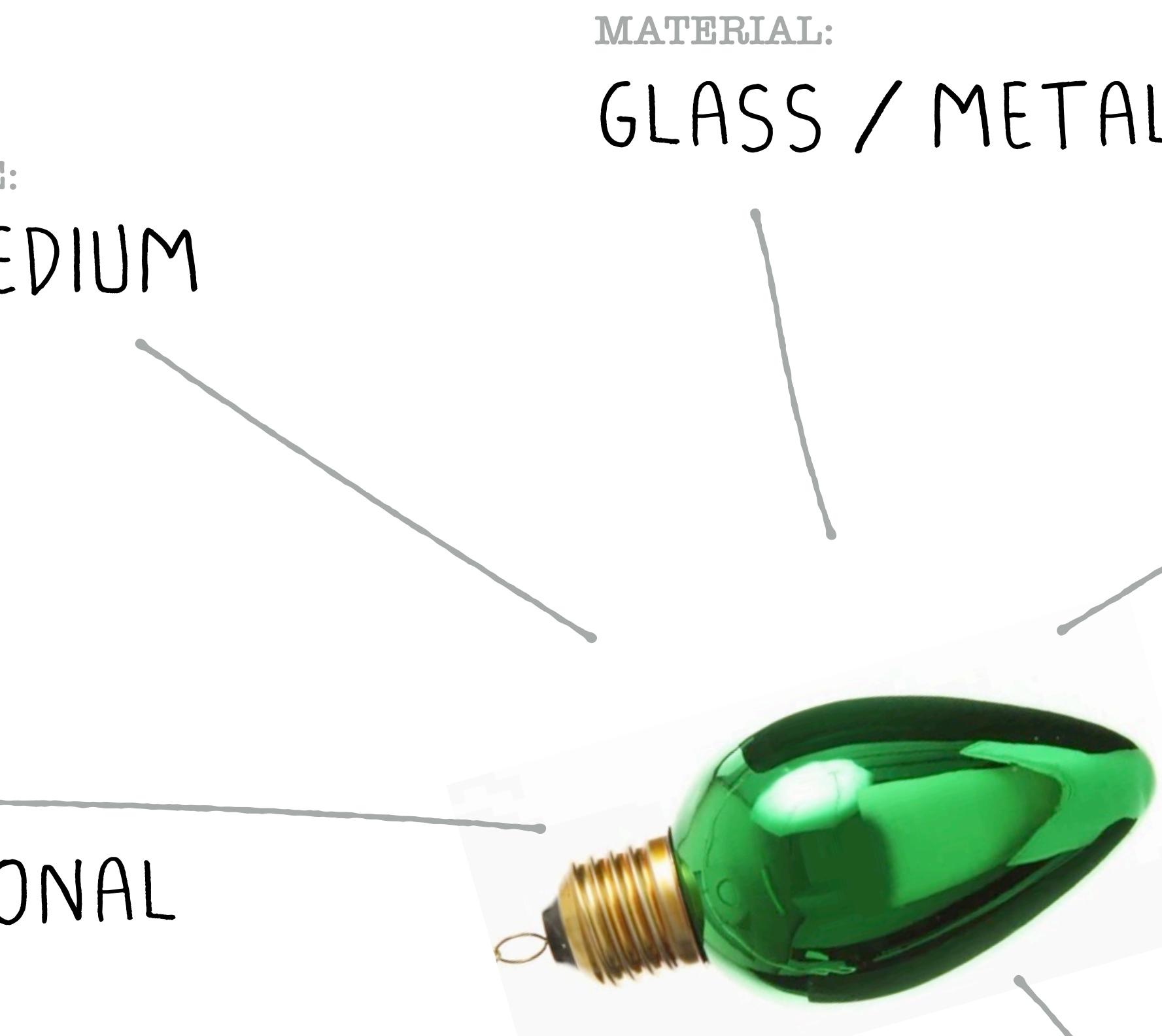
BREAKABLE:

YES!

SURFACE:

REFLECTIVE

ETC.



INSPECT THE
CONCEPTS

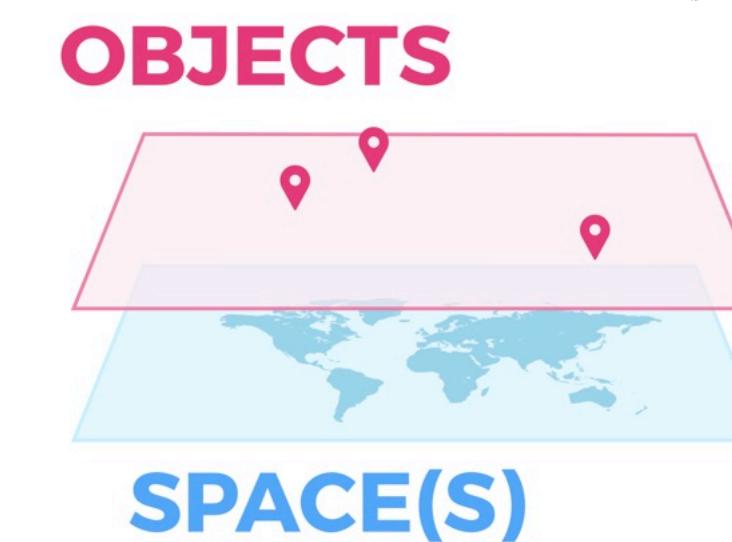


TRY OUT MORE
VISUALS

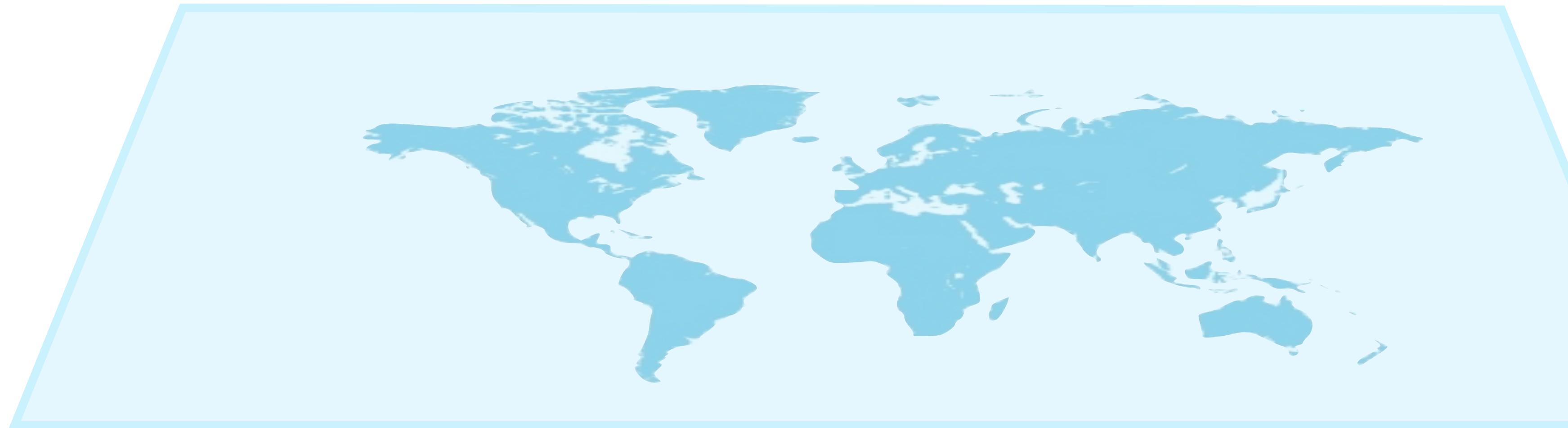
INSPECT THE
CONCEPTS

TRY OUT MORE
VISUALS

INSPECT THE
CONCEPTS



TRY OUT MORE
VISUALS





OBJECTS



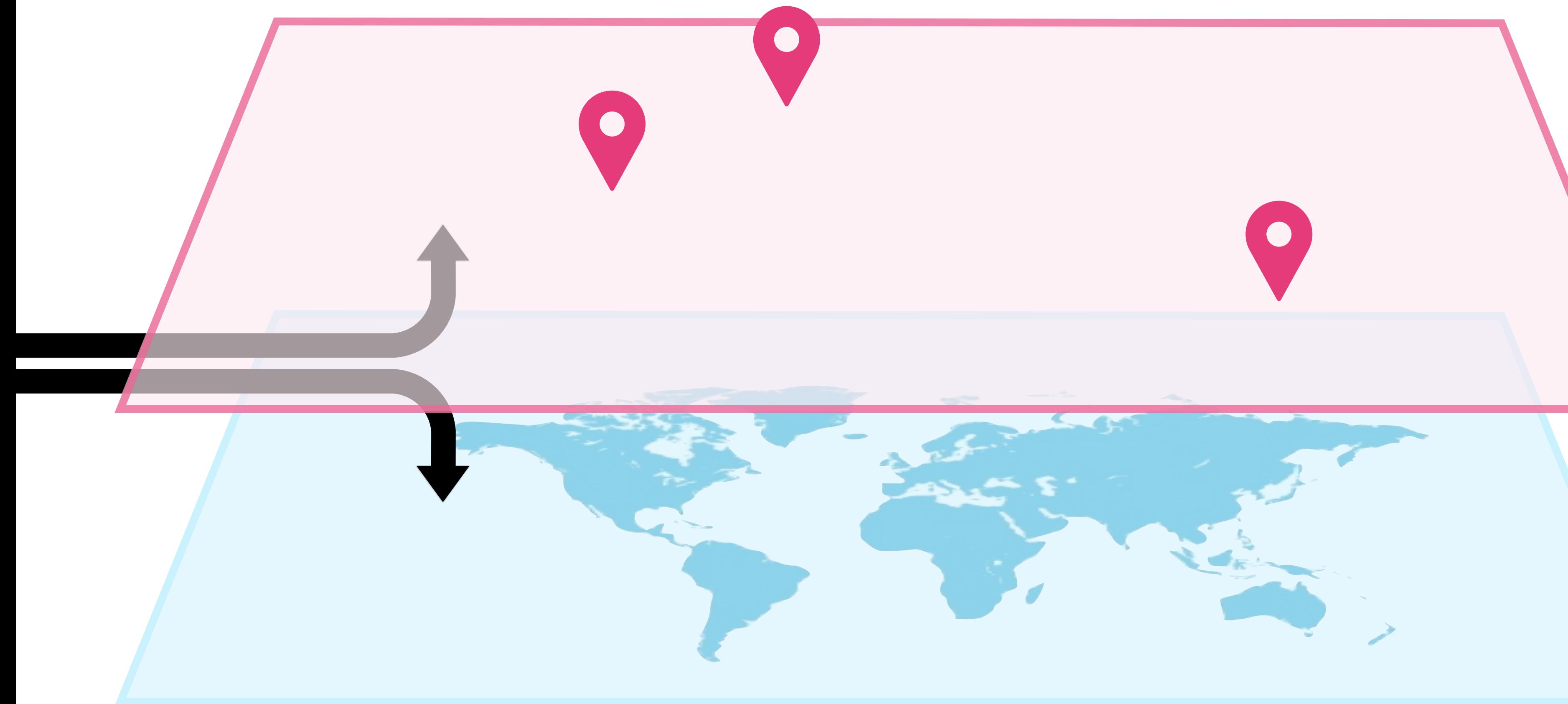
SPACE(S)

OBJECTS

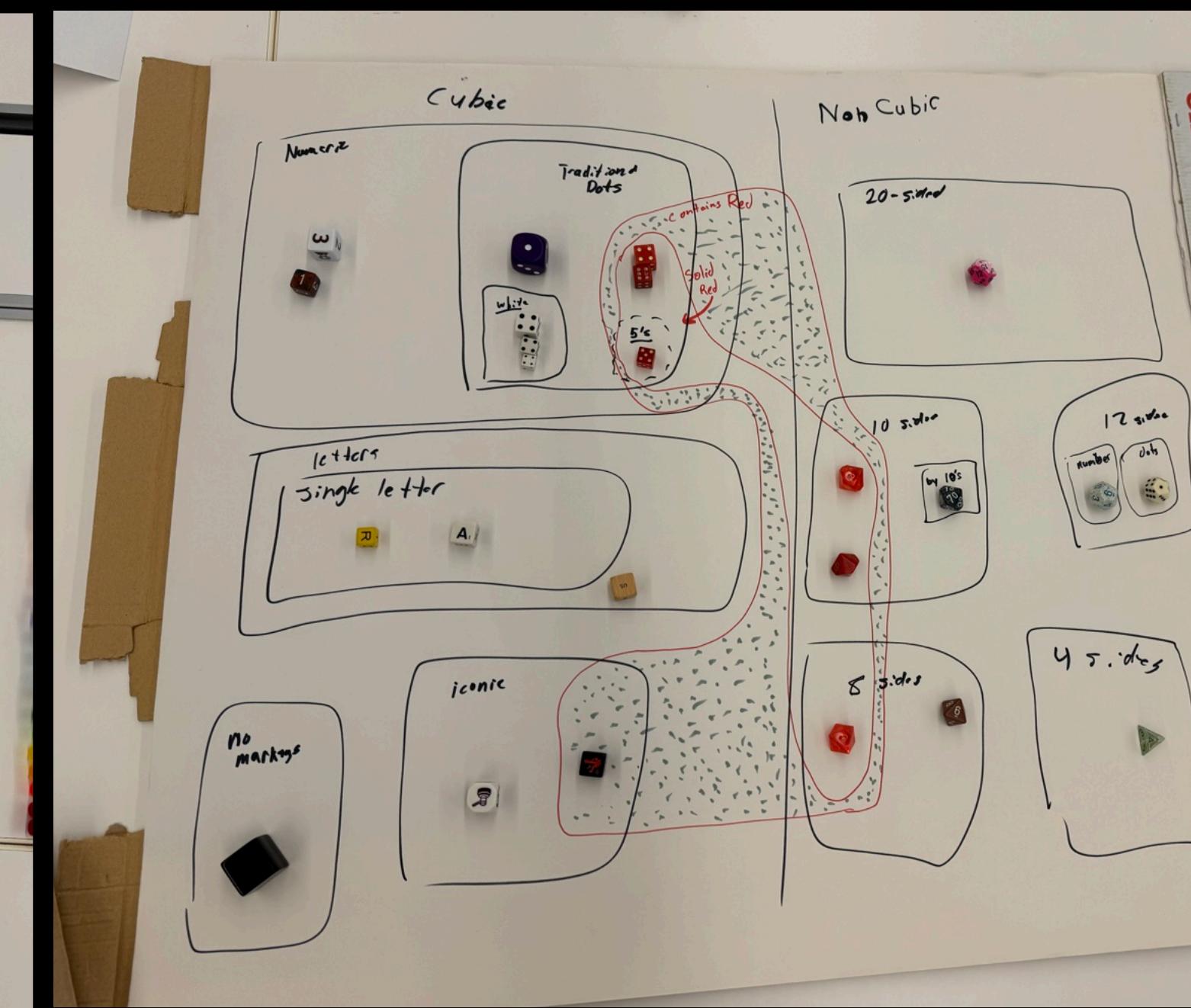
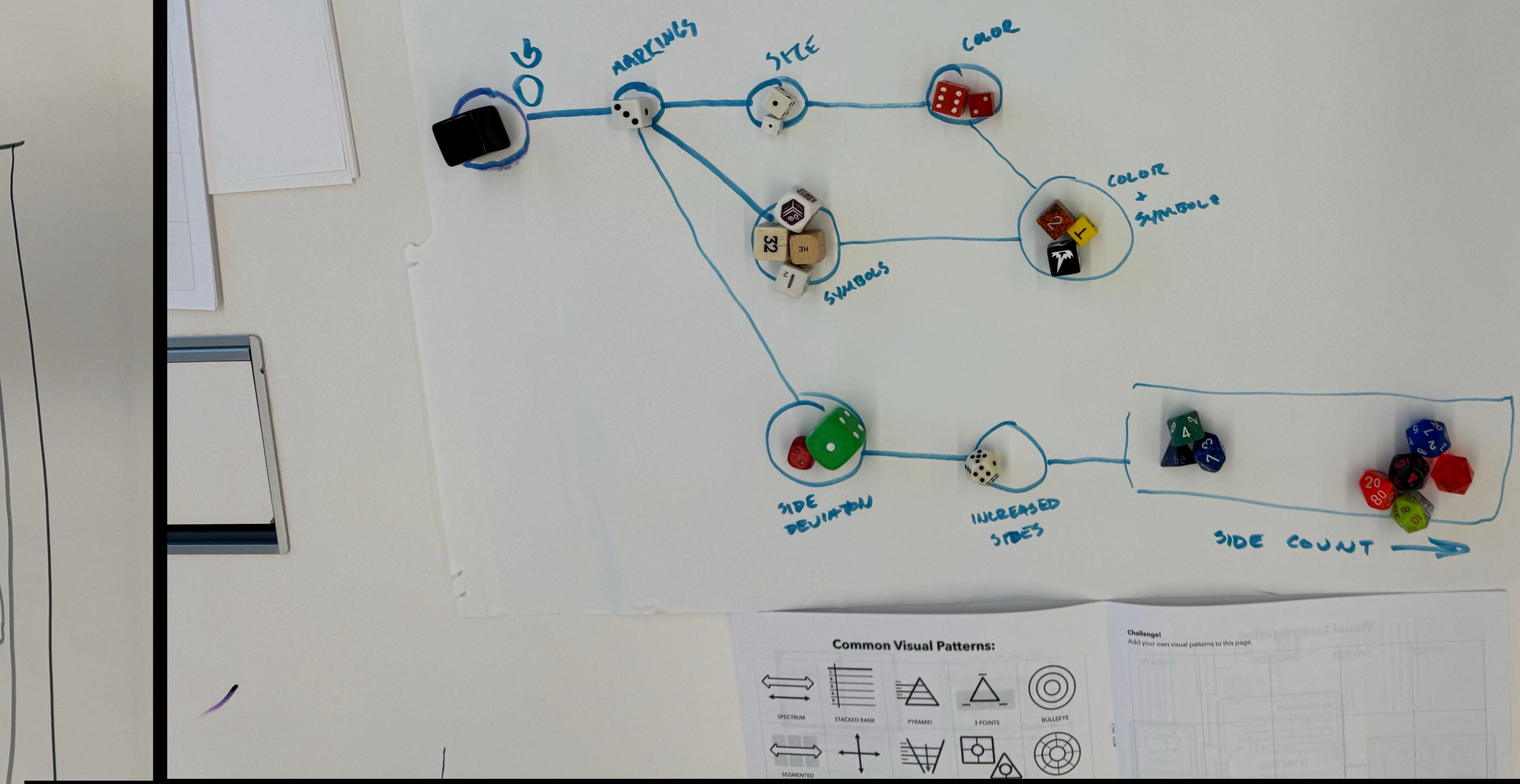
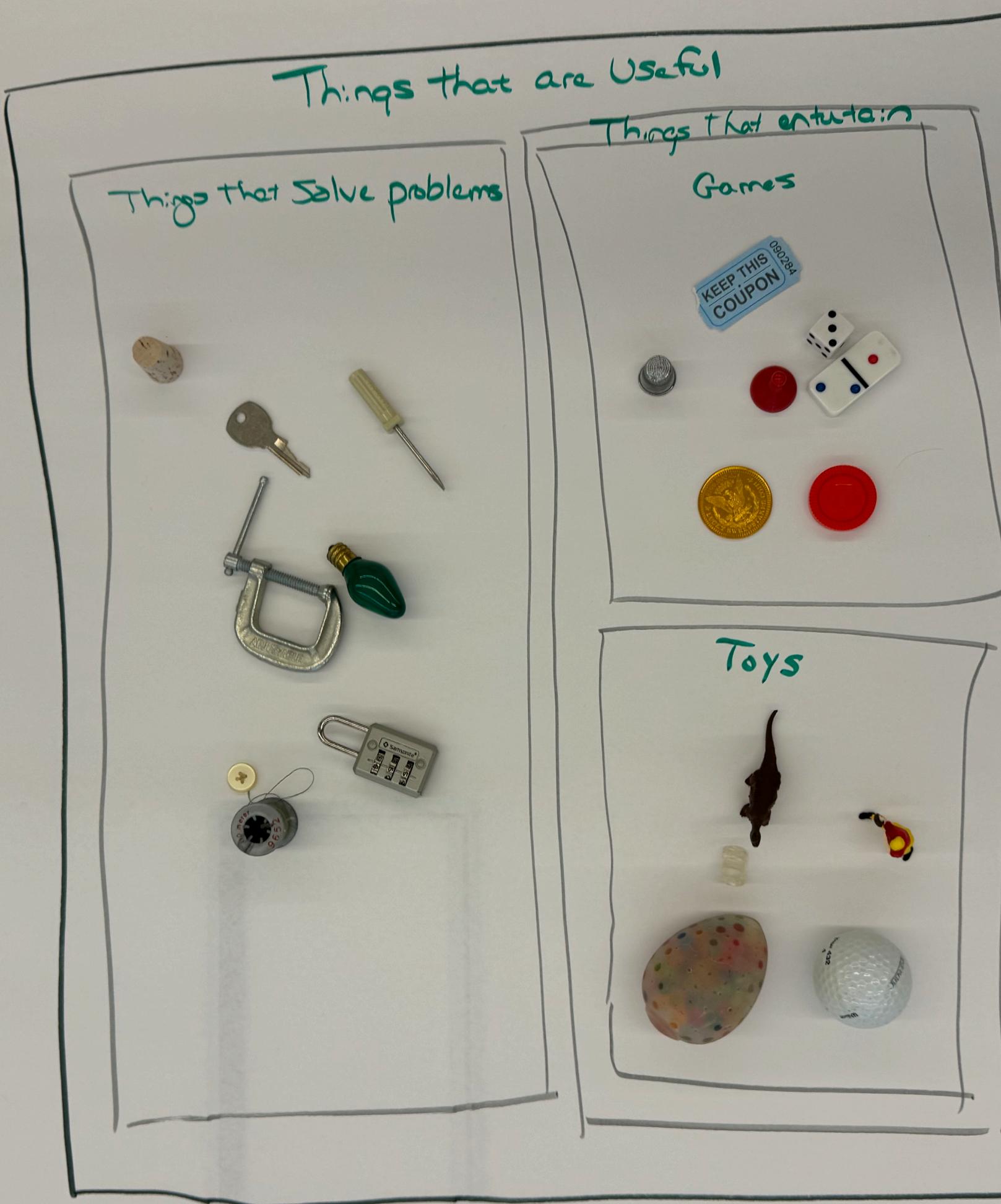
WHICH DATA WHERE?

- Are any of these data points more important than the others?
- Based on what we're showing, do one or two of these map better to Space(s) than other(s)?
- Should any of this information be aggregated or averaged together?
- Does information need to be compared?
- etc.

TIP: Put your most important data point(s) in the space(s)!



SPACE(S)



Coordination

Communication

Collaboration

ROUND 2...

CONCEPTS

Workshop

Conference

Webinar

MATERIAL:

PLASTIC

FACE INFO:

NUMERIC (PIPS)



MATERIAL:

GLASS / METAL



PURPOSE:

FUNCTIONAL

BREAKABLE:

YES!

Workshop

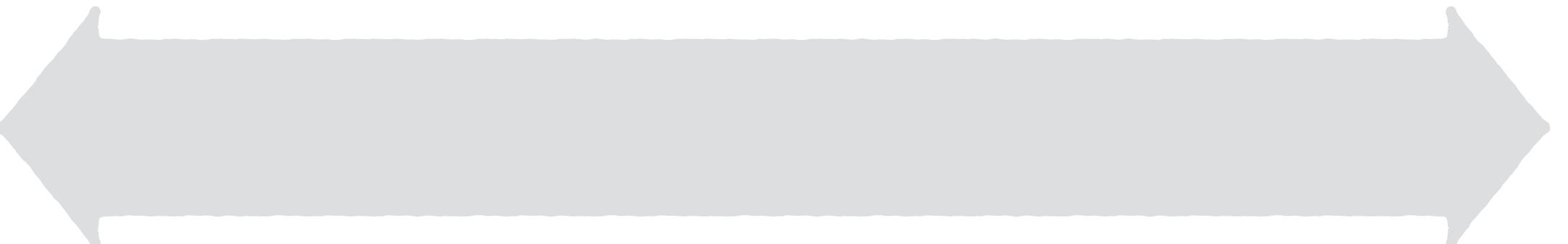
PARTICIPANTS:

A FEW DOZEN?

FOCUS:

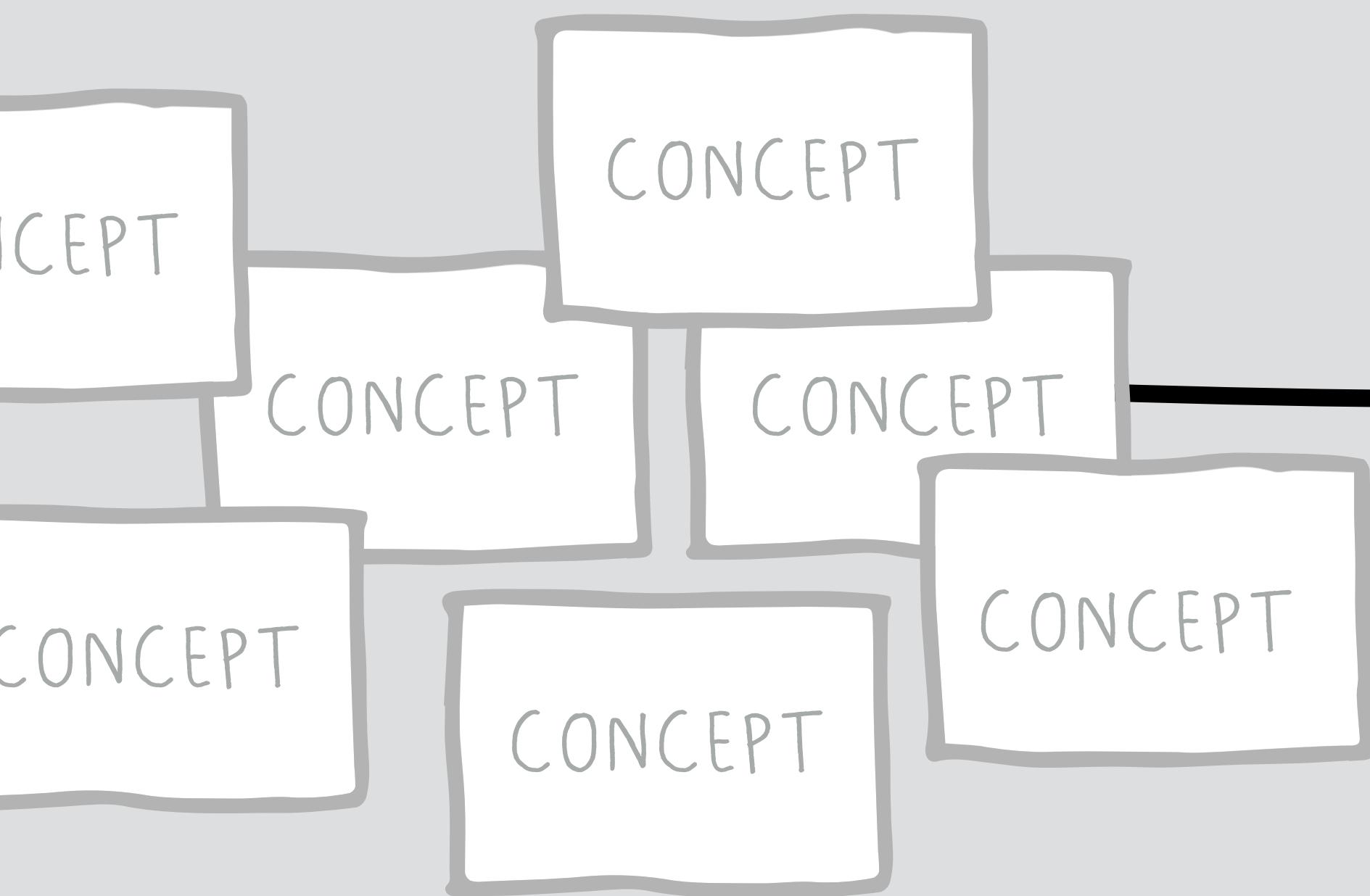
ACTIVITY

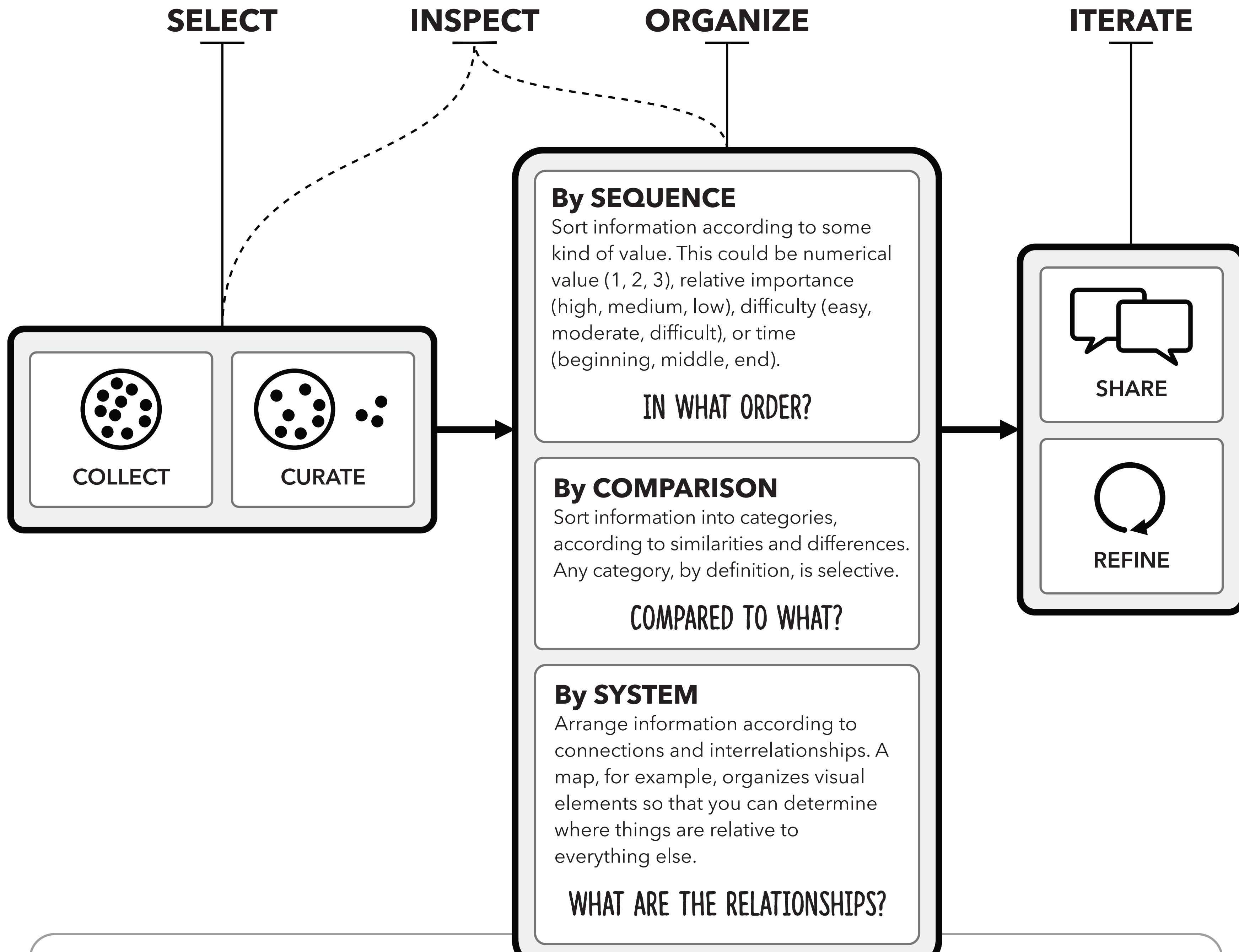
LITERAL



CONCEPTUAL

SO WHAT
HAPPENS HERE?!





Session Chat!

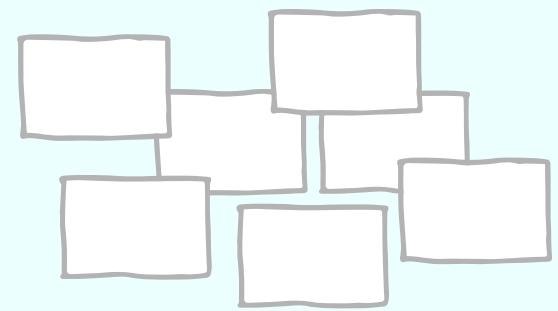
ONE MORE THING...

(WHAT'S DIFFERENT ABOUT THIS CURATION?)



(BREWING COFFEE)

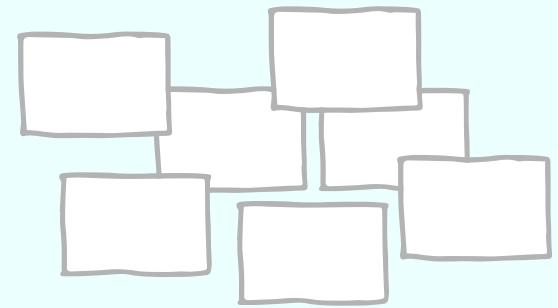
VISUAL INSPECTION APPLIES TO BOTH:



COMPARABLE THINGS

(TYPES OF X)

- AND ALSO -



PARTS OF A WHOLE

(INTERRELATED PARTS)

Brewing Pour Over Coffee

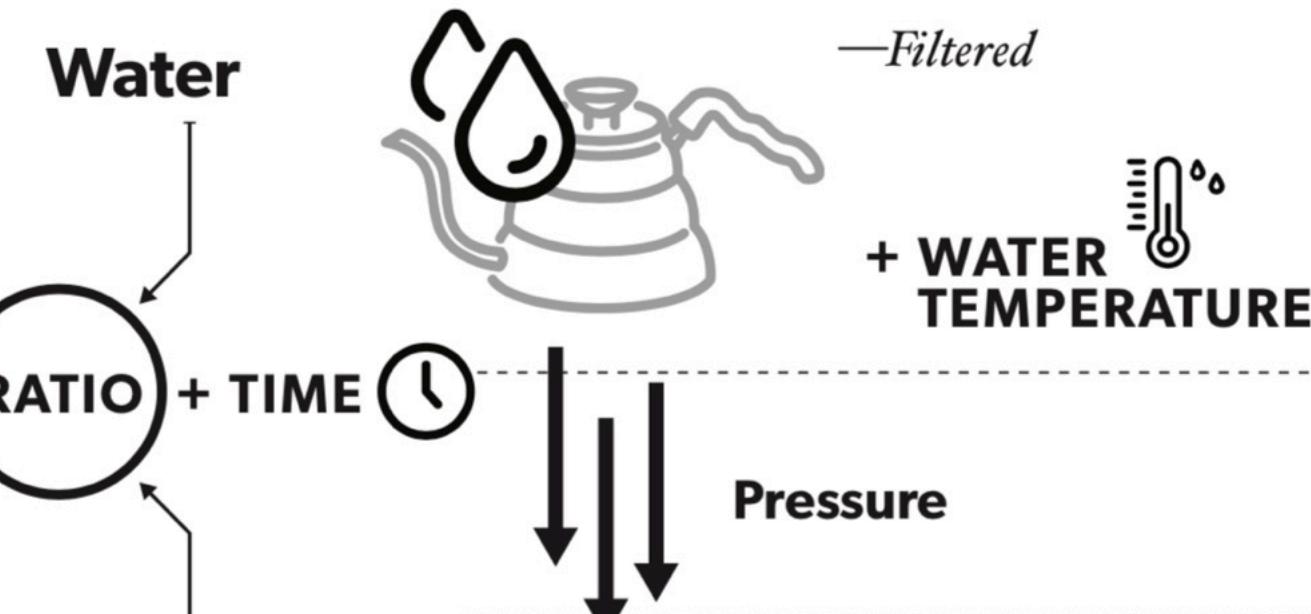
LOVINGLY CRAFTED BY:
Stephen P. Anderson

Beans



- Light, Medium, or Dark Roast
- Single Origin or Blend
- Freshness / Roast Date
- Roaster
- Unique Flavors / Notes

Water



Grind Size



- Coarse
- Medium
- Fine
- Very Fine

Filter



- Hario V60
- Kalita Wave
- Chemex
- Drip
- etc.

Brew Method



Mmm. Coffee.



- + sugar?
- + cream?
- + salt?
- + butter?

3 KINDS OF "BLANK CANVAS" SITUATIONS: AND HOW TO RESPOND:

MOST
DIFFICULT

"TABULA RASA"

NOTE TAKING, RESEARCH, ETC.

NO CONTENT

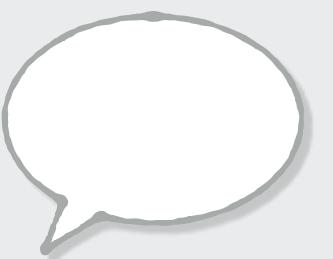
NO
STRUCTURE



"THE "PROVOCATION"

SOMETHING SAID THAT FEELS... OFF

A CONCEPT TO
START WITH



NO
STRUCTURE

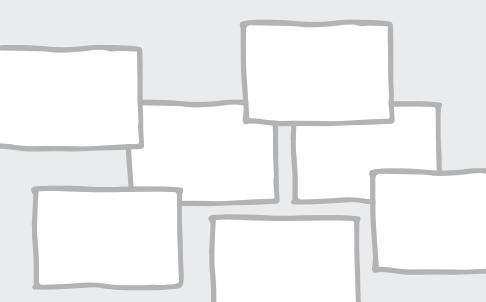


LEAST
DIFFICULT

"THE INVENTORY"

A COLLECTION OF CONCEPTS
WAITING TO BE ORGANIZED

CONCEPTS
TO ORGANIZE



NO
STRUCTURE

INSPECT + ORGANIZE
"VISUAL INSPECTION"

3 KINDS OF "BLANK CANVAS" SITUATIONS:

AND HOW TO RESPOND:

MOST
DIFFICULT

"TABULA RASA"

NOTE TAKING, RESEARCH, ETC.

NO CONTENT

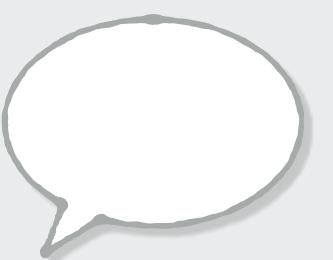
NO
STRUCTURE



"THE "PROVOCATION"

SOMETHING SAID THAT FEELS... OFF

A CONCEPT TO
START WITH



NO
STRUCTURE

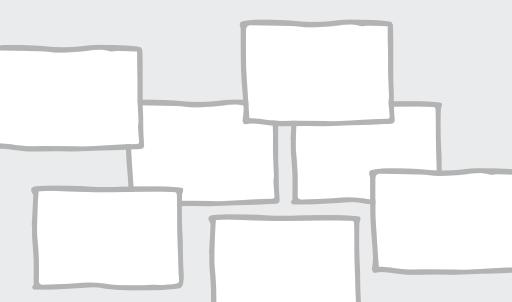


LEAST
DIFFICULT

"THE INVENTORY"

A COLLECTION OF CONCEPTS
WAITING TO BE ORGANIZED

CONCEPTS
TO ORGANIZE



NO
STRUCTURE

INSPECT + ORGANIZE
"VISUAL INSPECTION"

3 KINDS OF "BLANK CANVAS" SITUATIONS:

AND HOW TO RESPOND:

MOST
DIFFICULT

"TABULA RASA"

NOTE TAKING, RESEARCH, ETC.

NO CONTENT

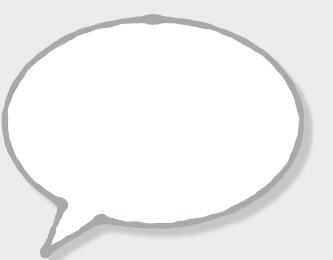
NO
STRUCTURE



"THE "PROVOCATION"

SOMETHING SAID THAT FEELS... OFF

A CONCEPT TO
START WITH



NO
STRUCTURE

INTERROGATE

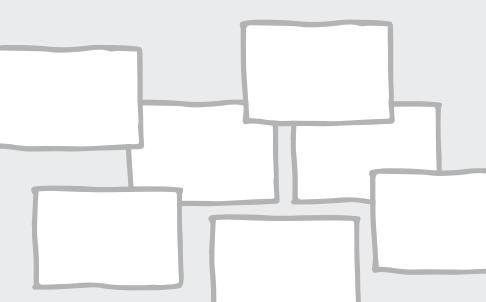
"VISUAL INTERROGATION"

LEAST
DIFFICULT

"THE INVENTORY"

A COLLECTION OF CONCEPTS
WAITING TO BE ORGANIZED

CONCEPTS
TO ORGANIZE



NO
STRUCTURE

INSPECT + ORGANIZE

"VISUAL INSPECTION"

MISTAKES ARE
HOW WE LEARN

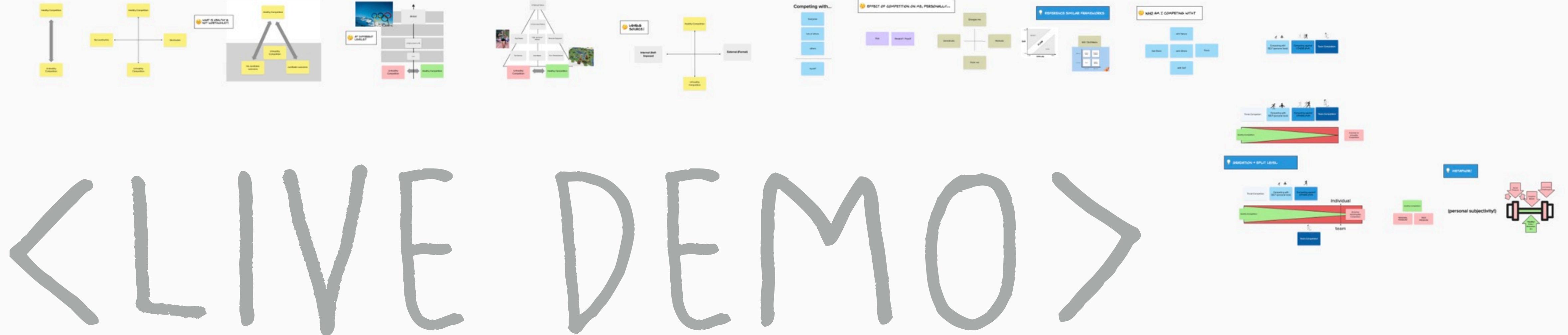
YOU CAN EITHER
INNOVATE, IMITATE,
OR GET LEFT BEHIND

A HOT DOG IS
A SANDWICH

IS COMPETITION
GOOD OR BAD?

ALL LIES
ARE BAD

THE CUSTOMER
IS ALWAYS RIGHT



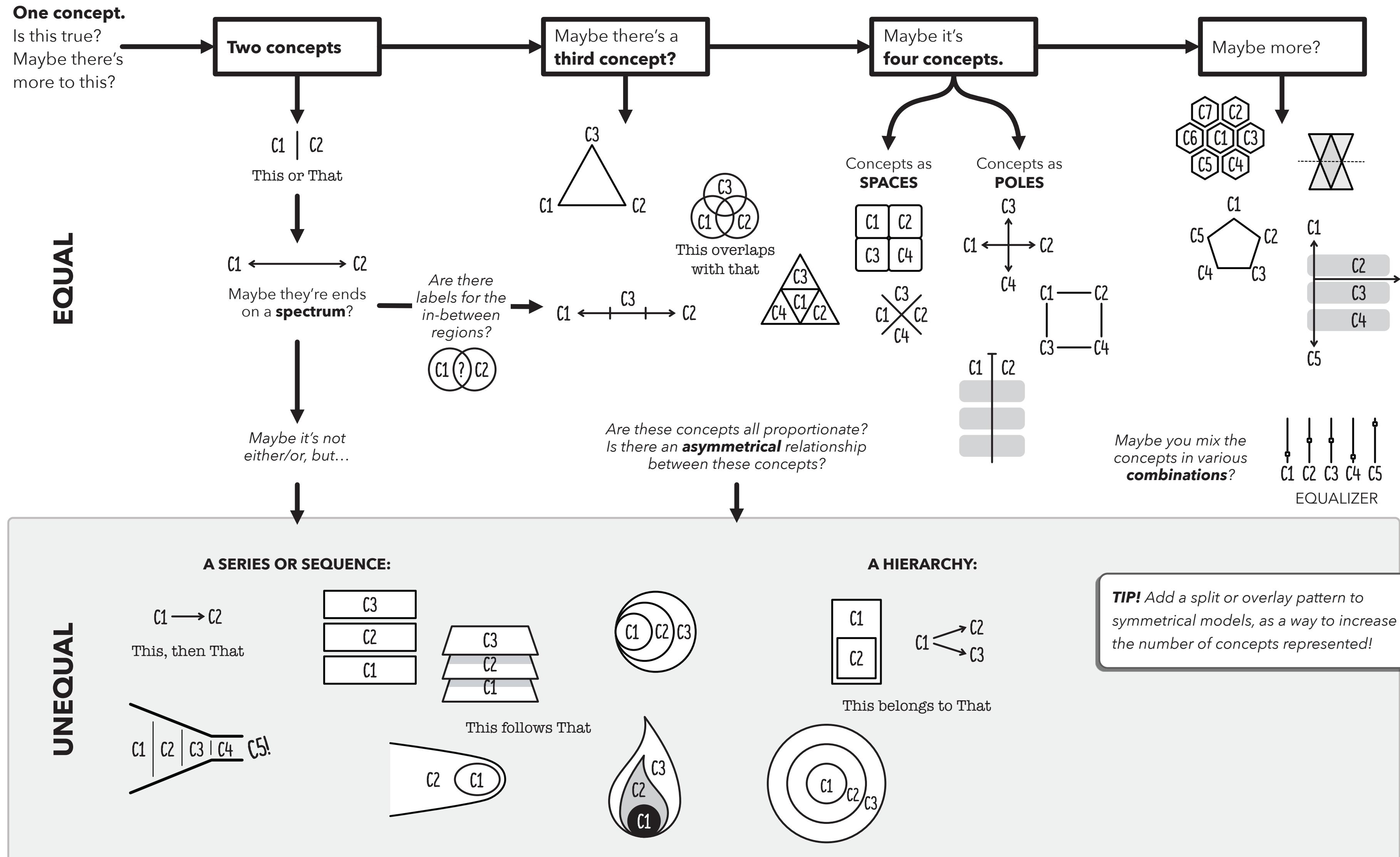
<LIVE DEMO>

IS COMPETITION
GOOD OR BAD?

A Visual Interrogation Flowchart (Version 0.1)

Arriving at a good visual representation of an idea is a process of inspecting (1) concepts, (2) examples that align to these concepts, and (3) visual ways to represent the relationships between these concepts. Here's a example thought process you can follow for your visual interrogation:

TIP! Explore many "examples" of each concept—these examples will often refine or reveal additional concepts!



3 KINDS OF "BLANK CANVAS" SITUATIONS:

AND HOW TO RESPOND:

MOST
DIFFICULT

"TABULA RASA"

NOTE TAKING, RESEARCH, ETC.

NO CONTENT

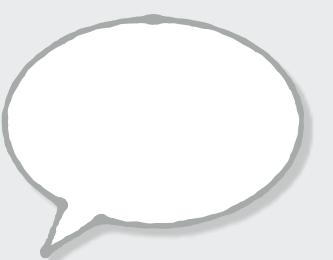
NO
STRUCTURE



"THE "PROVOCATION"

SOMETHING SAID THAT FEELS... OFF

A CONCEPT TO
START WITH



NO
STRUCTURE

INTERROGATE

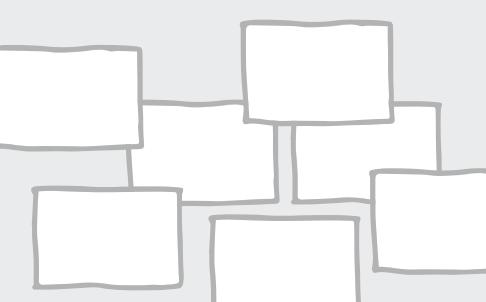
"VISUAL INTERROGATION"

LEAST
DIFFICULT

"THE INVENTORY"

A COLLECTION OF CONCEPTS
WAITING TO BE ORGANIZED

CONCEPTS
TO ORGANIZE



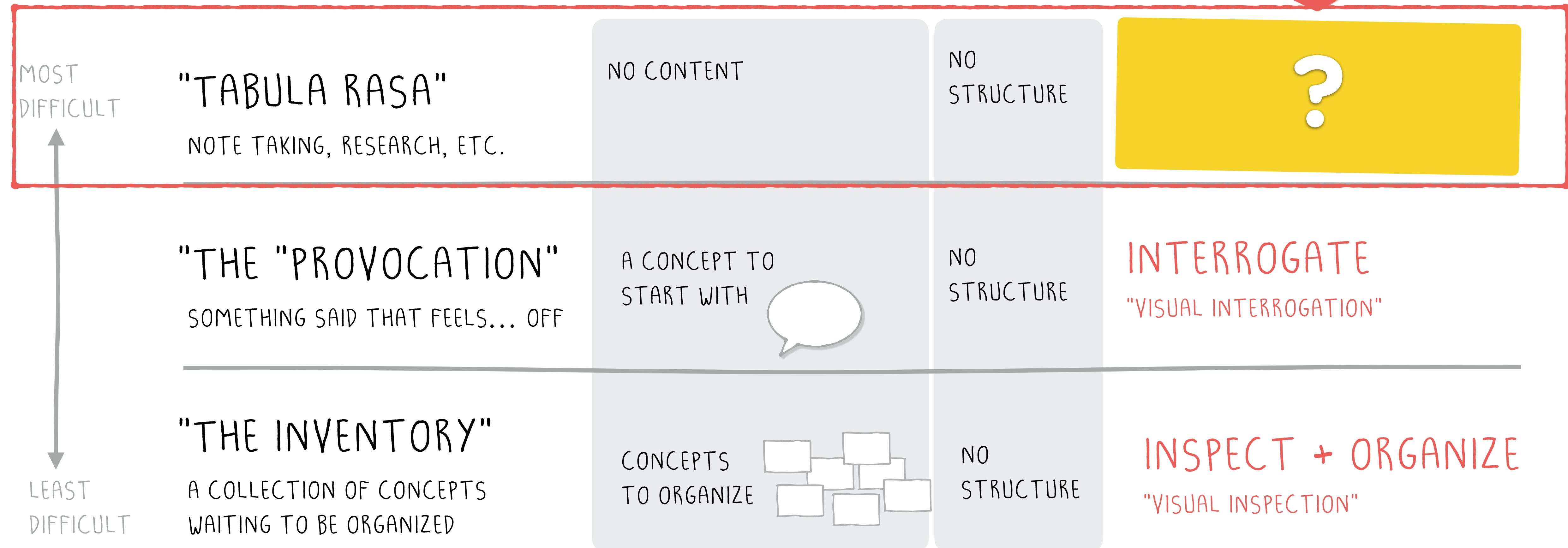
NO
STRUCTURE

INSPECT + ORGANIZE

"VISUAL INSPECTION"

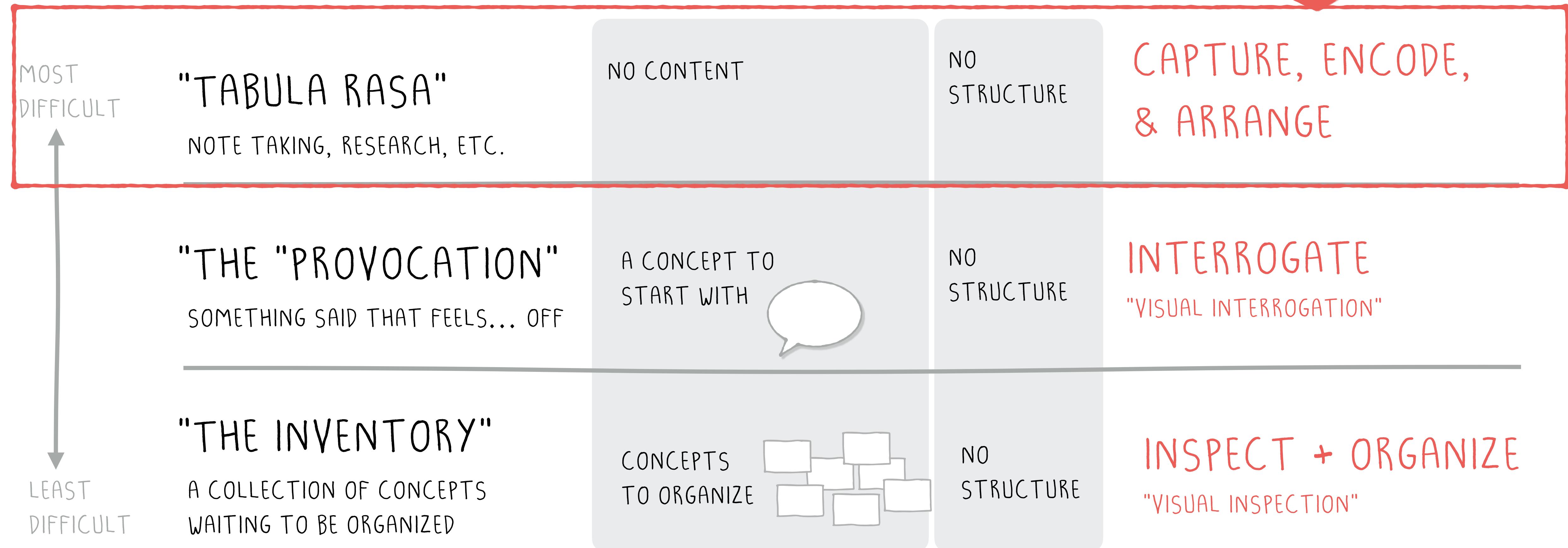
3 KINDS OF "BLANK CANVAS" SITUATIONS:

AND HOW TO RESPOND:



3 KINDS OF "BLANK CANVAS" SITUATIONS:

AND HOW TO RESPOND:



CAPTURE + ENCODE

ARRANGE

CAPTURE + ENCODE

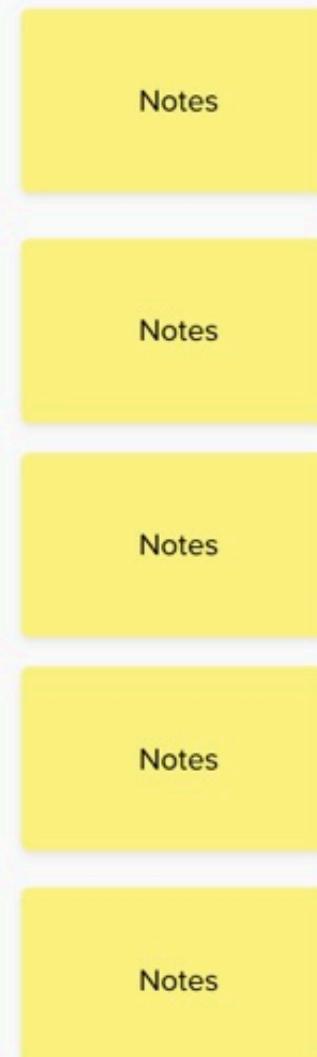
ARRANGE

<LIVE DEMO>

Don't do this:



or this:

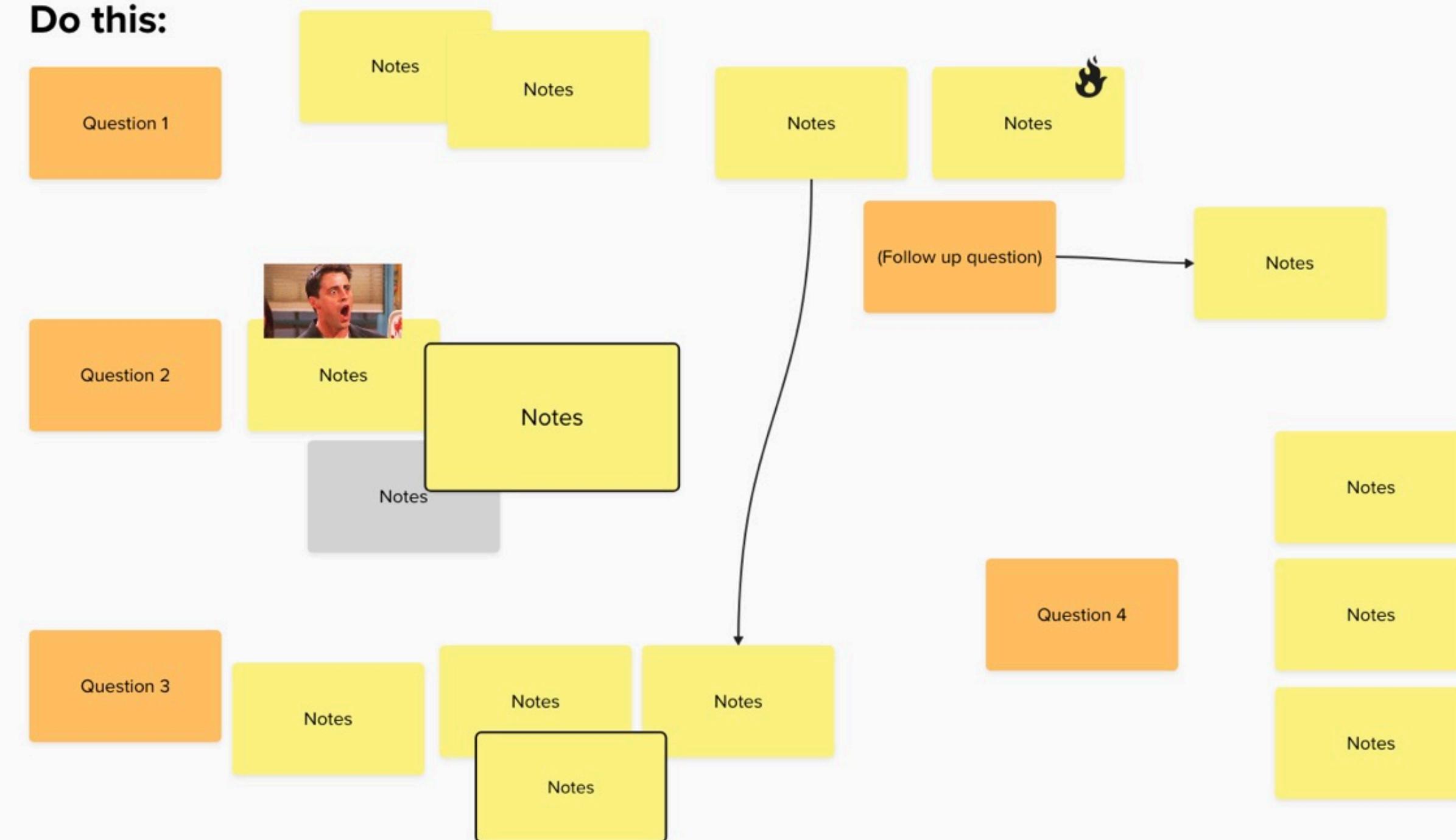


TIPS:

- [One idea per sticky note!]
- Use the rectangle sticky note.
- Left and top align the text
- Use one color, initially
- Stick one default size (w/ exceptions)

Notes

Do this:

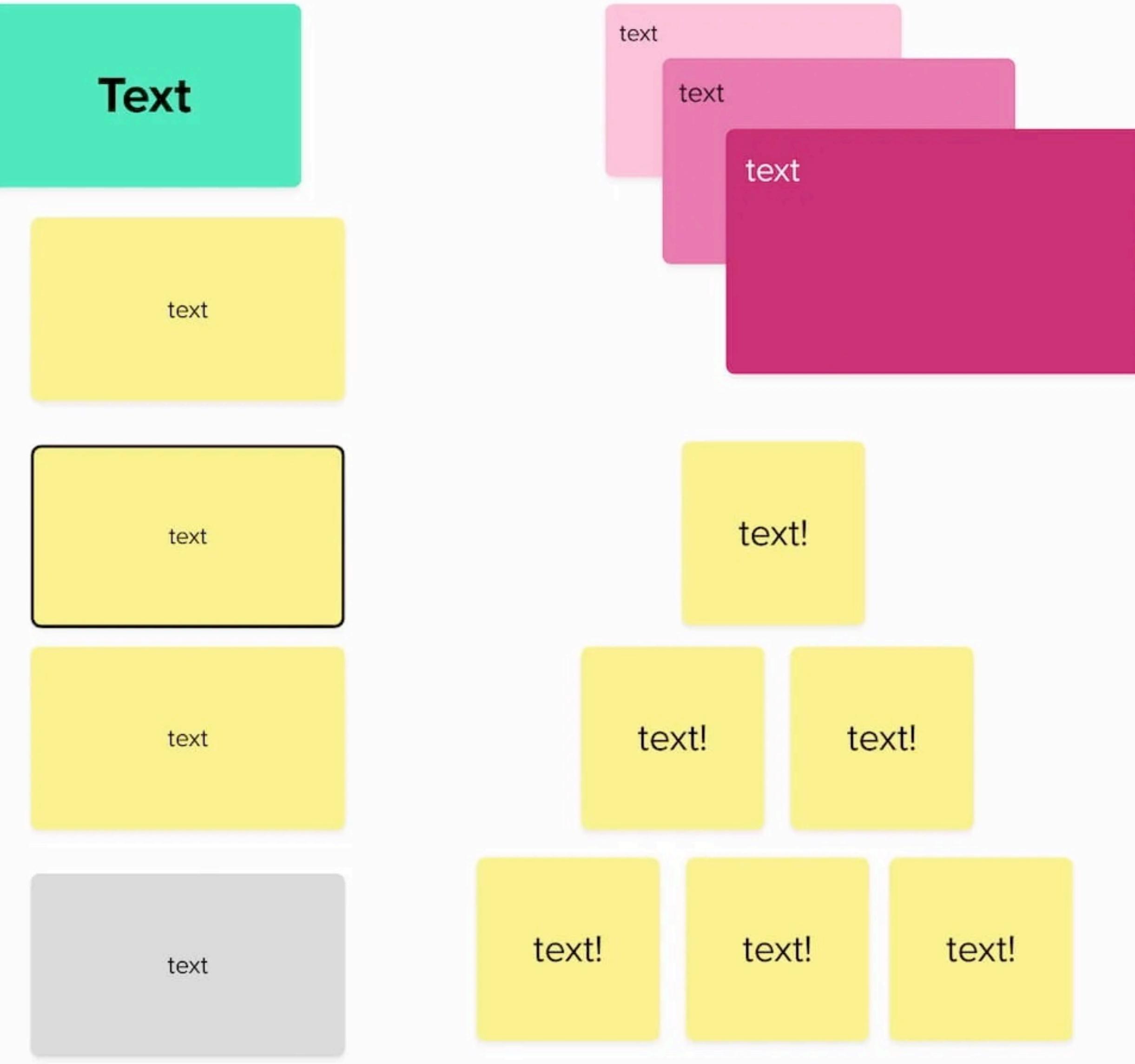
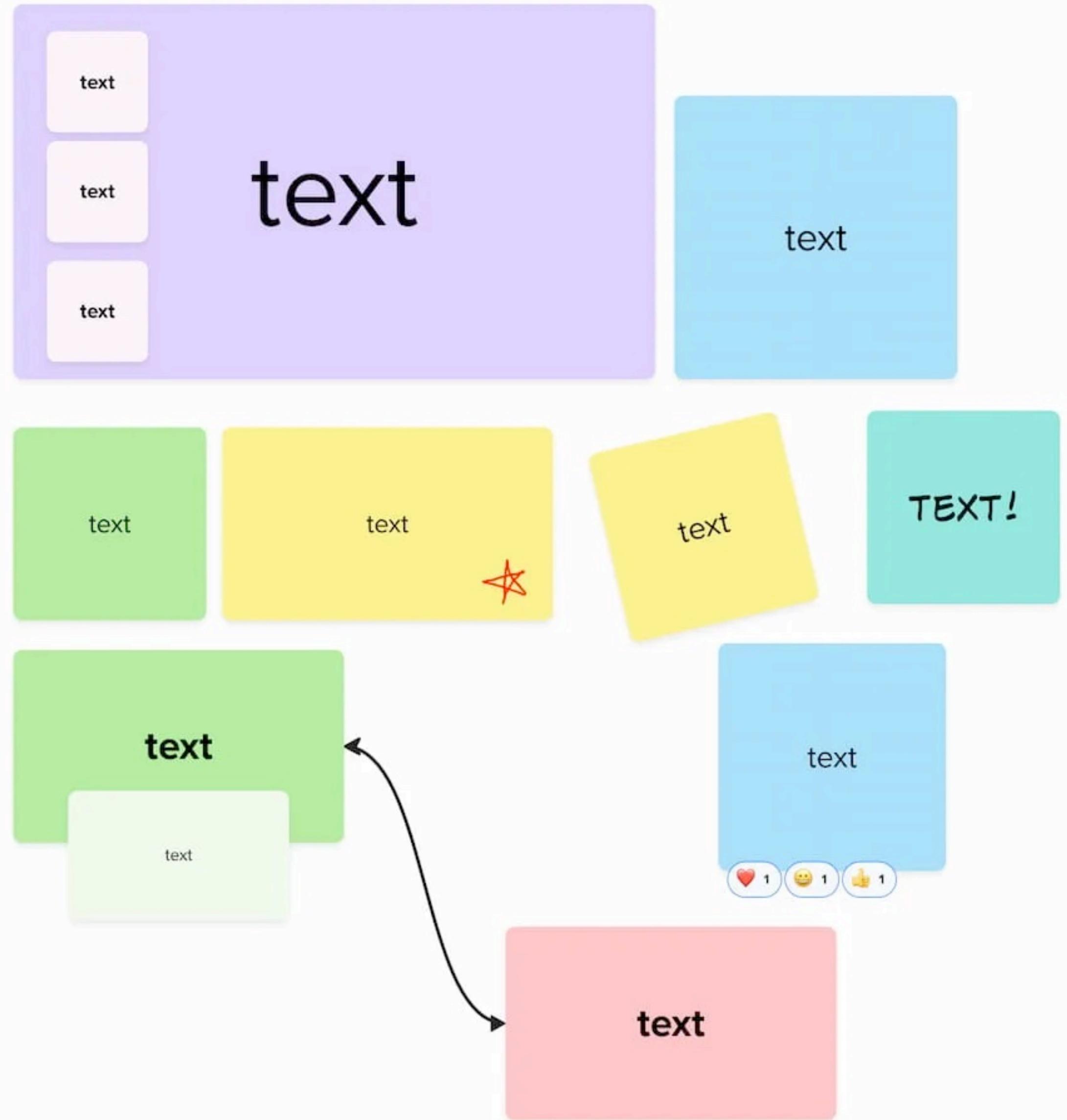


Tip!

USE COLOR, SIZE, GROUPING,
BORDER, CONNECTORS, ETC.

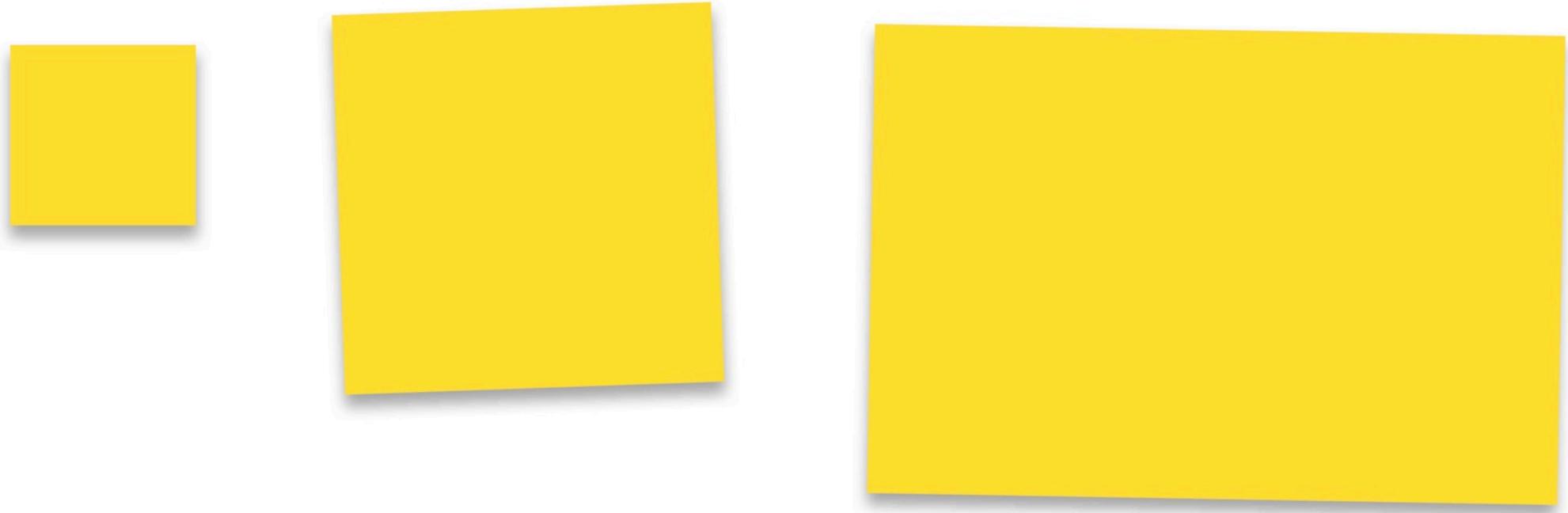
(AND BE INTENTIONAL WITH THE USE OF THESE THINGS!)

STICKY NOTES AND VISUAL ENCODINGS:



STICKY NOTES AND VISUAL ENCODINGS:

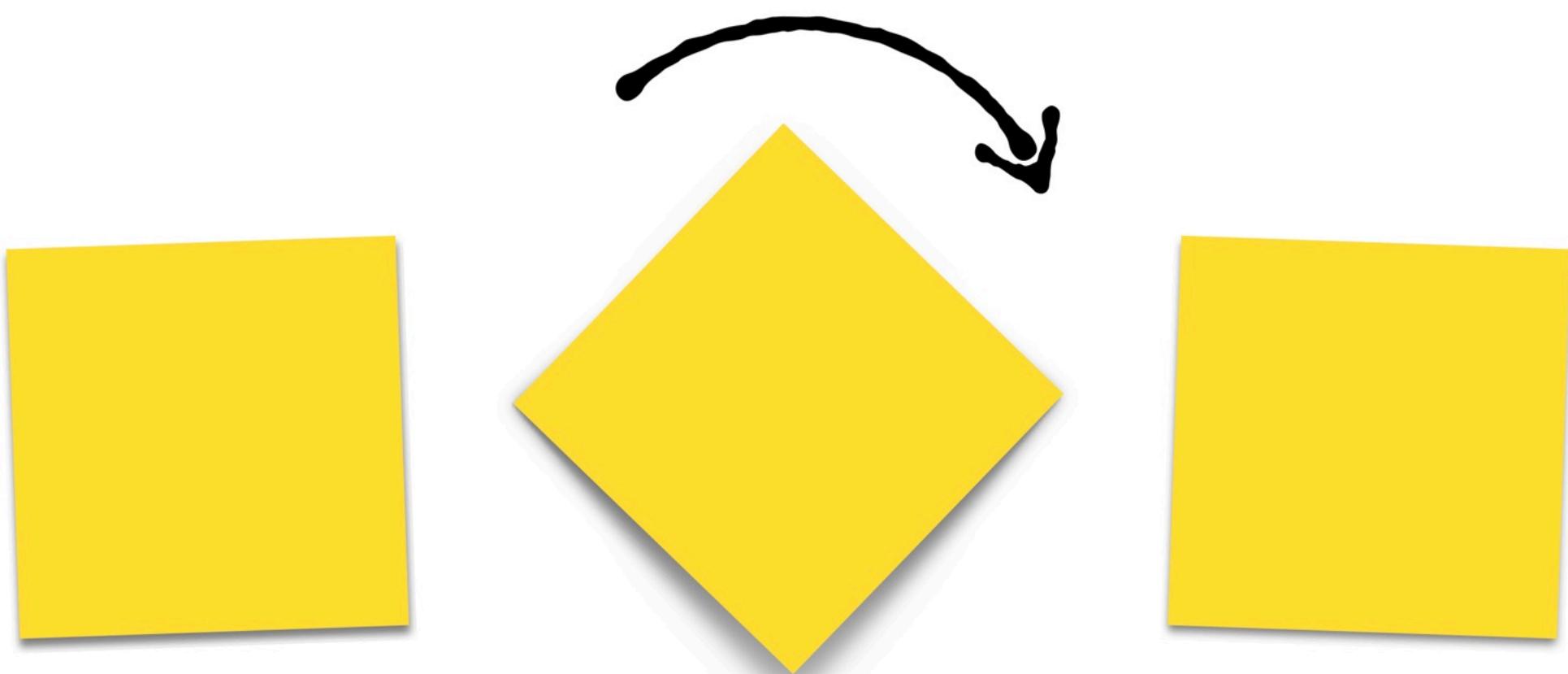
SIZE



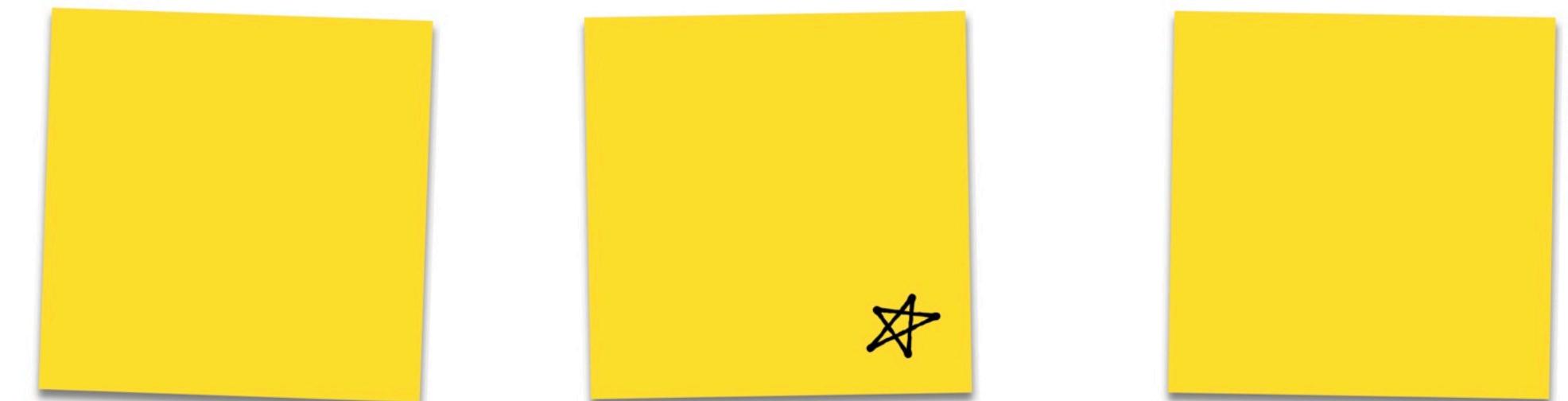
COLOR



ROTATION



ANNOTATION



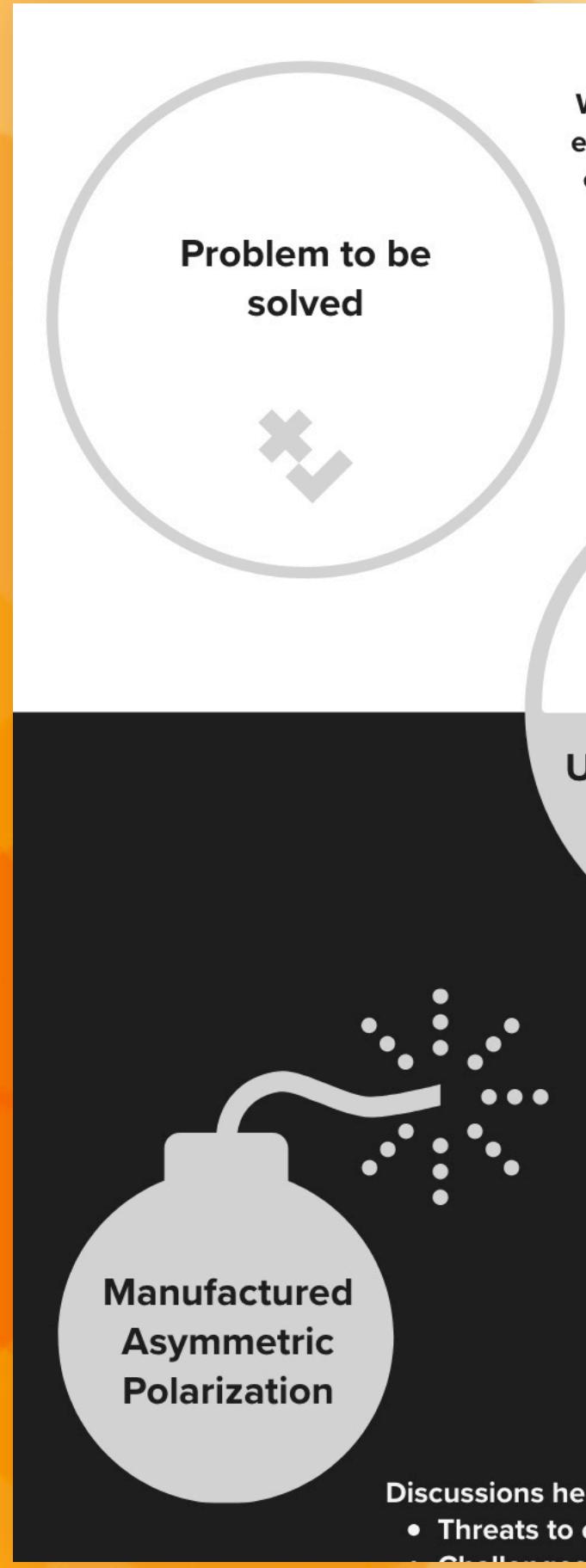
		To show CATEGORY	To show PRECISE QUANTITY	To show GENERAL QUALITATIVE INFORMATION	To show SEQUENCE
Form: Orientation	— / \	✓	✓	limited	✓
Form: Line Length	----		✓		
Form: Line Width	○○○○	✓		✓	limited
Form: Size / Area	●●●●			✓	✓
Form: Enclosure	■■■○■■	✓			
Form: Shape	●▲■◆★◆	✓	limited		
Form: Curvature	C			✓	
Form: Proximity	●●●● ●●●●	(✓)		(✓)	
Form: Added Marks	○○○○○○	✓	limited		
Pattern Density		✓	limited	✓	limited
Line Pattern	-----	✓			
Line Endings	→→→→→	✓			✓
Color: Hue	●●●●●●	✓		✓	
Color: Intensity (Saturation, Brightness, Opacity)	●●●●●●			✓	✓
Spatial Position: 2-D Position	●●●●●	✓	✓		✓
Motion	○○○○○●			limited	(✓)
Texture		✓	limited		
Rotation	●●●● ■■◆◆	✓	limited		limited
Perspective	■■■			✓	limited
Iconography	♠♦♣♥	✓			✓
Outline or Solid	○○●●	limited			
Overlay	■■			limited	✓
Overlap	■■	✓		limited	
Join	■■■			limited	✓
Aspect Ratio	■■■	limited		limited	
Labels	1, 2, 3; A, B, C	✓	✓	✓	✓
Transformation	●●●●●●	✓		limited	✓
Quantity	●●●●●● ●●●●●●		limited	✓	✓

	To show CATEGORY	To show PRECISE QUANTITY	To show GENERAL QUALITATIVE INFORMATION	To show SEQUENCE
Form: Orientation	— / \	✓	✓	limited
Form: Line Length	=====		✓	
Form: Line Width	○○○○	✓		✓
Form: Size / Area	●●●●●			✓
Form: Enclosure	■■○■	✓		
Form: Shape	●▲□◆★◆	✓	limited	
Form: Curvature	C			✓
Form: Proximity	●●●● ● ● ●	(✓)	(✓)	
Form: Added Marks	○○○○	✓	limited	
Pattern Density		✓	limited	✓
Line Pattern	-----	✓		limited

Tip!

ADD ILLUSTRATIONS /
ICONS TO TEXT

("DUAL CODING!")



AT DIFFERENT LEVELS?

Stephan Anderson

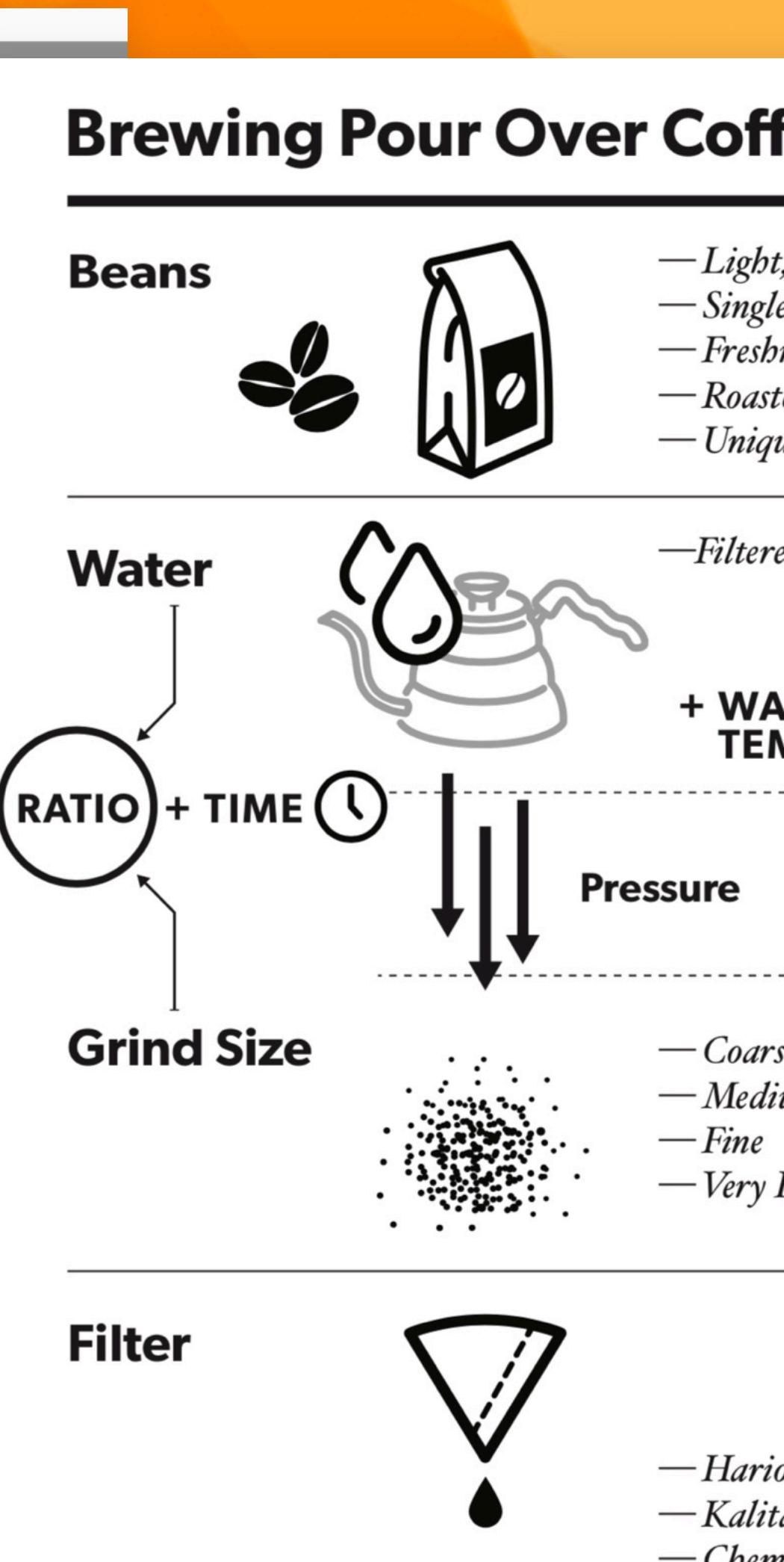
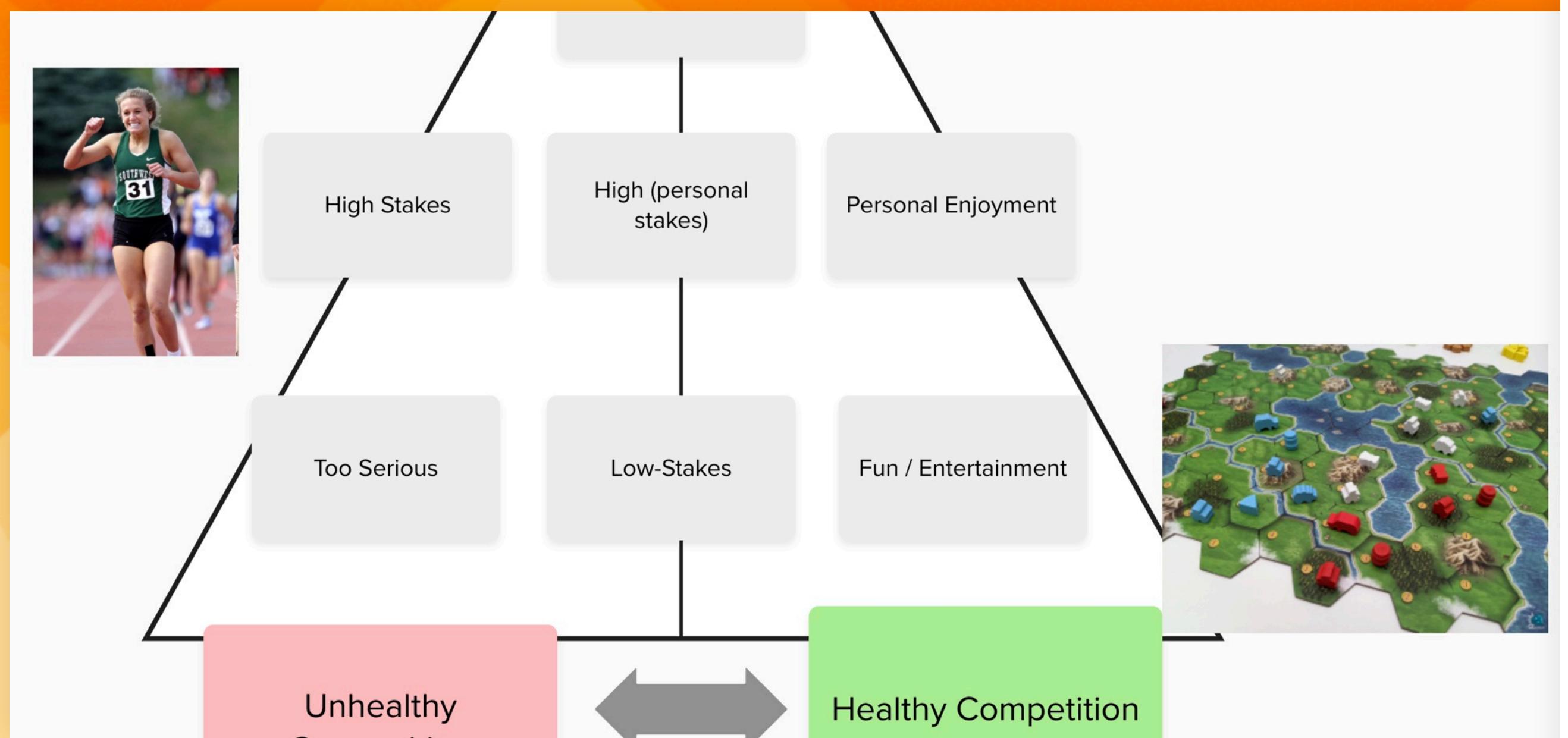
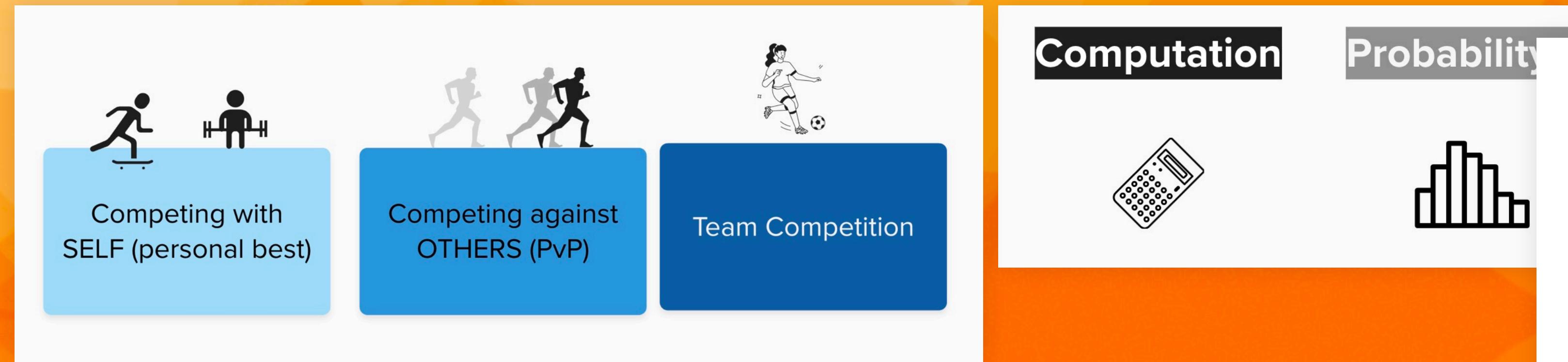
Sketchnotes

Graphic Recording

Frame 7

MANAGING LEADERSHIP

Visual Metaphors



Lens Model	Price	Minimum focus distance?	Dimensions
Panasonic Lumix G 25mm f/1.7 ASPH. Lens	\$148	9.84" / 25 cm	9.84" / 25 cm
Panasonic Lumix G 20mm f/1.7 II ASPH	\$268	7.87" / 20 cm	7.87" / 20 cm
Sigma 30mm f/1.4 DC DN Contemporary (Micro Four Thirds)	\$289	From : 9.8" / 24.9 cm	9.4" / 23.88 cm
Olympus M.Zuiko Digital 25mm f/1.8 Lens (Black)	\$300	From : 9.8" / 24.9 cm	9.4" / 23.88 cm
Meike 25mm T2.2 Manual Focus Cinema Lens	\$400	11.81" / 30 cm	11.81" / 30 cm
Panasonic Leica DG Summilux 25mm f/1.4 II ASPH	\$548	11.81" / 30 cm	11.81" / 30 cm

Comparison: 20mm vs. 25mm

Links:

- Panasonic 20mm f/1.7 II vs. 25mm f/1.7 review: https://www.youtube.com/watch?v=M_RQDgR0sog
- Focus shift explained: <https://www.youtube.com/watch?v=kBLQvqgCZY>
- Amazon US: <http://amzn.to/2Ez6Q9K>
- Amazon UK: <http://amzn.to/2nzr3J9>

CAPTURE + ENCODE

ARRANGE



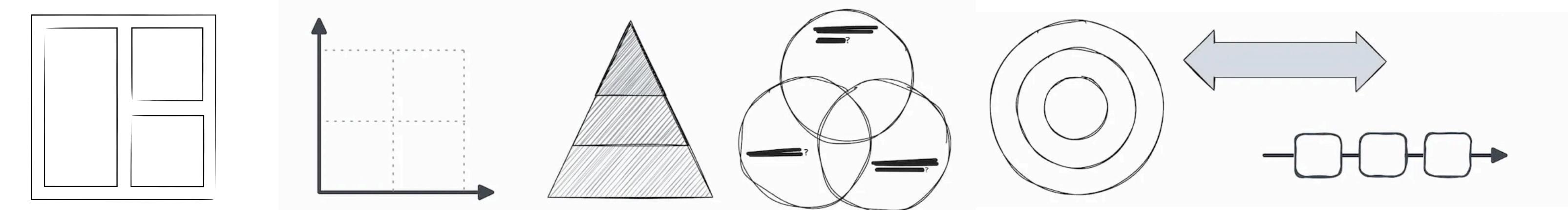
CAPTURE + ENCODE



ARRANGE

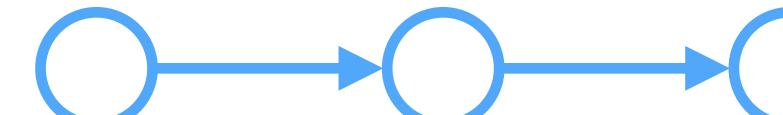


ARRANGE:

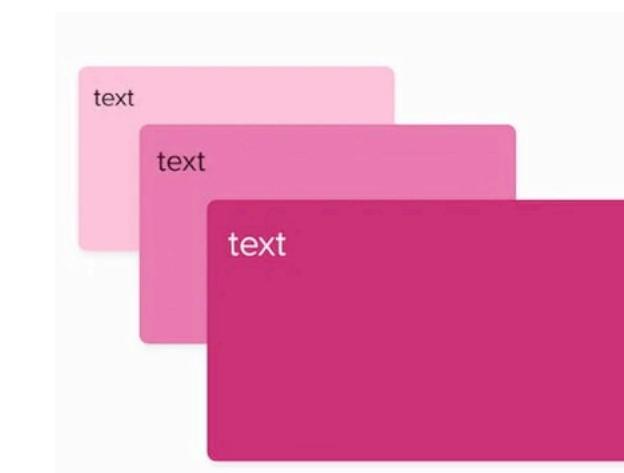


GROUP, PLACE INTO, NEST WITHIN, PLACE IN PROXIMITY TO...

SEQUENCE:



S	
A	
B	
C	
D	
E	
F	

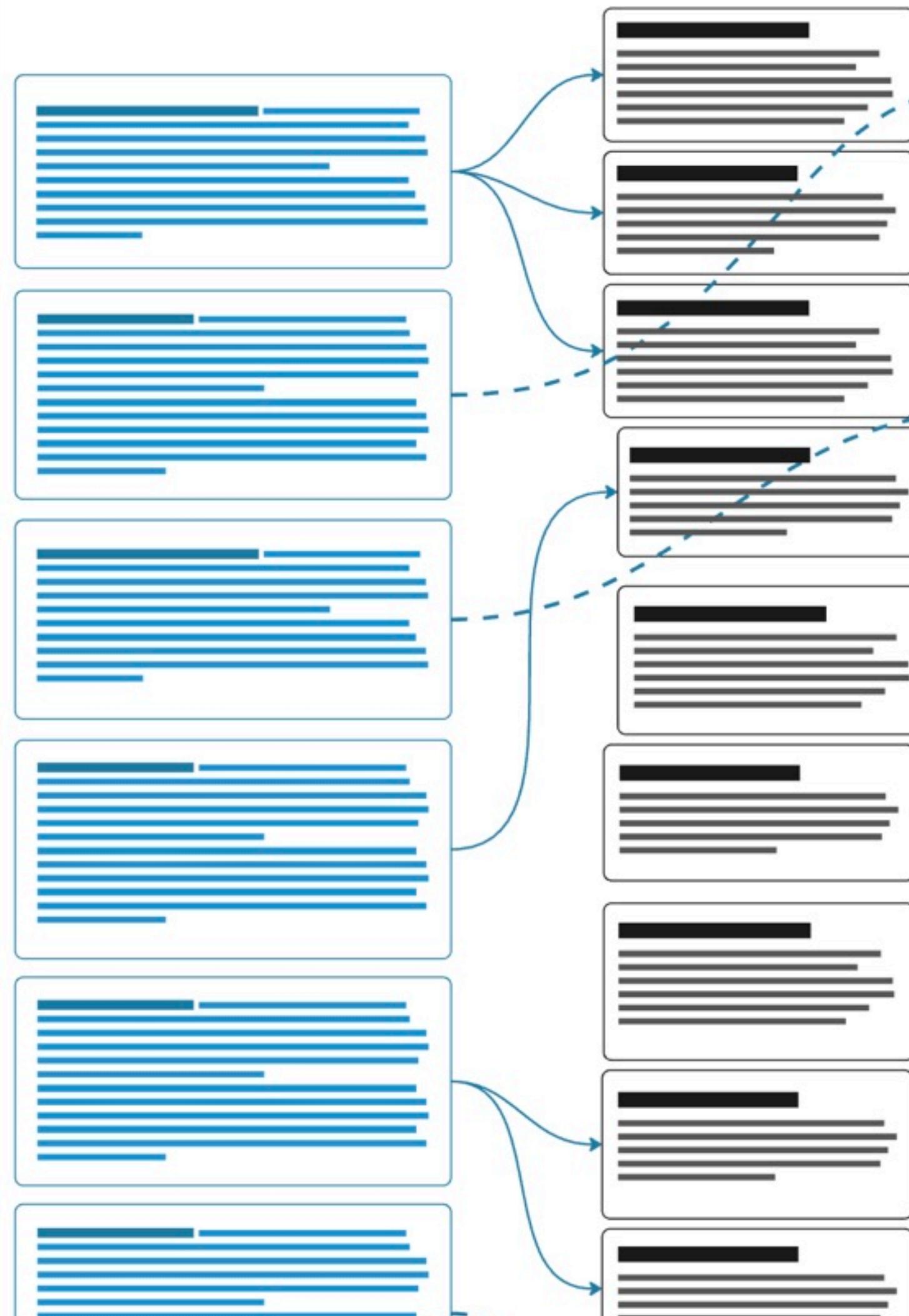


BY RANK, TIME, DEPENDENCIES, ETC.

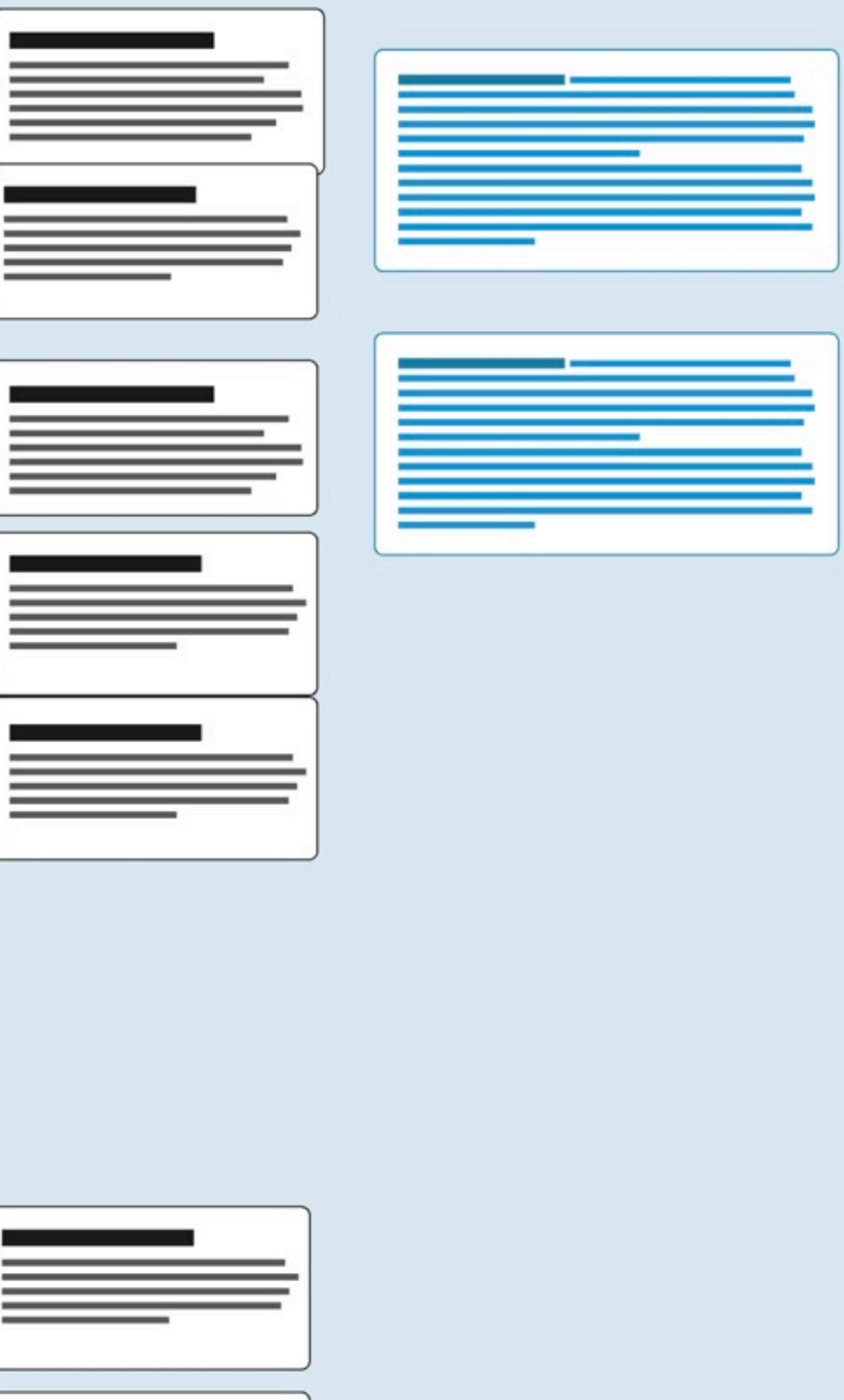
CONNECT

RELATED, FLOW, TO ALIGN/RECONCILE

MUST HAVE



SHOULD HAVE

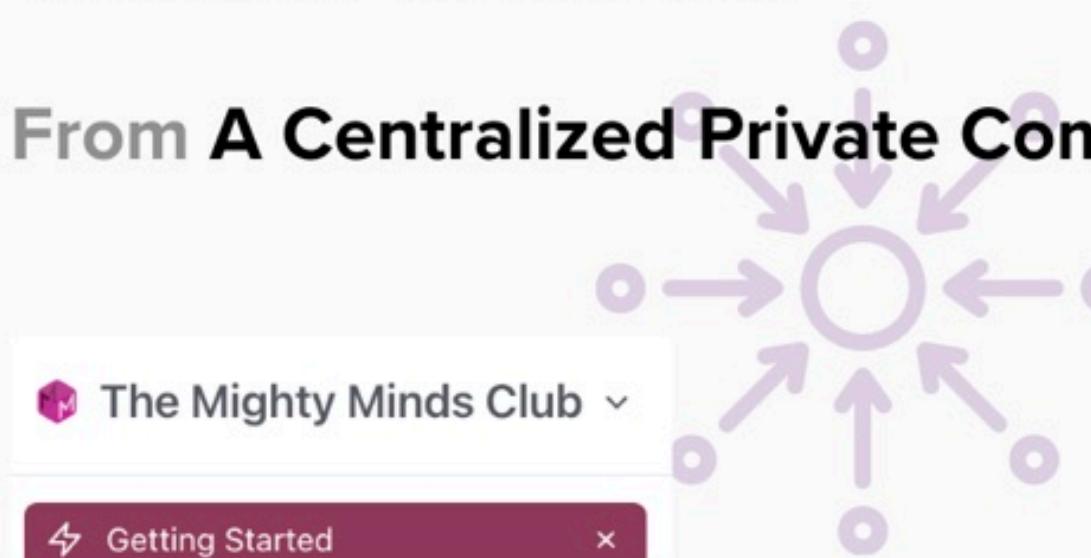


COULD HAVE



CURRENT THINKING...

From A Centralized Private Community to...



The Mighty Minds Club

Getting Started

Home

Members

Courses

START HERE ↴

Welcome & FAQs

Introduce yourself

Announcements

CONNECT

General Discussions

Off-Topic Discussions

Show & Tell

Project Directory

Upcoming Events

Creative Challenges!

LEARN

Friday Finds

Card Deck Directory

Past Events (Recordings)

CREATIVE CHALLENGES

[CC01] One-Card Serious Game ...

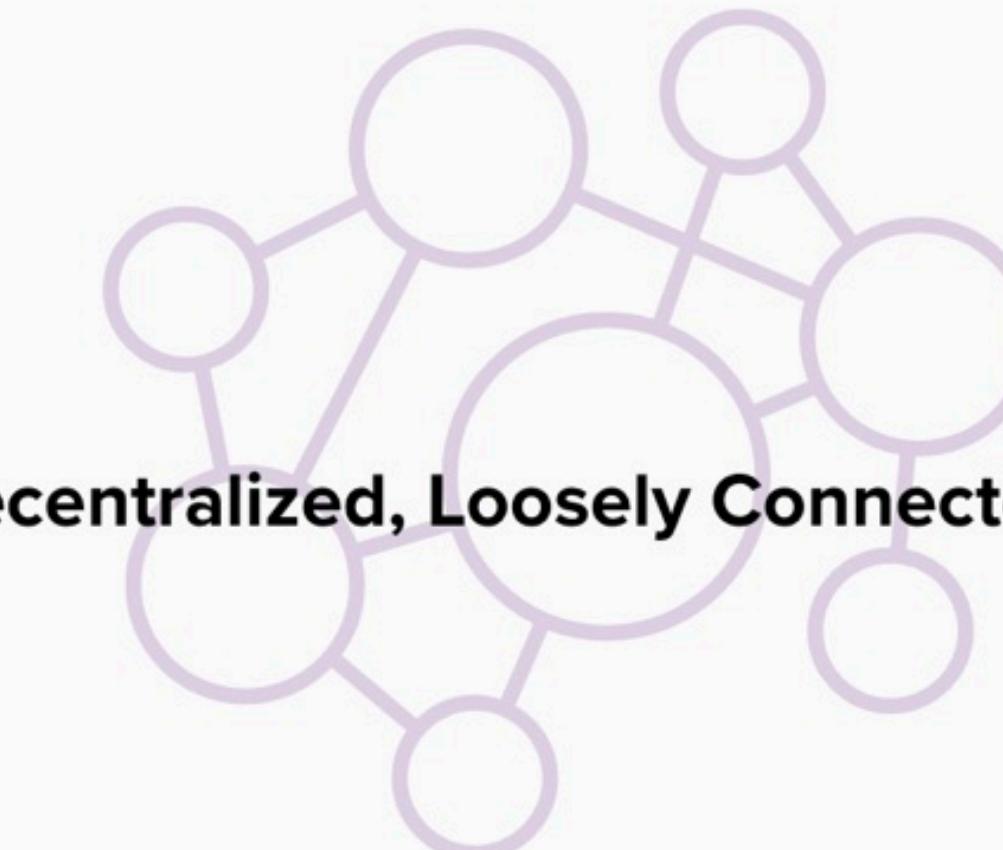
GROUPS & TOPICS

Cardstock Discussions

Links

+ Add link

...to a Decentralized, Loosely Connected Community?



A public webpage, Airtable backend, etc.

Announce via newsletter list?

100% public events, with ad hoc centralized spaces, as needed *per event*.

Convert to a weekly newsletter, using Ghost

A mailing list to keep everyone up to date on events (and relevant news)

Mastodon Instance? An ephemeral way for all members to stay connected with each other?

Slack? ?

Discord? ?

Signal? ?

Reddit? ?

Something that doesn't yet exist...?

masto.host Masto.host was built from the ground up to make running a Mastodon instance easy.

Communal Bonfires Online community platforms are assembly-kits for large, communal bonfires, designed to draw people towards the light and into the warmth...

w Friend

What do we do with the Twitter-shaped hole in the internet?

I joined Twitter in college, over a decade ago. The microblogging site promised a lightweight alternative to Facebook with the added benefit of asymmetric connections: you could follow people who did not follow you back. At the time, Twitter had not yet become an internet.

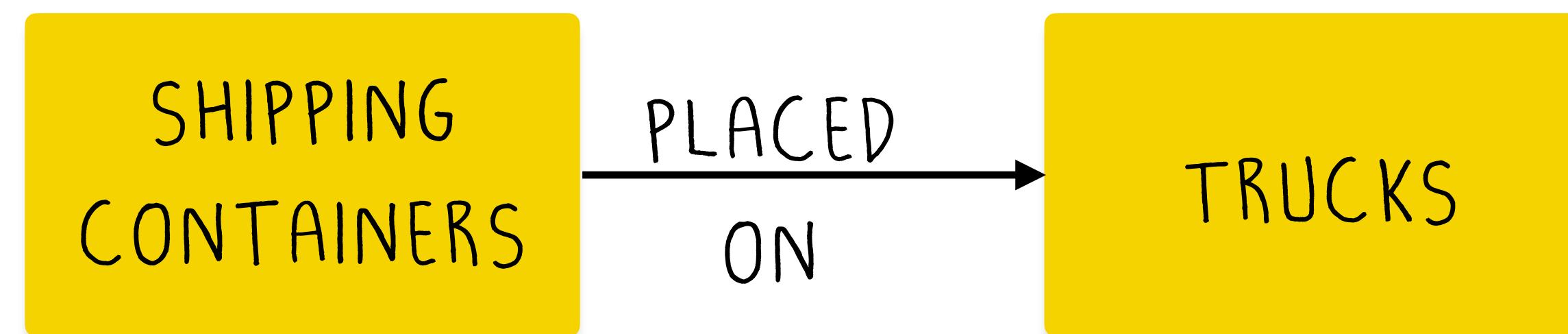
Chelseatroy

Tip!

LISTEN CLOSELY TO
YOUR LANGUAGE.

WRITING OUT YOUR THOUGHTS CAN
REVEAL HOW TO DRAW YOUR THINKING.

"SHIPPING CONTAINERS GET PLACED ONTO TRUCKS"



(NOT THIS!)

- THE PEOPLE HERE ARE...
- THE STEPS TO DO THIS ARE...
- AT THE BOTTOM IS...
- THIS DRIVES THIS OTHER THING...
- THIS UNLOCKS THAT...
- ALL OF THESE ARE BLOCKED BY THIS...
- SITTING BEHIND ALL THIS...
- AND THIS IS PART OF...
- THE BARRIER TO THIS IS...
- THE BIGGEST CHALLENGE IS...
- THIS MIGHT LEAD TO...

< MURAL >

COMMON PRACTICE:

A phrase like

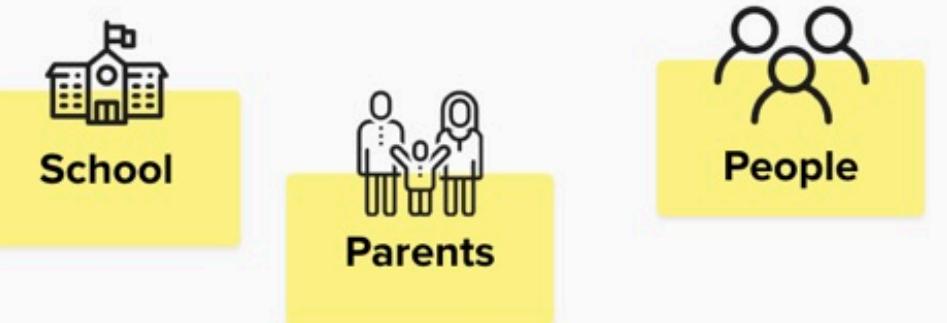
- shipping containers get placed onto trucks
- becomes:



DUAL CODING

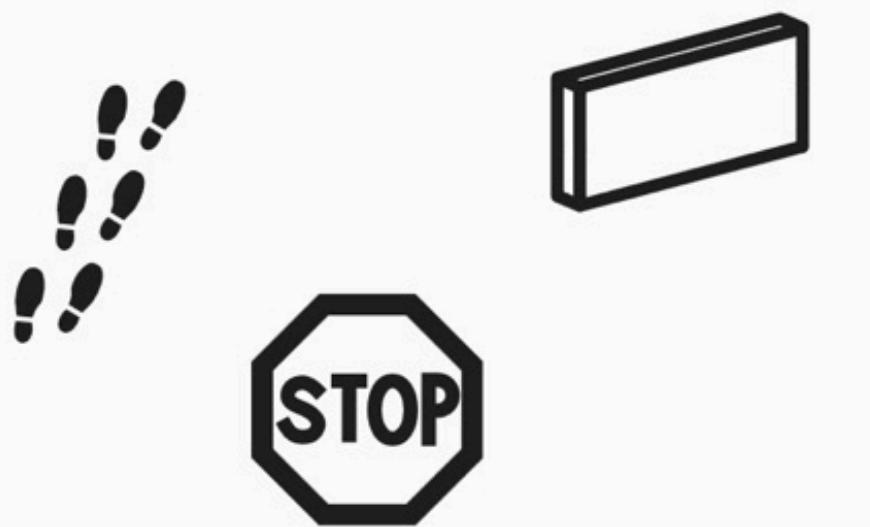
The core, named concepts—are the easiest to identify.

- The **school** offers an **open house** for **parents**.
- the **people** here are...



Sometimes, the metaphorical language can (and should) be interpreted literally:

- the **steps** to do this are...
- All of these are **blocked by** this...
- The **barrier** to this is

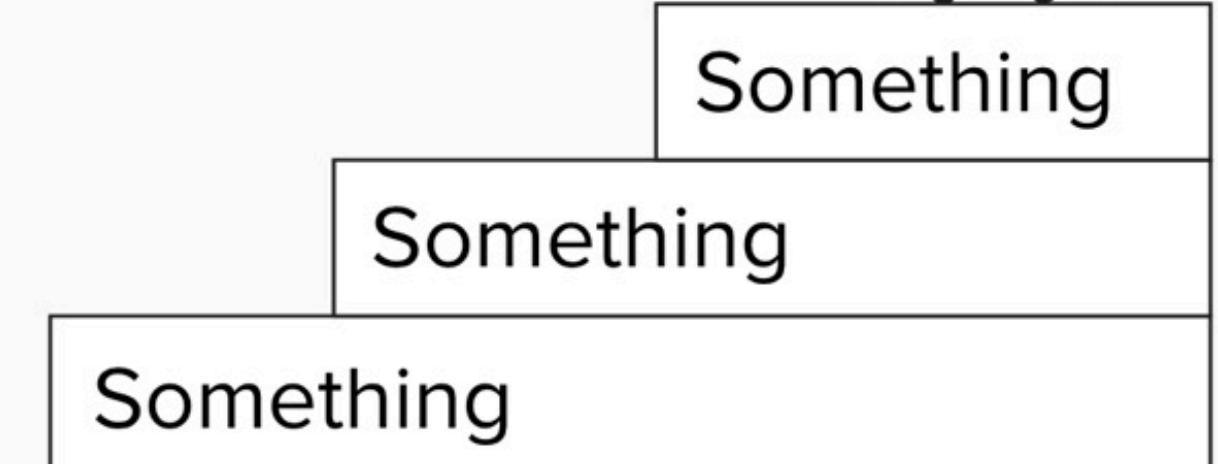


VISUALIZING RELATIONSHIPS

Showing **relationships** is a bit harder.

- this **drives** this other thing...
- this **unlocks** that...

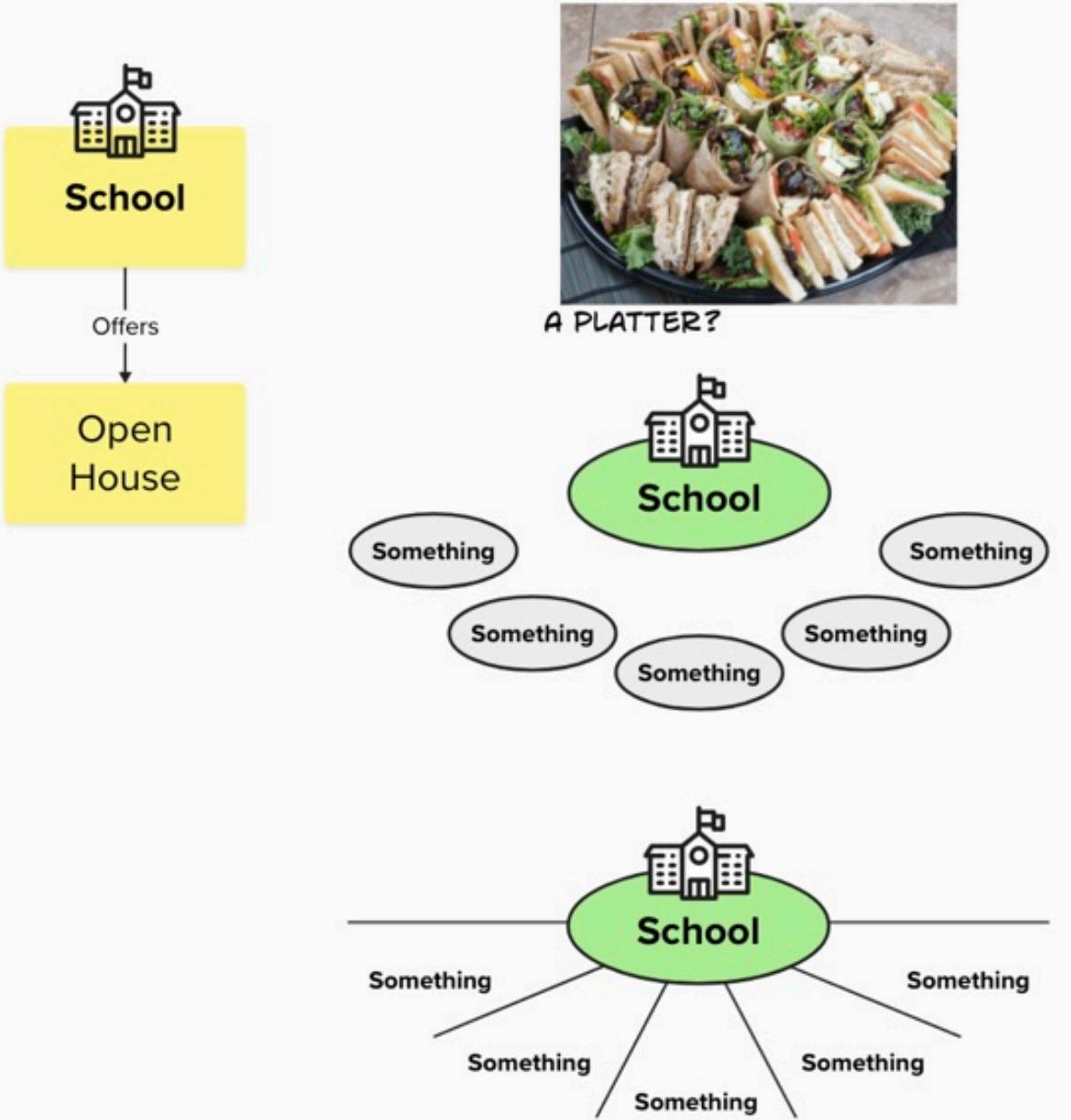
THIS THAT



OBSESSING ON VERBS

- The school **offers** an open house

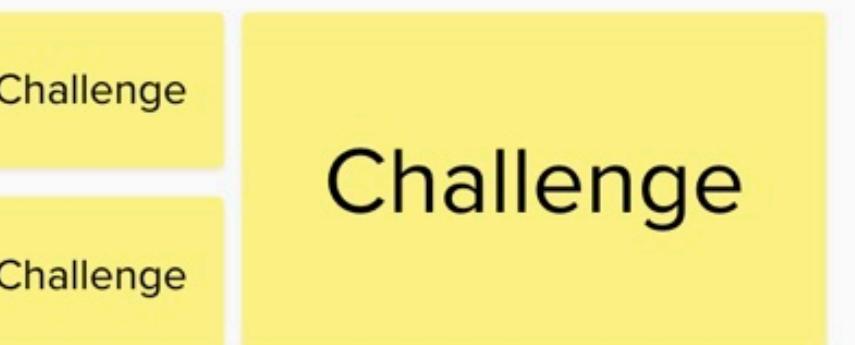
WHAT DOES IT LOOK LIKE
TO "OFFER" SOMETHING?



MODIFIERS

Words that *characterize* other things (Adjectives or modal auxiliary verbs). Listening for these tells us something about how we might represent these things.

- The **biggest** challenge is
- This **might** lead to



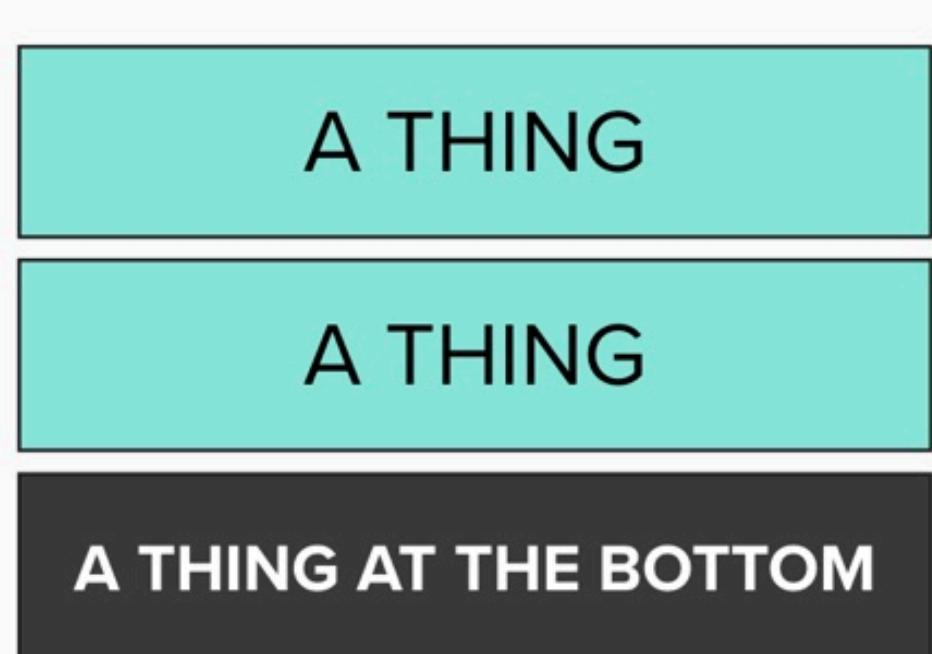
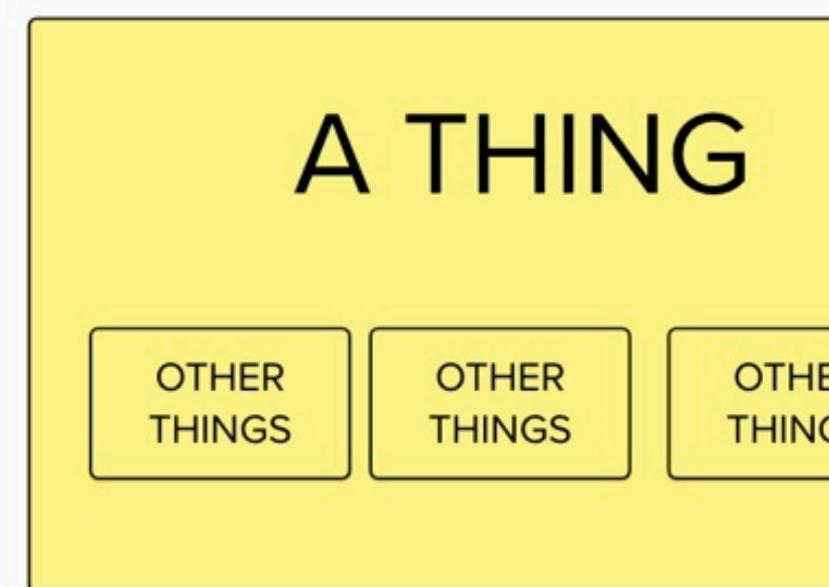
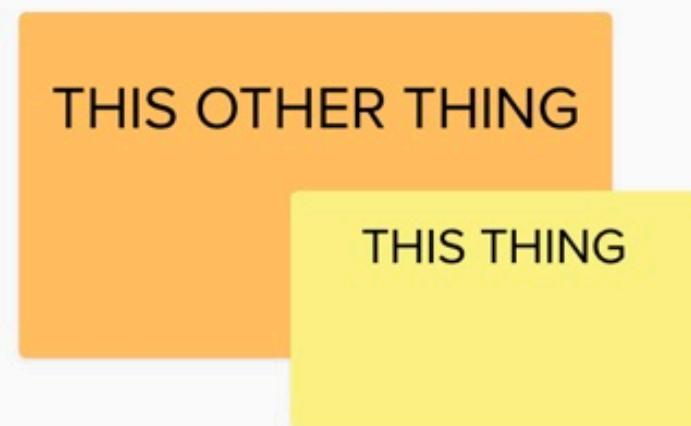
This → That

(maybe)

PLACEMENT

You can also listen for words that describe placement or relative positioning:

- Sitting **behind** all this...
- And this is **part of**...
- at the **bottom** is



3 KINDS OF "BLANK CANVAS" SITUATIONS:

AND HOW TO RESPOND:

MOST
DIFFICULT

"TABULA RASA"

NOTE TAKING, RESEARCH, ETC.

NO CONTENT

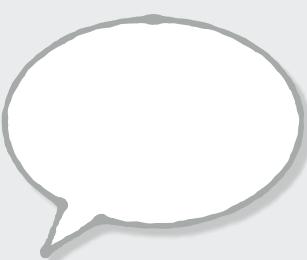
NO
STRUCTURE

CAPTURE, ENCODE,
& ARRANGE

"THE "PROVOCATION"

SOMETHING SAID THAT FEELS... OFF

A CONCEPT TO
START WITH



NO
STRUCTURE

INTERROGATE
"VISUAL INTERROGATION"

LEAST
DIFFICULT

"THE INVENTORY"

A COLLECTION OF CONCEPTS
WAITING TO BE ORGANIZED

CONCEPTS
TO ORGANIZE



NO
STRUCTURE

INSPECT + ORGANIZE
"VISUAL INSPECTION"



STEPHEN P. ANDERSON