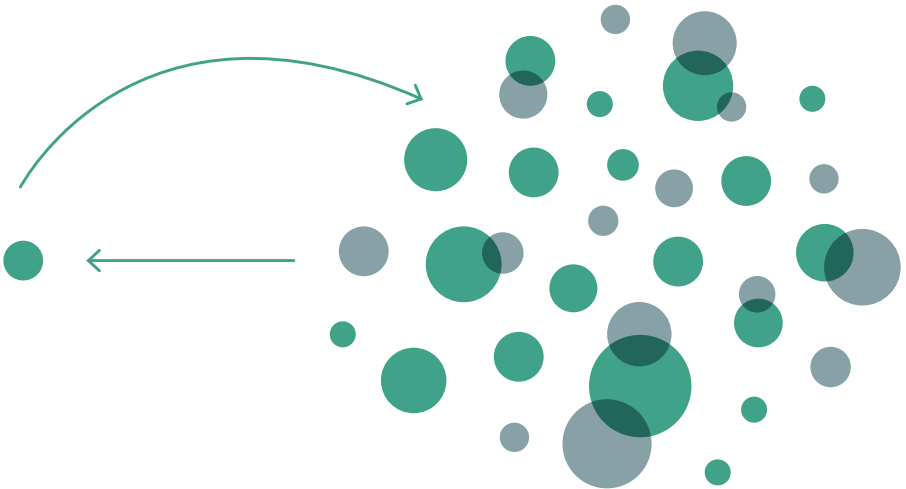


GRAPHIC FACILITATION

Simplify complexity and make
the invisible visible



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We believe ...

*... that complexity can be simplified,
explained, shared, remembered, and
made engaging.*

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Our **Graphic Facilitation** methodology visually documents concepts and highlights connections and patterns that emerge during a conversation. The objective is to communicate complex topics through the synthesis of key messages and, simultaneously, to **facilitate relationships in conversations, for lasting understanding and engagement**. We use a variety of illustrative styles revealing the hidden and simplifying complexity. We employ a variety of tools: **scribing, visualization, illustration, infographics, icons, and murals**.





Through **listening** and **visualization** we enhance the understanding of key messages, captured graphically, and translated into visual notes during **presentations, events, meetings, and discussions**. Content can be easily projected live, printed in real time, or shared digitally. With Graphic Recording, we map and explain messages on **large surfaces** to make them accessible to as many people as possible.

We sometimes create a wall on which we integrate inputs and session insights with concepts emerging during a meeting to create a rich visual synthesis (a so-called **Knowledge Wall**).

We believe that teaching this methodology is the best way to learn, and that visual practice is a tool which everyone could use to create better and clear conversations. This is why we also offer training courses on visual practice both in our studio or at the client's offices.







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