

Visualization for building trust

What is the power of visualization?

Do you recognize that sometimes you put so much time and effort in describing your approach and people do not take the time to even read it? Or that as a young entrepreneur you struggle to present yourself and your idea with confidence? Or as a teacher, your students do not seem to grasp your theory explanation?

During the iCRA conference on November 8 we explored ways in which visualization can help building trust with your partners, your (future) clients and with your students. Not only that; workshop participants experienced the power of drawing and visualization firsthand!

Those who have followed trainings with iCRA know that PowerPoint slides filled with text is not in our repertoire. Instead, we like to create impactful messages, and visualizing helps us in doing so. For iCRA, [visualization means 'to make something visible'](#). And we teach others to use it as well. To give some examples:

- We train teachers to visualize so that the students understand and remember better.
- We train young entrepreneurs to present themselves and sell their ideas in an attractive way.
- We train researchers to present their ideas and findings in a digestible way to a wider audience.
- We train coaches to use mind maps and visualization to help actors see the workings of the value chain.

[For us, visualization is more powerful than words.](#) Not only are pictures better remembered than words. You are also showing that you're making a real effort to get to the heart of what you're talking about together. You show your way of understanding the world. You show your vulnerability with drawings that are "beautiful". And when the other experiences this, [trust is more easily built.](#)

"But I can't draw!"

"What if my drawings make the message messier instead of clearer?", some of you uttered. Well, we have good news. [Did you know that your brain turns on from simple pictures the most? Simple AND not quite perfect.](#) Simple for quick understanding. Not quite perfect for more involvement.

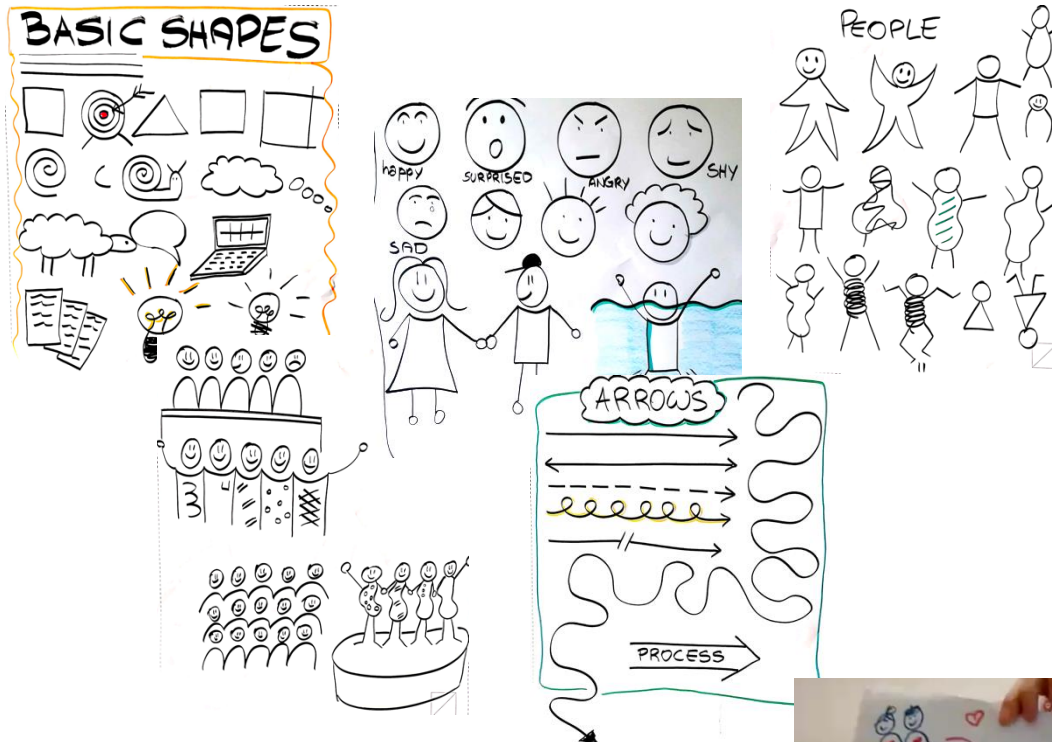
So preferably not smooth, perfect images, but images where there is room to finish it yourself. This subconsciously leads to more involvement. Funny right?

So, during the workshop we focused on showing how with using simple forms you can

create more clarity and involvement in your presentations, explanations or meetings.
Besides, anyone can draw! It's just a matter of doing it.

Time to practice!

Draw along with some basic shapes, learn easy ways to draw people, groups, emotions and use arrows and color.



The assignment

After practicing together followed ten minutes of working in silence (with a bit of music on). The assignment: visualize 'building trust' all by yourself. See the result for yourself:



Let's reflect

Then we took time to reflect.

We asked you two questions and a summarized your responses:

1. How did you feel when drawing?

- I felt like a child again.
- I wasn't sure how or where to start. Once I put my pen on paper and started drawing more and more came to me.

- It is still not easy for me, because I am a perfectionist. Nevertheless, I enjoyed it more than I thought.
- I didn't know drawing was an option to me. And I enjoyed it!
- 2. [How will you apply this in your future work?](#)
- I will apply this in meetings and presentations.
- I am not yet ready to show the public, but I might use it in my preparation. Drawing helps me generate ideas!

Thank you for being part of this workshop! It was amazing to see everyone putting themselves out there. Even if you were not part of the session, you can pick up a pencil and practice the shapes you see in this hand-out and do the assignment & reflection by yourself or with your colleagues. Hopefully we have shown you that visualization is an option for anyone so that you might use it to build trust in the future!