

Better Ideas with Visual Thinking – For Cooking, Contemplation, Corporations and More

You probably know the old saying “a picture is worth 1,000 words.” Fortunately, you don’t need to paint a masterpiece to create visuals that enable you to see new relationships, gain fresh perspectives and focus on what’s most important.

Join us for this dynamic, interactive workshop to experience the power of visuals to help you reach your personal and professional goals. You do not need any drawing skills. You’ll learn about and try out a variety of activities. We’ll use the fun topic of food to experiment, then discuss other applications you can pursue on your own or with groups.

Visual thinking can help you:

- Understand complex information
- Generate better ideas and solutions
- Enhance your success

In this one-hour session you will learn:

- Why visual methods support better thinking
- Activities you can use at work or at home, including a way to think about streamlining food planning and preparation
- Where to find resources you can use to build your visual skills

You’ll bring simple materials you probably have on hand (blank paper; index cards; colored markers, pens or pencils; etc.) to discover and apply new techniques right away.

You don’t have to be an artist – or draw at all – to use visual thinking to find new and better ideas. Register now to discover enjoyable, easy ways to see better ideas and results.

Instructor

Caryn Ginsberg drew growing up, but her economic and math skills exceeded her artistic talent. She gave up drawing soon after college, moving on to an MBA and a career as a strategy consultant (<http://priorityvisions.com>).

Six years ago, Caryn discovered graphic recording, combining hand-drawn images and text to make information clearer, more engaging and more memorable. Since then, she’s developed visual summaries both live at meetings and events (in person and online) and as an infographics designer for a range of nonprofits and businesses. She serves on the advisory board for Jewish Veg, where she has led visual strategic planning sessions and designed popular infographics the organization uses in synagogues and at events (<https://jewish-veg.myshopify.com/products/infographic-the-jewish-basis-of-an-animal-free-diet>).

Based in the Washington, DC area, Caryn has taught visual skills to groups for AARP (major U.S. nonprofit advocating for people age 50+), Johns Hopkins University and the DC Stanford Business School Alumni Club. She loves to introduce people to the power and joy of using simple visuals in their work or for personal goals.

