

VISUAL THINKING: EMPOWERING PEOPLE & ORGANIZATIONS THROUGH VISUAL COLLABORATION

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BIS PUBL Jun 2017, 2017. Taschenbuch. Condition: Neu. Neuware - If your business hasn't already embraced visual thinking, why not Visual thinking and drawing are both becoming increasingly important in today's business settings. A picture really can tell a thousand words. Visualization is a crucial part of the journey for companies seeking to boost enterprise agility, break down silos and increase employee and customer engagement. Visualizing thought processes can help break down complex problems. It empowers teams and staff to build on one another's ideas, fosters collaboration, jump-starts co-creation and boosts innovation. This book will help brush aside misconceptions that may have prevented you using these techniques in your workplace. You don't need Van Gogh's artistic talent or Einstein's intelligence to harness the power of visual thinking and make your company more successful. With the right mindset and the simple skills this book provides you the skills to develop your own signature and style and start generating change by integrating visual communication into your business setting. Willemien Brand has turned her passion for drawing and design into her life's work. She graduated with distinction from the prestigious Design Academy Eindhoven and enjoyed an award-winning career as an industrial designer with ATAG Keukentechniek before setting up the successful design studios BuroBRAND and BRANDbusiness. To be able to help other people unleash their creativity and use it to achieve better results in their work gives her joy and renews her passion for drawing. Now she shares this passion with companies throughout the world as one of the leading figures in the visual communication revolution. 144 pp. Englisch.

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