

A 1000 WORDS

The benefits of using graphic recording

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7 THE BENEFITS OF GRAPHIC RECORDING

The advantages of using graphic recording to the human mind.

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WHAT IS GRAPHIC RECORDING?

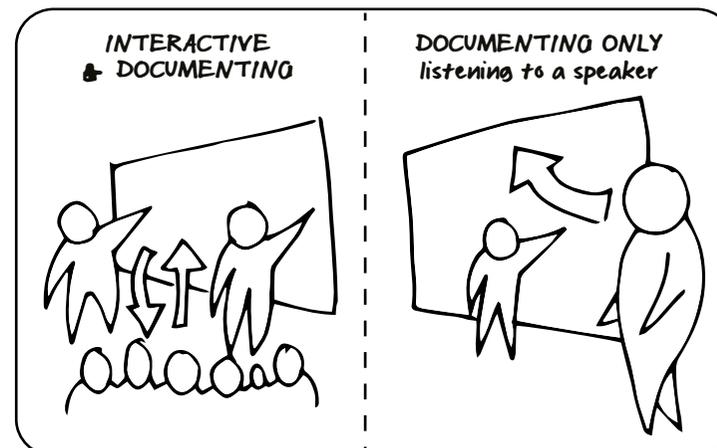
Graphic recording is the live drawing of the contents of a meeting or event. Audience discussion and feedback are captured by a scribe using a large piece of paper. The essential data is collated and displayed using a combination of words and pictures, resulting in a collective record that reflects the true essence of the meeting.

The graphic recorder is able to use line, scale and colour to make the record visually organised, simple to understand and appealing to look at. A recorder will find patterns and make connections out of the data that is discussed during the course of a meeting.

The recorder generally works live, allowing people to see their conversations really take shape in real time. The participants are able to focus on the conversation follow its progression and revisit earlier points.

The recorder works to create shared meaning for the group. Each participant wants to be heard and understood, all of us want to make meaning of the work we do and ultimately we want our meetings to be meaningful and productive.

Graphic recording is a reflective tool, it helps people feel heard and to develop a shared understanding as a group. It also allows people to see and touch their work.



There are primarily two different types of recording, the first where the recorder interacts with the group and documents their conversations and secondly where there is a need to document a keynote speaker or presentation.

WHAT TO EXPECT

In terms of a graphic recording session there are six elements to consider. Not all need to be present but in order for the meeting to be designed effectively they are worth consideration.

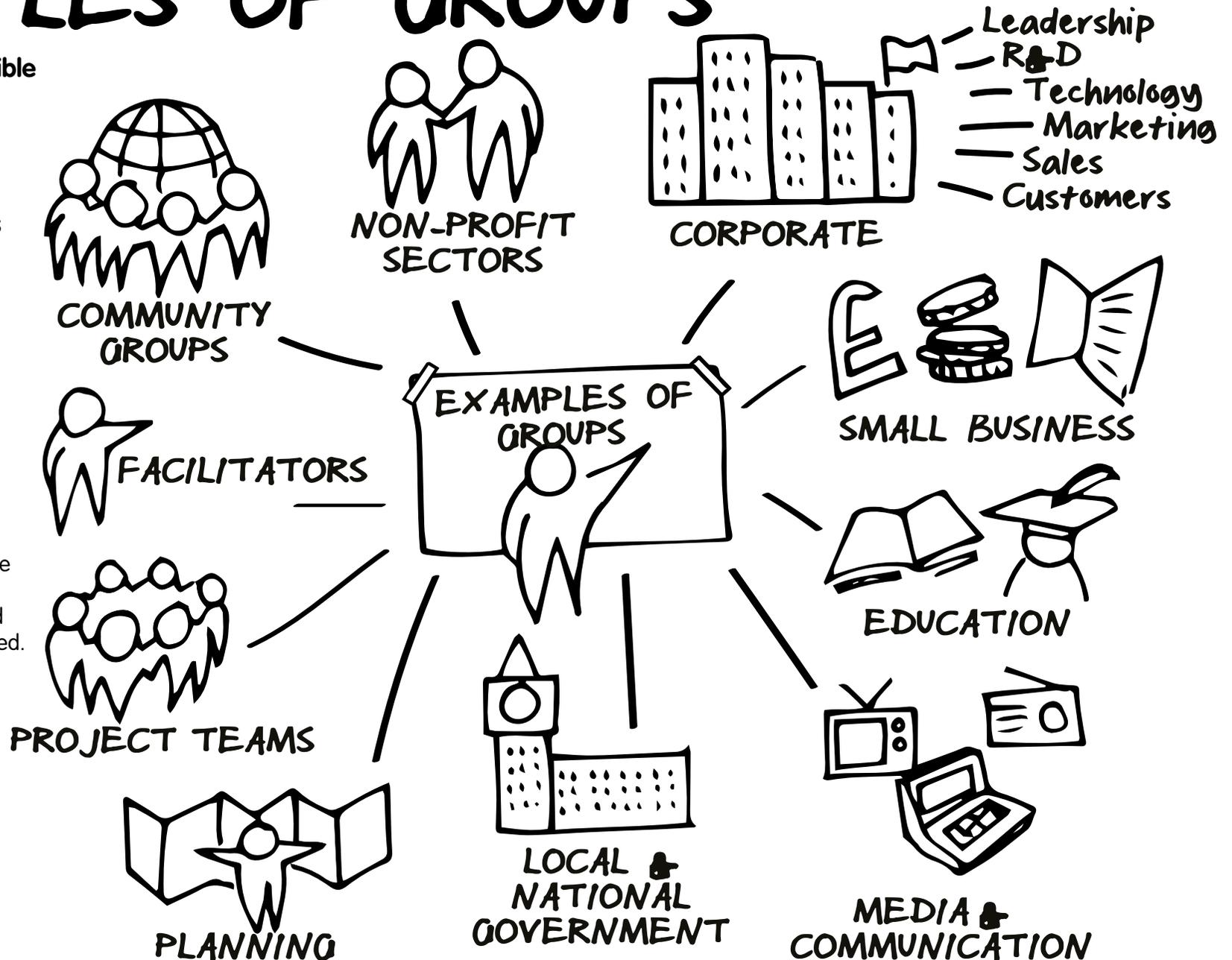
- **The Graphic Recorder** (who is mapping the meeting)
The person who listens to the group, thinks about how to organise what they hear and maps it out using words and images on a large board.
- **The Facilitator** (who is running the meeting)
The person who designs the agenda of the meeting with the client and keeps it running smoothly and effectively, reporting back to the graphic recorder with feedback during the session. Sometimes the client is the facilitator or sometimes there is no facilitator.
- **The Client** (who convenes the meeting)
The client brings the meeting together and is the primary investor. The client often partners with the facilitator to ensure to bring the correct processes and methodologies to the event.
- **The Group/Audience/Participants** (who is in the meeting)
These are the people present at the meeting.
- **The Chart/Map/Drawing** (the map of the meeting)
The physical map of the meeting. A combination of writing and drawing, organised in a way that reflects the conversation and inspires discussion.
- **The Meeting**
Some meetings can be primarily about presentation, some seek input from other sources, some concentrate on strategy and planning and some for training. The meeting can be designed to suit its purpose.



EXAMPLES OF GROUPS

Graphic recording is a flexible method of documenting a meeting or workshop. It can be used as a tool to accommodate a whole host of groups and various meeting scenarios.

Each session naturally differs due to the bespoke nature of every meeting. Every graphic recording is steered by its participants and its method of facilitation. Graphic recorders are able to accommodate all manner of meetings, from a customary bespoke design to one of the traditional methods such as world cafe or open space meetings. Recorders can also supply facilitators, educators and motivators should they be required.



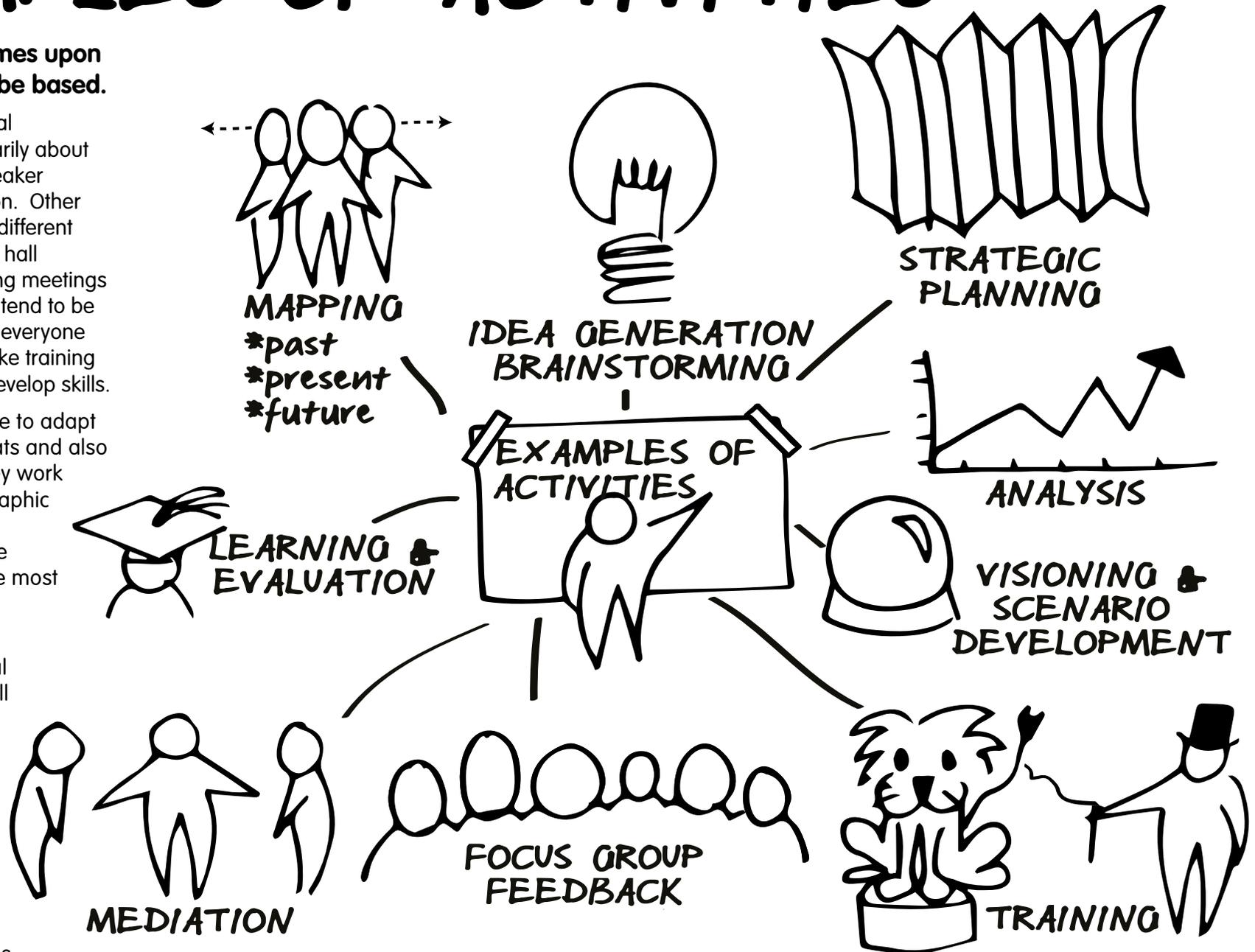
EXAMPLES OF ACTIVITIES

There are various themes upon which a meeting can be based.

Some meetings, like annual conferences, can be primarily about presentation. A single speaker may be sharing information. Other meetings seek input from different constituencies, like a town hall meeting. Strategic planning meetings or brainstorming sessions tend to be more conversational, with everyone talking. Other meetings, like training and workshops, seek to develop skills.

Graphic recorders are able to adapt to different meeting formats and also know which scenarios they work best in. A professional graphic recorder can help a client or facilitator identify where and when they will get the most value from the addition of their services.

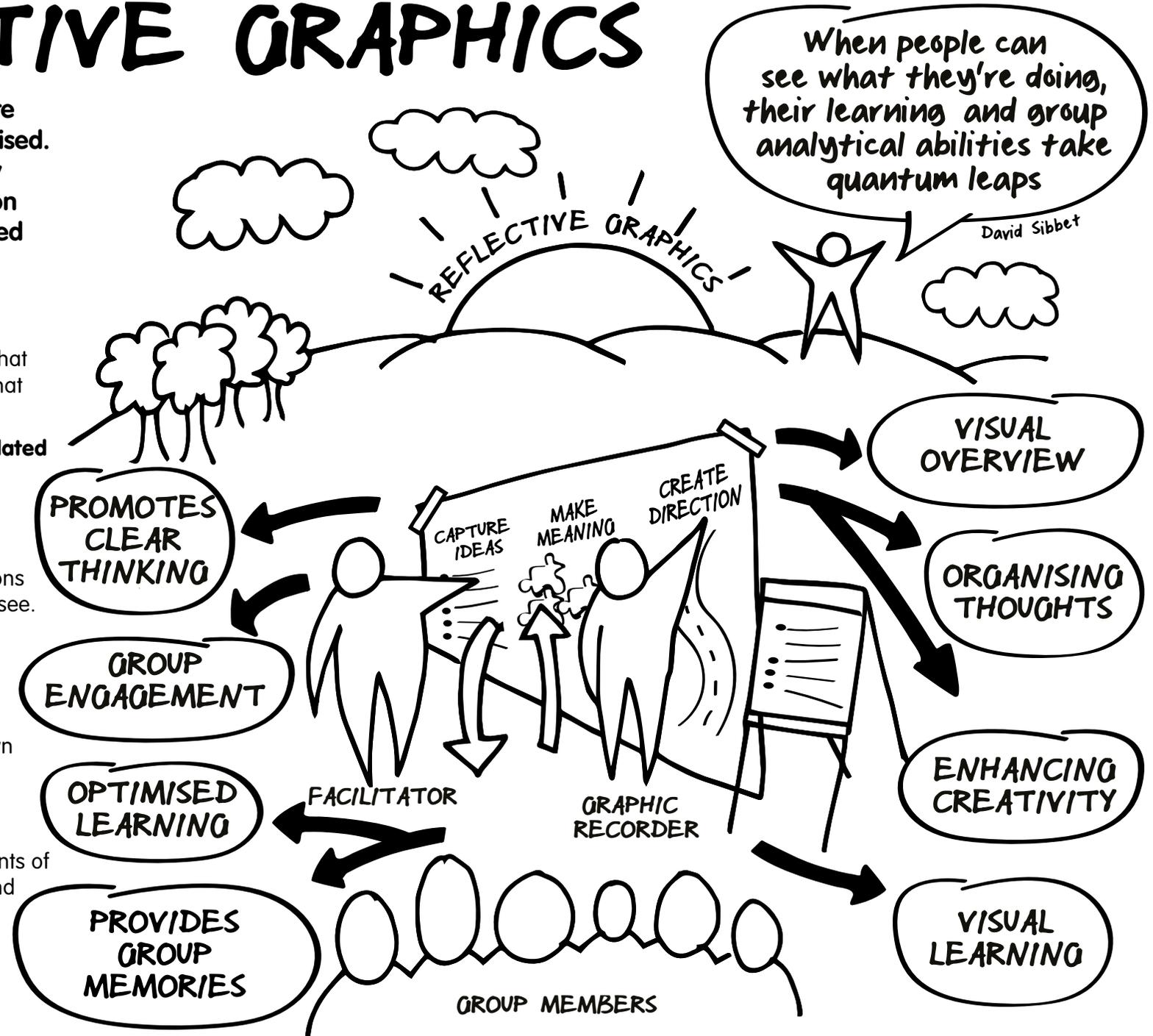
With all meetings, a digital image of the recording will be supplied to the client after the event. The client will be given the actual artwork sheet at the end of the session and also have the option to have the size of the artwork reduced and applied to a smaller board for display purposes.



REFLECTIVE GRAPHICS

The merits of graphic recording are becoming more and more recognised. The process by which the majority of the population recall information is primarily visual. The documented advantages are as follows:

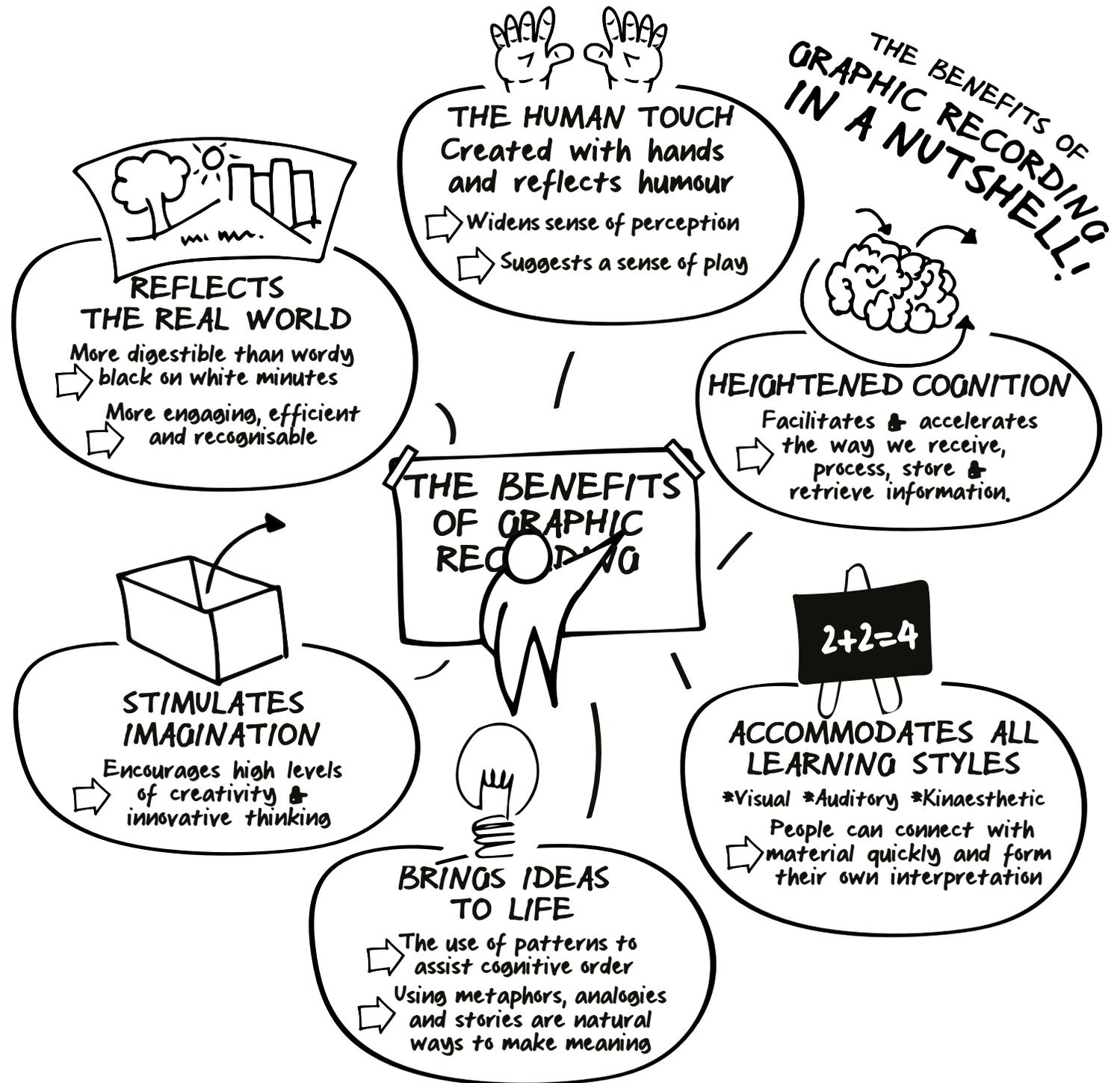
- It Promotes Clear Thinking**
 Graphic displays promote the clear thinking and good decision making that come when people can really see what they mean.
- Participants are Engaged and Validated**
 Graphic displays help participants stay engaged in the process. Participants feel validated and have a definite sense of being heard and acknowledged when their contributions appear in the group record for all to see.
- Learning is Optimised**
 Learning and retention increase when multiple senses are called on. Graphic recording engages visual perception, which studies have shown increases retention by 40% over the spoken word alone.
- Provides Group Memories**
 A graphic display captures the contents of a meeting in an engaging fashion and serves as an effective touchstone for recalling accomplishments and educating others.



REFLECTIVE GRAPHICS

continued

- **Gives Visual Overview**
A graphic chart promotes clear thinking by reflecting current results back to the group. By seeing many aspects of a situation displayed at once, larger patterns and relationships emerge.
- **Organises Thoughts**
A graphic display provides a clear indication of what is being addressed by the group at any given moment. This aids participants to track and stay focused and on task.
- **Enhances Creativity**
By utilising colours and pictures, in addition to words, graphic recording captures more than just the linear elements of the discussion and stimulates creative problem solving. The use of appropriate visual metaphors can be a great source of creative stimulation.
- **Visual Learning**
Graphic Recording enhances all kinds of group functions, including visioning, decision-making, strategic planning, scenario sessions, conferences and presentations, Board meetings, training, brainstorming, team building, and community meetings.



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