



Are you facing complex challenges at work?

Do you like to make sense of abstract ideas?

Are you a napkin sketcher?

**Come and learn the art, science and design of Visual SenseMaking!**

# Visual SenseMaking

## Introductory Skill-Building Workshop

May 16, 2009 | New York City | 10:00 am – 5:00 pm

Taught by **Elizabeth Pastor**, Co-founder and Partner, Humantific

### What is **Visual SenseMaking**?

Visual SenseMaking is the activity of **making sense of ambiguous complex situations through visual methods and tools** including words, images, drawings, diagrams, charts, graphs, etc. This involves not only visual thinking, but creating visual ordering systems.

While the skill of Visual SenseMaking can be broadly applied to many life situations on planet earth, we will focus on **Visual SenseMaking in the context of organizations**, organizational situations, systems, processes, challenges, opportunities, etc.

### Is Humantific **Visual SenseMaking** different?

Yes! The Visual SenseMaking that we teach is not about drawing conversations. We overlay an adaptable problem solving logic that makes for a much more robust toolkit applicable to serious business challenges of all types. This workshop takes you **inside the world of Visual SenseMaking** at Humantific. Previously only offered as part of our extensive Complexity Navigation Program, this new one-day stand-alone session is geared for business leaders who seek to get started on the road to becoming a Visual SenseMaker.



#### WHEN

**May 16, 2009**

10:00 am – 5:00 pm

#### WHERE

**Pratt Institute**

Manhattan

New York City

#### REGISTRATION

**\$550** per person

(\$500 pre-registration by April 20)

#### TO REGISTER OR FOR MORE INFO

Call **212-699-6440** or send e-mail to **workshops@humantific.com** with the subject heading *Visual SenseMaking*.

#### WHO Visual SenseMaking is for:

- Business Executives
- Managers
- Designers
- Researchers
- Teachers

This workshop requires **no prior training or experience** in sketching or fine arts (but it doesn't hurt)!

#### WHAT you'll learn:

- a simple 3-step process for Visual SenseMaking
- the basic toolkit to communicate ideas visually
- 10 essential diagrams that will change your life
- techniques to build your visual vocabulary and construct visual models
- how Visual SenseMaking connects to a broader skill-building program called Complexity Navigation

#### WHY you should attend:

- You'll learn one of the most powerful tools to communicate ideas.
- You'll help accelerate your team's/ co-workers' comprehension of ideas and ability to solve problems.
- You'll become a more valued asset to your team/organization with your newfound skills.
- You'll be learning from Humantific, a leader in the field of SenseMaking!
- You'll have lots of FUN!

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## About Humantific

For more than ten years, the Humantific team has been helping business leaders **make sense of complex business challenges and opportunities** utilizing its hybrid Visual SenseMaking toolbox. With extensive experience working with organizations we understand deeply that **before meaningful ChangeMaking occurs, meaningful SenseMaking needs to occur.**

TIME Magazine recently referred to Humantific as **“A new breed of consultant using the tools of design to solve business problems creatively.”** Long-time client, Daniel Palestrant, CEO of Sermo (the first social network for physicians), recently described the experience of working with Humantific as **“part strategy, part therapy, part design!”**