
Saragrafix Graphic Recording – Drawing Clarity from Dialog

Sara Heppner-Waldston's passion for graphic recording comes from a lifetime of formal artistic training and professional design work, and highly focused listening.

Graphic Recording captures the essence of business meetings and group dialogue in a highly visual format, to help clients maximize the effectiveness of their meetings. This powerful visual tool helps participants actually see **interrelationships** of their thoughts, ideas, and group discussions as the meeting progresses, moving it forward in an exciting, memorable way.

Graphic Recording Examples Sara Heppner-Waldston

Working with a facilitator, Sara draws, **real-time**, on large pieces of paper (approx. 4' x 8') and, using words, icons, and colour, transforms the dialogue into a visual map of the session. This map not only enhances clarity and decision-making, but nurtures participation, creativity and communication among participants. Graphic recording addresses the **80%** of the population who are **visual learners**, thereby increasing retention and productivity.

Graphic recording adapts to most group settings, from large conferences to intimate focused sessions, from non-profit, government and community arenas to corporate, small business and educational organizations. Types of activities that benefit from graphic recording include strategic planning, brainstorming, training, focus groups, analysis and mapping.

Sara lives in Montreal, Canada, speaks French fluently and has the unique ability to graphically record in French as well as English.



Process:

Pre-Event

The impact of Graphic Recording is immediate for participants, but the process can begin long before the event. Ultimately, Sara is part of the design team from the outset, so that visuals are used to their fullest potential and enhance every facet of the event. **Pre-charting** creates a one-of-a-kind environment that is an inspiring, focused zone the moment participants set foot in the room.

Examples of Pre-Charts:

MISSION / VISION Statements: remind the group of their collective purpose

RULES of ENGAGEMENT: encourage participation in a safe environment

AGENDA: sets the stage for a visual journey

TIMELINES: give a historical perspective from which to move forward

TEMPLATES: continuity of creative approach throughout the event

QUOTES: relevant thoughts from leaders provide inspiration

Real Time

During the event, Sara creates a mural of what is being said using colour, words, pictures and symbols. Participants see their words unfold before them, as they speak, and realize they are an integral part of the process. Listening becomes a whole-brain activity from the start, stimulating the visual and kinesthetic thought processes that are often left dormant during verbal presentations.



Types of Events:

KEYNOTE SPEECHES: enhance the presentation by providing visual reinforcement of the key points

CONFERENCES: ability to provide a record of all sessions including keynotes and breakouts so that participants can benefit from even those they didn't attend

MISSION / VISION / STRATEGIC PLANNING: allow the group to see where they are going and how to get there

WORLD CAFÉ: visuals are essential to fully benefit from the epitome of a sharing environment

CULTURE / TEAMBUILDING: bring the group onto the "same page"!

TRAINING: engage groups more creatively during and elevate retention for high performance

Post-Event

After the event, all charts are **digitized** and then sent to the client. The original charts are the property of the client. They can be laminated and used as a springboard for related meetings, or as office adornment to reinforce the outcomes of the session. Depending on the type of event or project, visuals can continue to be integrated into the process to support the group.

Uses of Visuals:

REPORTS: eye-catching and memorable so they get read

IN-HOUSE SUPPORT: screen savers, desktop "reminders" etc. reinforce key messages

RECAP WEBSITES / BLOGS: recap activities in a captivating way...words alone don't work!



TRAINING TOOLS: integrate visuals for continuity and retention

SOCIAL MEDIA: visuals are the language of today!

Source: <http://www.saragrafix.com/about-graphic-recording.html>



Vocabulary

interrelationships (noun)

links between different elements

real-time (adverb)

at the actual time; simultaneously

pre-event (adverb)

refers to before the event

pre-charting (noun)

refers to charts made before an event begins

template (noun)

an outline used for filling in information

keynote speech (noun)

a presentation that sets the theme of a meeting

to digitize (verb)

to turn a hard copy of something into computer data

to recap (verb)

to summarize

Questions

Question 1

Name three things that contribute to Sara Heppner-Waldston's passion for graphic recording.

Question 2

How does graphic recording help participants during a meeting?

Question 3

How does graphic recording increase retention and productivity?

Question 4

Name the six types of activities that benefit from graphic recording.

Question 5

Give two characteristics of the meeting environment created by pre-charting.

Question 6

What is the purpose of Mission / Vision Statements?

Question 7

Name three things that Sara H-W. uses to create a visual map of the session.

Question 8

What is the purpose of the Agenda?

Question 9

Name the two things that happen to all charts after the event.

Question 10

Name three of five possible things that digitized visuals can be used for.

Answers

Answer 1:

1. a lifetime of formal artistic training
2. professional design work
3. highly focused listening

Answer 2

It allows them to see the interrelationships of their thoughts, ideas, and group discussions as the meeting progresses.

Answer 3

It targets the 80% of the population who are visual learners.

Answer 4

1. strategic planning
2. brainstorming
3. training
4. focus groups
5. analysis
6. mapping.

Answer 5

1. one-of-a-kind environment
2. inspiring and focused

Answer 6

They remind the group of their collective purpose.

Answer 7

1. words
2. icons
3. colour

Answer 8

It sets the stage for a visual journey.

Answer 9

1. digitized
2. sent to the client

Answer 10

1. reports
2. in-house support
3. recaps of websites and blogs
4. training tools
5. social media