

visual agility

A quick introduction to using visuals in projects

LYNNE CAZALY



projectengage

www.lynnecazaly.com

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You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.

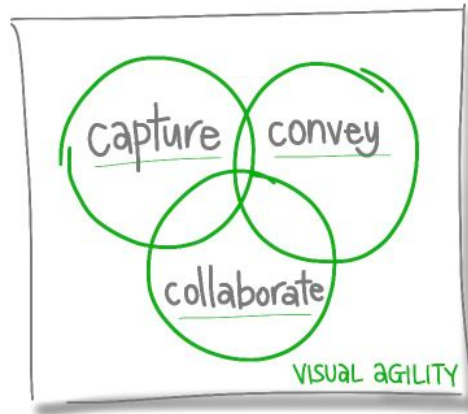
— Lee Iacocca

Responsibility for communication and engagement rests with you the communicator.

Project teams need to achieve greater buy-in, clearer communication and higher levels of engagement with stakeholders, sponsors and business units than ever before.

With some skills in visual agility - your ideas, messages and thinking won't be ignored.

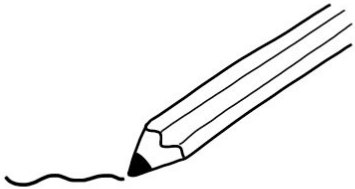
And your sponsors, stakeholders, users and customers will love you for it.



Visual Agility is about three things:

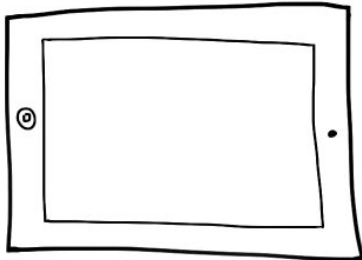
- Capturing the information, thinking and ideas of the team, stakeholders, sponsors
- Conveying that information in a way that's compelling and easy to understand
- Collaborating using innovative tools that bring people together to think, talk and do great things

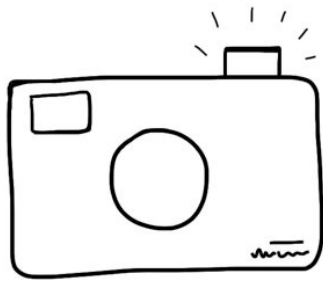
First ... Tool Up !



Get some paper, markers, post-its, iPad, flip chart - some tools you can use to capture, convey and collaborate.

Make sure you're refreshed - aaaahhh - this is thirsty work!





Capture

Listen. People say the most helpful things.

Their problems, causes, situations and pain will come straight out of their mouths if you just listen.

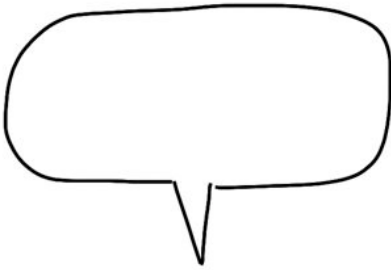
As they talk, you capture. Collect, write down, **scribe**, note.

Capture key words, **phrases**, quotes, metaphors ('It's like we're waist-deep, wading through mud here!').

With key words you're hearing, is there an **image** that comes to mind? Keep it **simple** though. Keep listening.

Later, you can listen to your own thinking and capture that too. Use words, a **shape**, what is it like?

Quick scribing. Pretty isn't important right now.



Convey

Deliver information, key messages and chunks of content just like you were capturing.

This time, show and tell.

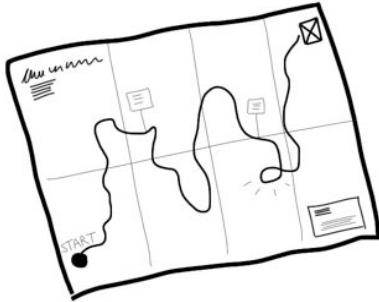
Tell and show people what you've heard them say - relay it back to them. *'I heard you say this, this, this, this and this...'*

Show them your sketches and scribes.

Stand up. Put a sketch or scribe up on the flip chart or whiteboard.

Explain using their words and the visual things you scribed.

What is this project about? Who's involved? What will happen?
What is it like? Where are things at? What are the obstacles?



Collaborate

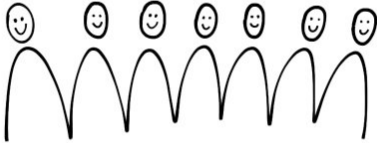
Work on this stuff together. Give people a marker, a post it note pad, a flip chart.

Capture. Ask more **questions**. Listen to what they say. Scribe that. Change what you wrote down. Edit, adjust, enhance.

Now convey it. Check you've got their meaning right. Show them what you captured. Edit, adjust, **clarify**. Map out the situation, the solution, the path to **greatness!**

What is it like? Are there rolling green hills with spring flowers and singing goats? Or swamps and bog holes with Tough Mudder Project Managers at the ready?

What's the story? Is there a 'start', a 'middle' and an 'end'? How will we get there? **Communication** is Latin for 'in common'.



Do it now

Whenever you get people together on your project, and you're thinking, talking, communicating or planning - get visual agility on the team too!

- ◆ Defining project objectives
- ◆ Scope and visioning sessions
- ◆ Stakeholder engagement
- ◆ Process mapping
- ◆ Sponsor engagement
- ◆ Kick off workshops
- ◆ Defining and confirming, understanding and agreeing
- ◆ Manager workshops
- ◆ Training sessions
- ◆ Gaining commitment
- ◆ Forum meetings
- ◆ Planning ... pretty much anything to do with planning
- ◆ ... when else - do share!

About the Author



Lynne Cazaly is a communications expert. She helps leaders engage, activate and shift their teams to achieve the business strategy.

She provides clarity to project complexity through workshops, training and visual strategy. Her 'Project Engage' services are designed specifically for project teams.

Lynne is a master facilitator and uses creative and innovative tools, processes and techniques.

e: info@lynnecazaly.com

w: www.lynnecazaly.com

m: (+61) 0419 560 677

PO Box 414 Albert Park VIC 3206 AUSTRALIA