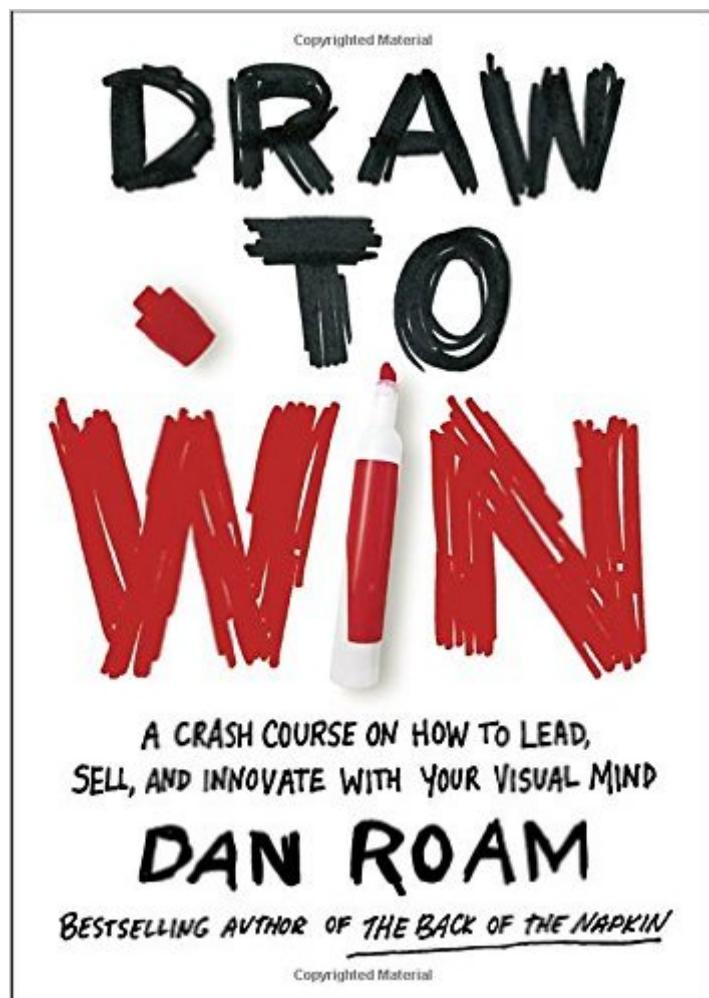


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# Draw To Win: A Crash Course On How To Lead, Sell, And Innovate With Your Visual Mind



## Synopsis

Get ready for the ultimate crash course in communicating and solving problems through simple pictures.Thirty-two thousand years ago, your many-times-great-grandparents Oog and Aag drew pictures on the wall of a cave. They had an innate need to communicate, but no written language. So they found an easy and natural way to share their thoughts and stories. Â Today, after so many years when speaking and writing dominated, we're back in another highly visual age. About 90 percent of everything shared online is now visualâ "selfies, GIFs, smartphone videos, and more. This explosion of communication through pictures isn't a millenial-driven fad; it's as natural as those lines first drawn by Oog and Aag. Just turbo-charged by the latest technology. Â And yet over the past twenty years, as I've taught people from Fortune 500 CEOs to White House staffers how to harness the power of imagery, the biggest objection I've always heard is, "But I can't draw!" Trust me, you can. You don't need to be da Vinci to be an outstanding visual thinker and communicator. The most effective drawings are the simplest, and you can get good at those in three minutes. In this little book, I'll teach you how to use seven basic shapes to explain just about anything to just about anyone.If you've read my previous books, you'll see one or two familiar tools here, along with a bunch of new tools you can start using right away.If you're new to my approachâ "welcome! Get ready to work smarter, communicate more clearly, and get better at whatever you do, just by picking up a pen.Get ready to draw to win.

## Book Information

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## Customer Reviews

I absolutely adore this little book. One of my goals for this year was to learn how to draw. I have

been crazy envious of my friends who could pick up a pencil and draw stuff that looked like actual stuff for my whole life. And then I started taking a few drawing lessons. And here is the big reveal - there are actual METHODS to learning how to draw - it is not some GOD given talent (God given talented folks are called ARTISTS), there are ways and means to make your drawings look like stuff!! WHO KNEW?!?!? It is a skill to be learned like decoding letters, doing math equations. There are steps and processes. All those classes in ART during elementary school and I NEVER got that. Anyway, this book is GREAT. So many of us are visual processors. Again, I had no idea what a very high number of us process visually. The point Dan Roam makes over and over again is that DRAWING IS NOT ART IT IS THINKING! The next point and this is the money shot - The person that can communicate through drawing WINS. Again, the process is thinking and then communicating with simple pictures. WINS EVERY TIME! This is one of those books that after you read, you just kind of feel kind of cheated out of like 5 decades; WHY didn't someone let you in on this secret? lol I guess better late than never. I have already put in my order for a GIANT whiteboard for my office. And got the kids whiteboards for their bedrooms and our family room. I may have missed most of the boat but my kids are NOT GOING without these skills. THANK YOU DAN ROAM. This little book is my constant companion. And is a life changing book for me. This is such a PROFOUND change for me, to speak in pictures instead of my usual over-verbiage-go-to-glaze way of communicating. To distill thoughts in this way is such a great discipline, footnotes to Strunk and White here, but wow, I GET IT now!

When I took my first graduate statistics course, the professor said, "To understand how to solve the problem, draw pictures." Sure enough, when you draw diagrams you start to understand the meaning of concepts like, "an improvement of 12% over the control group." Probability theory comes alive with pictures, even for grad students. As Roam points out, we're becoming a more visual society. We do need words but we need to explain concepts visually. I was particularly affected by the diagrams for Obamacare. As I read, I kept thinking of ways I could use these ideas in my own business, as I do make videos with PowerPoint. And I notice that home pages now are purely visual, rather than long texts that we used to use. And often we're seeing graphic icons, not photos. I'm about to revise my own websites. The author gives examples of how to use different drawing styles. It's pretty obvious and straightforward, but good to have on hand when you're ready to draw your own diagrams. His ideas aren't entirely new; the field of graphic facilitation has been using imagery as part of meeting facilitation and as part of coaching and consulting programs for quite some time. This book gives a very brief introduction to the concept, and it's useful even if

you've been working with images. It's not a comprehensive course which I'd love to see from a MOOC. I must admit I have mixed feelings about the trends. On the one hand, visual imagery can be very compelling. But on the other hand, someone's got to do the heavy lifting and critical thinking about the concepts, in order to create meaningful images. So I see consumers of images becoming less energetic about learning, while creators of images have a bigger task ahead.

I've been a big fan of Dan Roam for a while, but I think this is his best book yet. I've always been intrigued by drawing and using images to boost my message, and Dan has helped me gain confidence and improve my skills. But his message is not about just developing your drawing skills, but about using visuals to make your message clear, not only to others but also to yourself. Anyone who wants to make that all-important elevator pitch to a client or investor, and needs to get it clear and concise, needs to read this book first. ↵

I picked up this book thinking I might learn a thing or two but fully expecting to pass it along to my friend who is involved in the corporate world and actually does training. What I did not expect (and could not anticipate) is that I would find myself inspired to use these methods with my clients. I am currently studying nutrition, building a library of personal recipes, with ideas of how I want to work with each person individually and not merely create a one-size-fits-all solution to healthy living. But I also recognized that giving information to others doesn't necessarily result in lifestyle changes. After all, don't most of us already have a lot of knowledge? What I took away from this book is a way of not only presenting the same ol' information in a new way but how to engage the other person--whether it's a potential client, a room full of trainees, or what have you. What I discovered is that I can learn something from a book I meant to give to someone else. I'm sure she will learn as much as I did. Fingers crossed, she's as surprised by how much she learns when she has finished this very slender but powerful book!

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