

**What is Strategic Illustration?**

**Strategic Illustration** is the integration of art, business, strategy and systems - a powerful method, using colours, illustrations, key words and metaphors. The application of **graphic tools** enables groups to collaborate even more effectively. Business processes, results of meetings, conferences and key notes are captured real time in large scale illustrations (Graphic Recordings). The **visualisations of organisational strategies** help complex situations, connections and visions come to life so people can see and implement their vision.

*„I was amazed that I was able to achieve good results within a few hours – without being very talented in drawing. The high quality of teaching made it easy to acquire new skills. The creative and appreciative atmosphere and the collaboration between all participants was very inspiring. Thank you so much for the loving support!“*

Petra-Alexandra Buhl

Coaching - Supervision - Systemische Beratung

**Would you like to learn a tool to make complex situations understandable in a sustainable and a hands-on way?**

**Use your right and left brain to capture situations, opportunities and challenges with clarity and accuracy!**



*If you think you can't draw – this is a workshop for you!*



**We invite you to join us in Dresden for a dynamic two days hands-on training in Strategic Illustration!**

- ▷ This workshop is a powerful tool for leaders, consultants, coaches and facilitators. It is designed to benefit beginners and advanced learners.
- ▷ We introduce you to the world of graphic language and show you different perspectives on how to apply Strategic Illustration in business and professional contexts.
- ▷ You learn innovative and effective methods to explore complex situations and to make vision, strategy and action visible.

**Date**

June, 18t – 19, 2009, 9<sup>00</sup> – 17<sup>00</sup>

**Location**

GebäudeEnsemble  
Deutsche Werkstätten Hellerau  
Moritzburger Weg 67  
01109 Dresden

**Host**

Sabine Soeder  
Graphic Facilitator & Lighting Designer  
www.integraldevelopment.de



in collaboration with  
www.link2alchemy.com

**Programm fees**

2 days: 480,00 € incl. 19 % VAT

1 day: 260,00 € incl. 19 % VAT

Inclusive materials and coffee / Tee

**Registration:**

Please include your name, email adress and mobile phone inan email to sabine@integraldevelopment.de. You will receive additional information on the workshop and payment. Your place will be confirmed on receipt of payment.

**Contact**

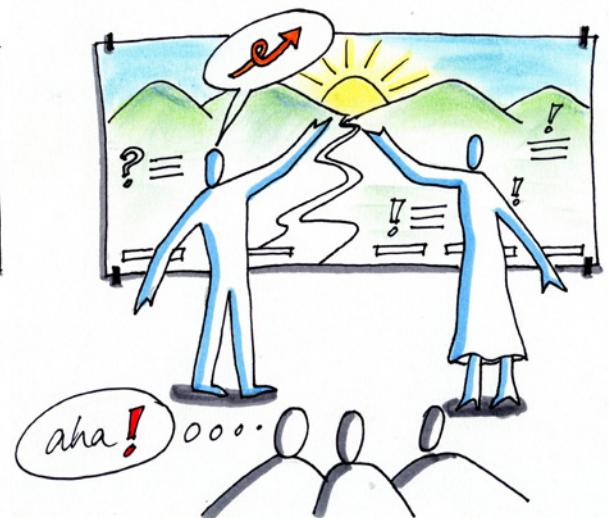
Sabine Soeder, +49 (0)172 7018633  
sabine@integraldevelopment.de

**10 participants max –  
please register early!**

**Introduction to  
Strategic Illustration**  
June 18



**Business & Professional  
Applications**  
June 19



- ▷ You learn to effectively use graphics inform in graphic form
- ▷ You develop basic recording skills, that are core to the practice such as printing, colour & basic icons.
- ▷ You learn formats, templates and images for small and large groups.
- ▷ Link words and images to produce rich synthesis.
- ▷ Explore the use of graphics in coaching.
- ▷ Apply & share your new learning to various business challenges.

