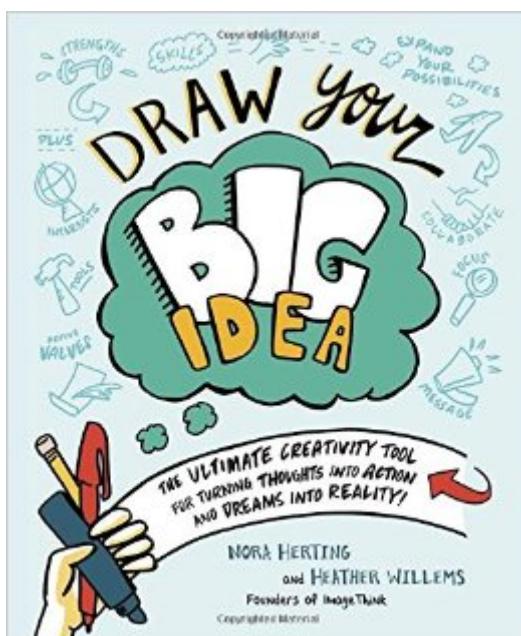


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# Draw Your Big Idea: The Ultimate Creativity Tool For Turning Thoughts Into Action And Dreams Into Reality



## **Synopsis**

In this increasingly visual age, images speak louder than words. Studies show that images also help people think. Visual note-taking such as doodling increases memory retention rates by nearly 30 percent, and opens creative pathways, strengthens focus, and inspires self-expression. Driven by these groundbreaking findings, entrepreneurs Nora Herting and Heather Willems founded ImageThink, a graphic facilitation firm that has helped an elite roster of clientsâ "from Google to Pepsi to NASAâ "visualize their ideas and transform their creative processes using simple drawing techniques that anyone can master. *Draw Your Big Idea* presents their sought-after guidance and more than 150 drawing exercises tailored to brainstorming, refining, and executing ideas in the home, design studio, and office. With this workbook, readers will learn to beat creative blockâ "for good!

## **Book Information**

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## **Customer Reviews**

I ran a nonprofit foundation program that hired graphic recorders--Heather and Nora were among that group--to work with middle school students and teachers in both single day sessions and weeks long camps. *Draw Your Big Idea* is the book that we have needed to make better practitioners of everyone involved. There are many excellent and useful books about graphic recording, but this one provides a drawing toolkit that will break down the inhibitions of the people who insist that they "can't draw."

As a non-drawer, I was skeptical at first. But these authors have figured it out! *Draw Your Best Idea* is a perfect guide to visual expression of ideas in order to move something from vision to execution. Two huge Likeable thumbs up!

*Draw your Big Idea* is actually two books in one. The first part offers a fun way to get to know yourself and understand your goals, strengths and motivation - all those things you can actively work with. The graphic approach, combined with powerful questions lets you run a great self-guided coaching session. I liked the second part of the book even better - being an entrepreneur myself, I know that it sometimes gets hard to clearly define what it is you want to offer to whom. The short exercises in the book were fun and created a lot of new insight. To me, the biggest value of this book is in the structure it provides - the great graphics, examples and short assignments make it fun to learn more about yourself and kick-start your Big Idea... oh, and I decided that I need to draw more :-)

I met Nora and Heather several years ago at a conference for graphic recorders and was **WOWED** by the power of their 'visual presence.' Both are extraordinarily talented women and have much to offer. I was thrilled to see that they were publishing a book and pre-ordered it immediately. When the book arrived, I couldn't wait to dive in. The book is **BEAUTIFUL**, well organized and will be a great tool for a variety of audiences! Grab your markers and get to work! The lay out, content and exercises support deep reflection and great insight.

This book is a treasure. It does what so many out there fail to do -- get right to the heart of each step of honing your vision and bringing it to life. Just the juiciest, most relevant pieces and processes, yet still covering all the necessary ground. As a writer and brand strategist, my go-to for solving problems is typically language. But coming at this from a visual perspective took me to a different place. Richer and more well-rounded! Think of this book as a creative and practical framework for success on your own terms!

Have seen Heather and Nora in person doing graphic recording. Often, it's hard to get to the bottom of your ideas - and the biggest challenge is to start writing! Nora and Heather have broken the process down step by step - it's easy to do a bit at a time, sketch out what you're thinking, and engage your creative side. Highly recommended!

A book that really helps you achieve your goals through visioning and creativity - HUGE win and a MUST read. I love my copy of this 'working book' that allows you to participate with your paper and put ideas into motion. A good idea to buy more than one copy as when you fill up your pages you wish you had another book to fill out! If you are looking for a way to change your company's workflow and get everyone out of their norm this is the way to do it!

This book is a wonderful resource to get your creative juices flowing! It helps walk you through planning your next steps towards accomplishing your goal. At the same time the exercises are fun and nothing like having to read on and on about someone else's approach to their big idea. I would highly recommend this book to those looking to expand their ideas and think outside the box!

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