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The companion workbook, Unfolding the Napkin, helps readers put Roam's principles into practice with step-by-step guidelines. It's filled with detailed case studies, guided do-it-yourself exercises, and plenty of blank space for drawing.

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Unfolding the Napkin: The Hands-On Method for Solving ...

Whereas The Back of the Napkin introduces the core concepts of the visual problem-solving (or whatever-solving) process, Unfolding the Napkin develops and extends the same concepts to wider, deeper , and more valuable applications. Yes, Dan Roam really does take a "hands-on" approach...and the hands belong to his

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An efficient greeter knows what seats are available. The guest should not have to wait for this information. The greeter, when not engaged in greeting and se...

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The sequel, "Unfolding the Napkin" (which I also read) is better thought out, serves more as a method, and contains more visual examples - but it still rehashes pretty much the same material as the first book in order to make its point, so reading both books was redundant in my opinion.

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Whereas The Back of the Napkin introduces the core concepts of the visual problem-solving (or whatever-solving) process, Unfolding the Napkin develops and extends the same concepts to wider, deeper, and more valuable applications. Yes, Dan Roam really does take a "hands-on" approach...and the hands belong to his reader. Bravo!

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The companion workbook, Unfolding the Napkin, helps readers put Roam's principles into practice with step-by-step guidelines. It's filled with detailed case studies, guided do-it-yourself exercises, and plenty of blank space for drawing.

An original workbook companion to the acclaimed business bestseller *The Back of the Napkin* Dan Roam's *The Back of the Napkin*, a *BusinessWeek* bestseller, taught readers the power of brainstorming and communicating with pictures. It presented a new and exciting way to solve all kinds of problems-from the boardroom to the sales floor to the cubicle jungle. The companion workbook, *Unfolding the Napkin*, helps readers put Roam's principles into practice with step-by-step guidelines. It's filled with detailed case studies, guided do-it-yourself exercises, and plenty of blank space for drawing. Roam structured the book as a complete four-day visual-thinking seminar, taking readers step-by-step from "I can't draw" to "Here is the picture I drew that I think will save the world." The workbook teaches readers how to:

- Improve their three "built-in" visual problem solving tools.
- Apply the four-step visual thinking process (look-see-imagine-show) in any business situation.
- Instantly improve their visual imaginations.
- Learn how to recognize the type of problem to choose the best visual solution.

If *The Back of the Napkin* was a guide to fine dining, *Unfolding the Napkin* is the cookbook that will soon be heavily marked up and dogeared.

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An expanded guide to enhancing analytical skills by building up one's intrinsic abilities is a primer for business leaders on how to develop ideas and enable faster results using to-the-point visual methods. Original.

Ever been to so many meetings that you couldn't get your work done? Ever fallen asleep during a bulletpoint presentation? Ever watched the news and ended up knowing less? Welcome to the land of Blah Blah Blah. The Problem: We talk so much that we don't think very well. Powerful as words are, we fool ourselves when we think our words alone can detect, describe, and defuse the multifaceted problems of today. They can't- and that's bad, because words have become our default thinking tool. The Solution: This book offers a way out of blah-blah-blah. It's called "Vivid Thinking." In Dan Roam's first acclaimed book, *The Back of the Napkin*, he taught readers how to solve problems and sell ideas by drawing simple pictures. Now he proves that Vivid Thinking is even more powerful. This technique combines our verbal and visual minds so that we can think and learn more quickly, teach and inspire our colleagues, and enjoy and share ideas in a whole new way. The Destination: No more blah-blah-blah. Through Vivid Thinking, we can make the most complicated subjects suddenly crystal clear. Whether trying to understand a Harvard Business School class, or what went down in the Conan versus Leno battle for late-night TV, or what Einstein thought about relativity, Vivid Thinking provides a way to clarify anything. Through dozens of guided examples, Roam proves that anyone can apply this systematic approach, from

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left-brain types who hate to draw to right-brainers who hate to write. This isn't just a book about improving communications, presentations, and ideation; it's about removing the blah-blah- blah from your life for good.

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. 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 visual—selfies, GIFs, smartphone videos, and more. This explosion of communication through pictures isn't a millennial-driven fad; it's as natural as those lines first drawn by Oog and Aag. Just turbo-charged by the latest technology. 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 approach—welcome! Get ready to work smarter, communicate more clearly, and get

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“ If I tell you the truth, if I tell it with a story, and if I tell that story with pictures, I can keep you glued to your seat. Let me show you how. ” For the vast majority of us, giving a presentation is an extremely difficult and nerve-wracking process, whether we ’ re in a one-on-one meeting, a conference room with a dozen strangers, or a lecture hall in front of thousands. But according to Dan Roam, the visual communications expert and acclaimed author of *The Back of the Napkin*, it doesn ’ t have to be so hard. We struggle when we forget the basic steps we learned in kindergarten: show and tell. In this short but powerful book, Roam introduces a new set of tools for making extraordinary presentations in any setting. He also draws on ideas he ’ s been honing for more than two decades, as an award-winning presenter who has brought his whiteboard everywhere from Fortune 500 companies to tiny startups to the White House. Even if you ’ re already a good speaker, you ’ ll learn more about understanding your audience, organizing your content, building a clear storyline, creating effective visuals, and channeling your fear into fun. And you ’ ll master three fundamental rules:

- When we tell the truth, we connect with our audience, we become passionate, and we find self-confidence.
- When we tell a story, we make complex concepts clear, we make ideas unforgettable, and we include everyone.
- When we use pictures, people see exactly what we mean, we captivate our audience ’ s mind, and we banish boredom.

From nailing the opening to leaving a lasting impression, you ’ ll soon be able to give the performance

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of a lifetime . . . time after time. PLEASE NOTE: This eBook edition of SHOW AND TELL is carefully laid out to match the print book; this means it reads much better as designed pages, but you won't be able to use some features such as highlighting and annotating text.

Any problem can be made clearer with a picture, and any picture can be made using the same simple set of tools and rules. When Herb Kelleher was brainstorming about how to beat the traditional hub-and-spoke airlines, he grabbed a bar napkin and a pen. Three dots to represent Dallas, Houston, and San Antonio. Three arrows to show direct flights. Problem solved, and the picture made it easy to sell Southwest Airlines to investors and customers. Used properly, a simple drawing on a humble napkin is more powerful than Excel or PowerPoint. It can help us crystallize ideas, think outside the box, and communicate it in a way that other people simply 'get.' Dan Roam argues that everyone is born with a talent for visual thinking, even those who swear they can't draw. As a consultant, he's shown Microsoft, eBay, and Wells Fargo how to solve problems with pictures. Now, drawing on twenty years of visual problem solving combined with recent discoveries in vision science, he shows anyone how to clarify a problem or sell an idea by visually breaking it down using a simple set of visual-thinking tools. His strategies take advantage of everyone's innate ability to look, see, imagine, and show. The Back of the Napkin proves that thinking with pictures can help you discover and develop new ideas, solve problems in unexpected ways, and dramatically improve your ability to share your insights. This book will help you literally see the world in a new way. 'Inspiring! It teaches you a

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new way of thinking in a few hours - what more could you ask from a book?' Dan Health, author of Made to Stick 'As painful as it is for any writer to admit, a picture *is* sometimes worth a thousand words. That's why I learned so much from this book. With style and wit, Dan Roam has provided a smart, practical primer on the power of visual thinking.' Daniel H. Pink, author of A Whole New Mind 'This book is a must-read for managers and business leaders. Visual thinking frees your mind to solve problems in unique and effective ways.' Temple Grandin, author of Thinking in Pictures 'Visual information is much more interesting than verbal information. So if you want to make a point, do it with images, pictures or graphics.' Roger Black, media design leader, author of Websites That Work 'We all dread business meetings with their mountains of documents and the endless bulleted PowerPoints, Roam cuts through all that to demonstrate how simple drawings - executed while the audience watches - communicate infinitely better than those complex presentations.' Bill Yenne, author of Guinness: The 250 Year Quest for the Perfect Pint 'If you want to communicate in the global economy, you need only learn one new language: the language of visual thinking. Even if you have two left brains and no artistic talent, Dan Roam will have you running to the whiteboard, dazzling colleagues with your ability to summarize complicated concepts with simple pictures.' Chelsea Hardaway, author of Why Business People Speak Like Idiots

Many of us assume that our creative process is beyond

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our ability to influence, and pay attention to it only when it isn't working properly. For the most part, we go about our daily tasks and everything just "works." Until it doesn't. Adding to this lack of understanding is the rapidly accelerating pace of work. Each day we are face escalating expectations and a continual squeeze to do more with less. We are asked to produce an ever-increasing amount of brilliance in an ever-shrinking amount of time. There is an unspoken (or spoken!) expectation that we'll be accessible 24/7, and as a result we frequently feel like we're "always on." Now business creativity expert Todd Henry explains how to unleash your creative potential. Whether you're a creative by trade or an "accidental creative," this book will help you quickly and effectively integrate new ideas into your daily life.

The expanding application of Concept Mapping includes its role in knowledge elicitation, institutional memory preservation, and ideation. With the advent of the CmapTools knowledge modeling software kit, Concept Mapping is being applied with increased frequency and success to address a variety of problems in the workplace. Supported by business application case studies, *Applied Concept Mapping: Capturing, Analyzing, and Organizing Knowledge* offers an accessible introduction to the theory, methods, and application of Concept Mapping in business and government. The case studies illustrate applications across a range of industries—including engineering, product development, defense, and healthcare. The authors provide access to a free download of CmapTools, courtesy of the Institute for Human and Machine Cognition, to enable readers to create and

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share their own Concept Maps. Offering examples from the United States, Canada, Australia, Spain, Brazil, Scotland, and The Netherlands, they highlight a global perspective of this dynamic tool. The text is organized into three sections: Practitioners ' Views—supplies narratives, guidance, and reviews of applications from career Concept Mappers Recent Case Studies and Results—presents in-depth examinations of specific applications and their results Pushing the Boundaries—explores what ' s possible and where the boundary conditions lie Applied Concept Mapping facilitates the fundamental understanding needed to harness the power of Concept Mapping to develop viable solutions to a virtually unlimited number of real-world problems.

Considered by many to be mentally retarded, a brilliant, impatient fifth-grader with cerebral palsy discovers a technological device that will allow her to speak for the first time.

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