

# Graphic Recording and Facilitation Training



Invest in your meeting skills with this two-day foundational course in Graphic Recording and Facilitation

with Sam Bradd from Drawing Change

## How to ask your employer to invest in you and your visual training

So you know you want to invest in graphic facilitation. Now how do you ask your employer to invest in you?

Here's a quick guide to support you through that conversation.

On the next page, we share our strategy to build support for your goals. Finally, we share the benefits of graphic facilitation and the language that can help you in your conversation with your employer.

More questions? Please email us at [hello@drawingchange.com](mailto:hello@drawingchange.com). We would love to hear from you!

# How to gain your employer's support

## Step 1: Discover what's available

Find out what programs your employer offers for professional development or tuition reimbursement. If it comes directly from your department, you might consider having a conversation with your direct supervisor. If it comes from a more general organizational fund, it might help to have a conversation with your organization's Human Resources.

## Step 2: Build support

In order to get to where you need to go, you need allies. Some helpful questions you might want to answer are:

- “What is their view on professional development?”
- “Do they value specialized training?”
- “Are there other people here who have this training?”
- “How might graphic facilitation add value to the team?”

When you have a better understanding of who your allies are, and what's motivating them for you to have this training, you'll have an easier time getting your request approved.

## Step 3: Move from “me” to “us”

Share how graphic facilitation helps advance the team and organization in furthering their goals. Ultimately, you know this training adds immense value. The more others can understand this value, the easier it will be to get the green light for their support.

Timing can be helpful too. Generally speaking, avoid bringing up this conversation first thing Monday morning and last thing Friday afternoon.

## Step 4: Be ready to pivot

If there's a chance you might not hit a homerun, see if you can pivot for an alternative. Instead of cash up front, or tuition reimbursement, you might be able to ask for other benefits. Maybe your employer is willing to provide compensation for hours spent in class, time off, or a more flexible schedule. Have these other options in your back pocket as another way to receive support!

## Step 5: Share the dream!

You've done your homework. Now go share this stellar story of how graphic recording and facilitation training will help your team achieve success and get to where you need to go!

**To re-cap: Discover what's available, Build support around you, Move from “me” to “us”, be ready to pivot, and make the pitch!**

# Why your employer should invest in you

## What are the benefits of Graphic Recording, Graphic Facilitation, and Sketchnoting?

- Saves time
- Saves money
- Gets the team to on the same page with group goals and objectives - The result is faster achievement of goals and objectives
- Can help resolve team conflict
- Minimizes circling around the same topic
- Paves the path for clearer communication and deeper understanding
- Creates deeper group listening
- Results in compelling summaries using visuals
- Synthesizes dense information into clear points
- encourages creativity and innovation
- Saves time and money

## Where you can use this

- Transforming a mission/vision statement into a visual
- Strategic planning session off-site
- Meetings to condense information and bring it back to the team
- Getting what's in your head onto the page
- When you need to iterate, prototype, and test ideas
- Public or stakeholder engagement sessions
- Keynote speakers, so everyone has a reminder of their words
- Customer or client journey mapping to describe a user experience
- Research (world cafés, focus groups, interviews, surveys)
- Translating an anonymous suggestion box into a summary visual
- And on a smaller scale, visuals can be a great reminder of individual coaching sessions or feed-forward sessions
- Taking personal sketchnotes during meetings that you want to back to teams afterwards... Not just file in a corner!

## What's the return on investment

- Training with Drawing Change costs \$1500. An experienced graphic recorder charges \$1000 - \$3000+ per day. It costs less to train someone in-house than it is to bring in a professional external graphic recorder.
- You - the employee - have special insight as an internal stakeholder. Adding graphic recording, graphic facilitation and sketchnoting to your repertoire of skills will add value for the whole team. The result will be faster achievement of organizational goals and objectives.

