

DRAWING DOWN THE VISION

a hands-on knowledge gathering strategy for visionary professionals

WHAT IS DRAWING DOWN THE VISION?

Drawing Down the Vision is a workshop which introduces business professionals to various forms of visual ideation and communication.

Workshop participants learn to create and manipulate visual elements to develop and communicate ideas to their team and customers. Through the application of Creative Journaling, participants strengthen their innate visual language and are better enabled to organize their thoughts and effectively convey them to others.

Drawing Down the Vision is the intersection of creative and professional success, the intersection of art and business.



WHO ARE WE?

Adam was looking for a new way to connect his disparate thoughts. He took a local workshop at the Cincinnati Art Academy on sketchbooking, instructed by Amy. She had spent years fine-tuning the process of keeping a sketchbook, for artists and non-artists alike.

A few weeks after their brief encounter, Adam and Amy embarked on an exploration of how creating visual elements can enhance an individual's ideation and communication skills in the business sphere. Through the combination of their complementary skills in art and business, a process emerged: Drawing Down the Vision.

Adam
Procter & Gamble
Idea Developer
Visual Thinker



Amy
Art Academy of Cincinnati
Sketch-Artist / Teacher
Collector of images
& experiences

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THE BENEFITS OF DRAWING DOWN THE VISION



By helping individuals to **see the world, rather than just look at it**, Drawing Down the Vision enables individuals and teams to discover the deep-rooted, valuable connections between their disparate thoughts... to take a reflective step back from the chatter in today's always-on world.

By helping individuals to practice divergent, convergent, and non-linear thinking, Drawing Down the Vision enables individuals to **be breakthrough, not busy**... by focusing on the core value they have to offer.

By learning **a skill to facilitate making connections and defining their core values**, the workshop participants emerges with a means for increased focus, satisfaction, and ultimately, success. By combining the diverse art and business worlds with their respective strengths, individuals are able to combine personal and professional success – to become fully engaged with their work.

BOOK A WORKSHOP

Contact Adam Siemiginowski at **adam (at) drawingdownthevision.com** or **5185264122** to discuss your needs and how we can bring your team to a new level of connection and engagement.

3 Hours of dual-instructor training on:

- the impact of drawing on creativity and memory
- the three elements of the creative process
- practical drawing exercises for everyday personal and professional growth

Each recipient receives:

- a copy of the Drawing Down the Vision Atlas, a personal guide to exploring business value through drawing
- the materials to begin facilitating idea connections in everyday work

We recommend groups of 4-10 individuals for each workshop, in an environment conducive to open collaboration.

We charge \$250 per person for the 3 hour workshop lead by both trainers, Adam Siemiginowski and Amy Bogard, and provide all the necessary creative journaling materials to get started Drawing Down the Vision. *(We are offering an introductory rate of \$200 per person for 1st time partnering organizations through 6/30/10)*