

# DRAWING DOWN THE VISION

a hands-on tool to help you practice whole-brain creative thinking

## WORKSHOP OUTLINE

- Connecting (0-20 min)
  - Welcome! Agenda
  - Who are you? What do you do?
  - How do you manage your work?
- Kill the Duck, Save the Business (20 – 40 min)
- Drawing Down the Vision (40 – 80 min)
  - ‘A line is an idea given energy’ THE HISTORY
  - Visual Examples
    - Magic of Drawing
    - Pen to Paper
      - Amy’s Use
      - Adam’s Use
    - Applications
      - Presentation
      - Thinking
  - Three Elements of the Creative Process
  - Blind Contour Drawing 101
- The Atlas (80 – 180 min)
  - The Ride to Work
  - Consumption Reflection
  - The Life List
  - Create Your Own Artistic License
- Keep Drawing Down the Vision (wrapup)
  - Further Reading & Exercises





