

Make Your Mark Graphic Facilitation & Coaching



Christina Merkley  
Publisher

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## A Note From Christina

Dear Christina,

Well, it's been an interesting month for me – lots of things happening on lots of different fronts.

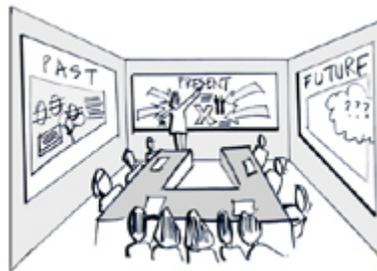
I've been making some really great presentation charts for one of my favorite internet marketing mentors, [Lorrie Morgan Ferrero](#). She's commissioned me to make some large graphic displays for her next Speed Copywriting Workshop in L.A. (I went to her last one back in April – it was a blast!).

I'm creating an agenda and outcomes chart that she will use to kick off her workshop, as well as a large 12-footer that shows her whole copywriting system (for those of you who don't know, copywriting is all about the copy (or words) you write to best depict a product or service). The third thing we are doing is a large visual bio chart, that will help Lorrie present her background to her attendees – like a visual resume. Hopefully by next ezine issue she'll have these up on her site and I'll link you through to have a look.

This last month I've also

Welcome to your July issue of the SHIFT-IT e-Zine.

## WHY GRAPHICS: THE CLARIFYING POWER OF INTERACTIVE VISUALS



I have been exposed to a lot of techniques and approaches over my career and I have made a very conscious decision to primarily work in the graphic facilitation medium (meaning I use graphics and visuals to help facilitate thinking and decision making for groups and individuals). I've made this decision because working graphically is so effective and rewarding.

**Why Graphics?** Brain researchers and learning specialists have identified that different people learn in different ways (called learning styles). A learning style is the manner in which a person best receives and processes information. Most learners fall within one of more of the following styles: **Auditory, Visual or Tactile.**

**Auditory:** Auditory learners receive information best by listening; they tend to learn best during lecture and audio-based instruction.

**Visual:** Visual learners tend to learn better when a variety of visual aids, such as blackboards, overhead projectors, and films, are used during instruction. They often use imagery to learn complex subjects.

**Tactile:** Tactile learners prefer to learn by doing. They usually learn best when they are

been training lots of people. As my practice shifts more and more into primarily graphic coaching work, I've been kind of worried about my graphic recording and graphic facilitation skills just dying on the vine so to speak. I went through a lot of time, trials and tribulations to develop these skills, so want to pass them along to as many people as possible – these methods really work effectively and are fun to do.

Well, I put the word out a few months ago that I was opening my Victoria B.C. studio up for private mentoring sessions and I've been attracting people from all over – California, Washington D.C, Virginia, Seattle, and different parts of Canada (even folks from Europe and Australia are getting in touch). It's kind of been a tradition in the visual practitioner community to learn via mentors, so I'm happy to keep that cool tradition alive.

All is going well on the development of the new graphic coaching tools, The SHIFT-IT Home Retreat Kit and the new website. We are on track for a mid- September launch. My little ol' laptop is wheezing under the weight off all of the new files, so hopefully it will hang in there for just a few more weeks.

As I've been getting folks signing up for this ezine from all the graphic worlds that I touch (recording, facilitation and coaching), I'm sharing an article that gets to the roots of why graphics are so effective in helping people think and make decisions. I trust it will answer some basic questions about why I've chosen this particular

allowed to use their hands and sense of touch to learn new information and apply new skills. An extension of this style is a "kinesthetic" learning style. Kinesthetic learners enjoy not only using their hands in the learning process but benefit from all types of physical movement while learning

**"Visual learners tend to prefer books or videos, tend to speak quickly and somewhat high pitched, stare up when they are thinking and use language like "I see what you mean". In the US, 60-72% of the population prefers to learn this way. Auditory learners tend to prefer speeches, discussions, tapes, tend to speak slowly and quietly, stare straight ahead when they are thinking, and use language like "I can hear what you are saying". They make up 12-18% of the population. Finally, kinesthetic (tactile) learners tend to prefer to try something first, speak quickly and with great changes in intonation and body language, stare down when thinking, and use language like "I get it". Across the general population, 18-30%." Lou Russell**

**The Majority of Us Are Visual Learners:** As the quote above demonstrates, the majority of the population, up to 72%, is estimated to be visual learners! Followed by kinesthetic/tactile and then auditory learners. This means that the majority of people learn best when some sort of visuals, graphics or shapes are used. The visual learner (the observer):

- Scans everything; wants to see things; enjoy visual stimuli;
- Store visual images – and good at recalling visual images;
- Enjoys shapes, colors, patterns, maps, pictures, diagrams;
- Can recall words after seeing them a few times;
- Are not pleased with lectures.

The beauty of graphic facilitation and graphic coaching is that not only does it benefit visual learners (the vast majority of us) it also benefits kinesthetic (tactile) learners (by writing and filling templates out), and even auditory learners (if you share your work with others by talking, showing and explaining your maps to them).

**Not Just Pretty Pictures:** Using visuals in facilitation or coaching venues, while attractive and fun, are also deceptively simple learning tools that benefit ALL the types of learners. So much more user friendly than the majority of typical facilitation or coaching methods,

way of working and how you might benefit from working in a visual way too.

See you next month. Happy Shifting!

Christina Merkley, The SHIFT-IT Graphic Coach

## SHIFT-IT Graphic Coaching Services



Are you a visual learner? (72% of the population is!). Graphic Coaching is a powerful coaching methodology that literally draws your best thinking out of you and helps you become your next self.

Save years of going in the wrong direction or being stuck in a rut. Identify and work through self sabotaging beliefs and patterns. Turn the corner. Get moving with increased enthusiasm and motivation. Believe in yourself and your abilities. Create a life that works.

Located in beautiful Victoria, British Columbia, Canada --- I work in-person or over-the-phone. Drawing out your evolving story in large format graphics (in person) or through my custom SHIFT-IT line of graphic coaching tools (phone and coaching groups).

See [Fees and Packages](#) for more information.

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which are almost exclusively auditory (the smallest group in the whole population!). The wisdom, insights and aahas of the group or individual are captured and written down in graphics and words, instead of flying off into thin air. The large visual displays act as a big mirror, helping people SEE what is going on inside of them, so they can objectively view their thinking and assumptions and make better, clearer, more informed conclusions and decisions --- around their work, life or whatever it is they are focusing on.

**Using Both Sides of the Brain:** Graphic Facilitation and Graphic Coaching methods also tap into both sides of the brain (both logical and creative), using the best of both sides of a group's or person's personality and resources, instead of just being limited to one – as a result the level of thinking and the ability to handle complexity just sky- rockets.

*“There has been a great deal of research done on brain dominance, which includes right and left-brain behaviors. Your left-brain's job is words, language, analysis, order, logic, numbers and sequence. Your right brain's job is music, rhythm, imagination, and patterns, challenging mental models, appreciation and synthesis. Different people prefer to reside predominantly on different sides --- the real power comes from combining the two, when the right and left brain are combined, the most long-term learning occurs.”* [Tony Buzan](#)

**Memory and Communication Aids:** Another beauty of working graphically: the documentation is created as you go. Now with digital cameras and photo editing programs, it is easy to create paper and electronic files of the displays that are created. Just take photos of the charts and weave them into handy reports and PowerPoint presentations. This documentation helps you remember the process of your facilitation or coaching experience and the outcomes that were generated. So you can see and remember key concepts, ideas and breakthroughs as well as any dates or accountabilities that were addressed. Also, since its all depicted in handy visuals, it makes sharing the material with others easy and enjoyable – like my graphic coaching clients who share their personal visioning and planning maps with those close to them (family, friends, business colleagues, financial and other helping professionals).

**Its Unique and Fun!** It's not everyday that you get to see your thoughts written out in front of you with lots of color, formatting and images. Just walking into a room prepared for graphic facilitation or coaching is a unique

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experience. If I had a nickel for every skeptic who've I've won over by the end of the day (I'd be a really wealthy woman, well, ok, maybe if it was a ten note!) --- the folks who come in thinking its all pretty pictures and not really getting it, who upon leaving, shake my hand and express their thanks and validation --- another one won over to the power of working visually!

Not only is graphic facilitation and coaching a unique method, it is a very fun and enjoyable one to boot. Haven't we all had enough of the typical, boring, stuffy, hard-to-keep-awake-and-on-track meetings? Pull interactive graphics and visuals into the room and you really hike up the energy and efficiency levels – helping people think out what they need to think out in a pleasurable and effective way. Proving that thinking work, whether done within a group or with just one person, can be as fun as it is rewarding!

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**WANT TO USE THIS ARTICLE IN YOUR E-ZINE OR WEB SITE?** You can, as long as you include this blurb with it:

Christina Merkley, "The SHIFT-IT Coach" is creator of the SHIFT-IT Graphic Coaching Process. To learn more about SHIFT-IT, Graphic Coaching and Personal Visioning and Planning, visit <http://www.makemark.com>

### July SHIFT-IT Graphic Coaching Group



**2.5 days: July 28-30, 2006, Victoria, BC, Canada.**

Ready to get cracking on becoming your next self? Time to stop the procrastination and get going on that dream or idea you've been sitting on? Are you about to transition into a new way of work or life?

If so, come to Victoria BC for a small, safe, graphically-facilitated coaching group that will work you

step by step through the 17 moves of my SHIFT- IT graphic coaching process. **Three spots still left** – act fast to secure your space!

You'll map your past, identify your current crossroads and paint your desired future (personal vision), as well as create a detailed custom action plan --- all the while identifying and busting through self limiting beliefs, thoughts and attitudes.

If you are a coach or consultant interested in doing the SHIFT-IT process with your own clients, you will need to experience SHIFT-IT for yourself before being able to license the products – so get in on this more affordable option unless you prefer to do the one-to-one retreats.

For more information on The SHIFT-IT Graphic Coaching Process, [click here](#).

**Info & Registration: Click Here and View Option 3**

### **NEXT MEETING GRAPHICS 101 WORKSHOP:**



**When:**Friday, October 20, 2006, 9:30-5pm

**Where:**Royal Roads University, Victoria, B.C

Have you seen me (or a graphics colleague) in action? Interested in the basic skills behind Graphic Recording, Graphic Facilitation and Graphic Coaching? This introductory workshop is for consultants, facilitators, coaches, managers, trainers, and other leaders who want to add interactive graphics to their toolkit --- live demos, hands-on-practice, tools of the trade, graphic resources and many insider tips and techniques. No art or drawing experience required. A fun and practical day!

**10 spaces still available** . Register soon to avoid disappointment as this workshop typically sells out early. See Option 1 on training page for more details and downloadable registration form.

## About Christina, The SHIFT-IT Graphic Coach:



Christina Merkley, M.A. is a Graphic Facilitator and Coach specializing in Strategic Planning and Visioning. Having worked for such notable companies as BBC, Readers Digest Funds, eBay and

Stanford University, she uses interactive, visual thinking processes to literally draw the best thinking out of organizations, groups and individuals. Creator of the SHIFT-IT Graphic Coaching Process, after years in San Francisco, she is now based in charming Victoria, British Columbia, Canada.

**More about Christina:**

## PAST E-ZINE ISSUES:

New subscriber? Missed past issues? Past issues of The SHIFT-IT e-Zine are posted on the website.

**Click Here for Past Issues:**

## Advanced Training & Mentoring:

**Advanced Customized Graphics Training and Mentoring:** Already have a bit of graphic facilitation and/or recording experience? Want to take your skill up to the next level? I offer customized, private workshops in my Victoria BC studio (for one to three people). One and two day agendas tailored specifically to your needs and skill level. Writing and drawing drills, demos, tips for weaving graphics into meeting design, template creation, reproduction methods and much more. See : [Training and Mentoring Opportunities](#)