



## Webinar Summary

### Visualizing Complexity: Making a Case for Expressing Yourself Visually

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### Overview

Diagrams, charts and visuals are everywhere: in the news we read, the cities we navigate, the technology-enabled interactions we have with others... We are fluent in reading charts, diagrams and visuals, but not so much in producing them for our own purposes at work. Why do we live in a world driven by visuals while at work we still rely so little in our ability to draw and diagram the problems we are trying to solve?

### One Takeaway

The more complex the problems we face, the more necessary it is for us to understand them visually.

### Three Observations

1. **The power of visuals.** Humans process visual information up to 60,000x faster than verbal or written information. We perceive the world visually before we perceive it in any other way. Sketching and diagramming is a natural way for us to establish smart connections and find revealing patterns and insights.
2. **Making complex problems simpler.** Drawing and diagramming problems makes them simpler because it reduces them to a schematic version. Complex problems that stay in our head are hard to understand; we need to bring them out to the paper, the whiteboard, or the screen, to make sense of them and communicate them to others.
3. **Thinking with diagrams.** The Venn diagram, the bar chart, the Carroll diagram, the pie chart... everyone can draw them, everyone can customize them. We need to shift our thinking from verbal and written to visual; it will give us a fresh new perspective on the problems we are trying to solve.

### A Revealing Reminder

"More than a third of our brain is devoted to processing visual information, far exceeding that given over to sounds or smells, or those supporting language and movement."

- *Matthew Walker*, professor of neuroscience and psychology at UC Berkeley

