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This month's newsletter is all about visuals. Are you providing visual reminders of your team members' contributions? Are you writing and drawing while you brainstorm with your team or just letting good ideas get lost in the mix? Are you enticing your panel audience with eye-catching videos and images? Read these articles to learn to use visuals amp up your game as a leader.

Kristin

P.S. Check out my newly renovated website, promo video and introduction video at www.ExtraordinaryTeam.com.

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TOP 10 THINGS A FACILITATOR SHOULD DO: VISUAL REMINDERS

I'm an absolute, huge fan of using flipcharts in meetings with less than fifty people. Why? Because writing down team members' thoughts help the team to recognize and remember the idea. It also helps each team member to be visually reminded about they contributed to the team's work.

Many years ago, my colleague in facilitation, Ned Reute, shared his top ten list of things a facilitator should do – and they all end with “write it down and hang it on the wall.”

1. When someone offers an idea, *write it down and hang it on the wall*.
2. Work on one issue at a time. Let the group choose and word the issue. *Write it down and hang it on the wall*.
3. Agree on how to work on that issue. Tap the group wisdom for how to work before offering your own process. *Write it down and hang it on the wall*.
4. If they offer the same idea repeatedly, point to where it is, *written down and hanging on the wall*.
5. If someone attacks a person for a “dumb” idea, ask them where the idea is *written down and hanging on a wall*. Move to it. Move the discussion to the idea, away from the person who offered it. If additions, qualifications, clarifications, or pros and cons are offered, *write it down and hang it on the wall*.
6. When the group is discussing, voting on, or coming to consensus around a solution, *write it down and hang it on the wall*.

7. When the group moves away from the agreed-to issue, go to where you *wrote it down and hung it on the wall*, call their attention to it, and give them the choice to change the issue, go back to the one they agreed to, show how this one affects the one they agreed to, or put a time limit on the digression. Whatever they decide, *write it down and hang it on the wall*.
 8. When the group moves away from the agreed-to process, go to where you *wrote it down and hung it on the wall*, call their attention to it, and give them the choice to change the process, go back to the one they agreed to, show how this one affects the one they agreed to, or put a time limit on the digression. Whatever they decide, *write it down and hang it on the wall*.
 9. When someone says, "We ought to _____," find out who will. Then *write it down and hang it on the wall*.
 10. Before breaking up, find out when the group will get back together. *Write it down and hang it on the wall*.
- Wise words. Thanks, Ned!

HELPFUL TIPS FOR USING FLIPCHARTS AT YOUR NEXT MEETING

Last week, I shared the importance of acknowledging input and "writing it on the wall." The most common form is the use of an easel and flip chart paper, although with larger groups, using technology can be helpful.

So let's talk about flipcharts. Here are some tips to make the most out of them:

Write in Large Capital Letters. Use the thick part of the flipchart marker. Leave a margin on both sides of the chart.

Capture Key Words the speaker uses. Abbreviate where possible. If you miss a point or don't understand, ask for the speaker to repeat or clarify what was said. If in doubt, check with the team members to see if you captured the idea correctly. If you aren't sure how to spell a word, ask for help. Or have a ground rule that misspelling is okay.

Let Everybody See. Stand to the side of the easel when not writing. The point is to capture ideas so team members can use their combined thoughts to move forward. Post charts on the wall with masking tape or low-tack tape.

Use Color. Alternate between two colors with each new point. Use dark colors such as black, brown, blue, dark green, or purple to record the team's ideas. Highlight key points with orange, yellow, or pastels. Keep in mind that some people might be color-blind!

Be Bold. Emphasize titles with underlines, clouds or pictures. When listing items, "bulletize" with circles, diamonds, boxes, or arrows, not with numbers. Number each page and post on the wall so all can see.

Have Tape Ready. Before the meeting begins, stage extra pieces of masking tape on the easel or edge of a table so that you can quickly post the flipchart paper. Place the tape vertically on the top, about one inch from each side rather than at a corner angle. This will allow for easy removal. If posting on expensive wallpaper, use a high-quality drafting tape.

When you take down the paper, turn the tape over onto the back of the paper — this will keep the tape from sticking to other sheets.

Be Creative and have fun recording your teamwork! Use colors, pictures, and symbols to express your team's thoughts and energy. If you don't consider yourself to be artistic, try using "wingdings" or trace a picture from clipart or a coloring book.

At the end of your meeting, agree on what information needs to be saved, and in what format. Some teams simply roll up the flipcharts and post them right before the next meeting. In this way, they are ready to start where they left off.

Other teams like to type up the key points and action items as “meeting minutes” and distribute them shortly after the meeting. Still, others have electronic copy-boards, which immediately reduce the flipchart into letter-size paper, which is handed out as the team members leave the room.

HOW TO USE ATTENTION-GRABBING VIDEO SNIPPETS DURING YOUR NEXT PANEL DISCUSSION

Want to start your panel discussion with a bang? With drama? With emotion? Or, switch gears using a video snippet – a quick, short video clip that reinforces the panel’s key message. A minute or less is about right (aka a “video snippet”); otherwise, you risk losing your audience’s attention.

For example, I once saw a panel moderator use a video clip of legendary golfer Tiger Woods chipping into the hole from the rough grass—and it barely dropped in—as a metaphor for hitting your goal against all odds. It took all of fifteen seconds and captivated the audience. The moderator then used that metaphor to start the discussion among the panelists. So where do you get these short video snippets?

YouTube. A ton of engaging videos can be found at this site with the implied consent of the copyright holder to redistribute the video. That means you can re-use the video in your presentation—as long as it is still posted on the site.

So check the site each time you plan to use the clip; the license terminates within a “commercially reasonable amount of time” once the work is removed from the website.

Movie/TV Clips. Most audiences perk up when you use a short video clip from a popular movie. Again, be advised, when you use a video in a public meeting or training environment (regardless of whether you are a profit or a nonprofit organization), it is considered a public performance and requires the consent of the original copyright holder or its agent.

To obtain information, permission, and/or purchase rights to use movie clips, contact Motion Picture Licensing Corporation (www.mplc.com) or Audio Cine Films Inc. (www.acf-film.com).

Your Own. As you are doing research for your panel, take your video camera and film the audience in action at an earlier event, interview rising stars or celebrities around the topic, or dig up some interesting visuals. Splice the best of the best into one short video. I’m a big fan of using Powtoons for this! (BTW, you thought you could get rid of the lawyers this way, right? Wrong. If you plan on broadcasting your video to the larger world in a profit or not-for-profit environment, save yourself a headache and get each person’s written consent to be in your video at the time you do the filming.)

Purchase Clips. You can purchase video clips that announce breaks, open or close a session, or provide a lighthearted moment. Typically, when you purchase the video, you also purchase the legal right to use it in a public setting.

Custom Video. Plenty of resources are available to customize video into your presentation. It gets a bit pricey, so practice due diligence and do a dry run of how you are going to use the clip(s) before you actually commission the production.

You too can use a video snippet to start your panel or to switch gears during your powerful panel discussion.

FROM THE BOOKSHELF: DRAW TO WIN

I have never considered myself to be an artist – or even mildly creative when it comes to drawing. But as a professional facilitator, I HAVE to use **visuals** to focus and further the discussions. Since my handwriting is more like chicken-scratches (just ask my mother!), I found Richard Brandt's book, *Flipcharts: How to Draw and How to Use Them*, to be incredibly helpful. Even though it is out of print – you can still find copies at <https://amzn.to/2ThnLTG>.

My second favorite book is [*Dan Roam's newest book: Draw to Win*](#). Not only does he show you how easy it is to integrate visuals into your presentations and discussions, but the why and when. What works; what doesn't. Highly practical and useful whether you are using them to communicate your ideas or make sense of others' ideas.