



## Mind's Eye Creative Consulting



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## Mind's Eye Creative Consulting

As a graphic recorder, Mind's Eye Creative Consulting helps event organizers make a lasting impression through visual maps. Since 80% of people are visual learners, incorporating drawings with information can increase memory retention by up to 45%. Your speakers talk while the creative Ashton Rodenhiser stands at a giant board drawing pictures and writing out the key concepts and ideas! Now there is a visual summary of the content to reflect on for years to come!



## Graphic Recording

Ashton uses graphic recording as a visual tool to transform complex ideas into simple and easy-to-understand images. The process of using words and images increases memory retention and promotes innovation and creative thinking. Since many people think in pictures, language used during workshops, conferences, and meetings can be captured graphically, which makes information easy to refer back to throughout the event. The infomurals Mind's Eye Creative Consulting creates alongside event participants are always digitally captured so that event's impact persists long after.

Typically infomurals are created in real-time on a large scale of 4 x 8 feet per mural.

Graphic Recording can be described as a method where Ashton acts as a silent partner during an event to capture and reflect content and ideas. This method can be applied to some of the following situations:

- Keynote speakers at a conference
- Meetings
- AGMs
- Trainings
- Workshops

## Graphic Facilitation

Mind's Eye Creative's Graphic Facilitation takes visual learning and engagement to the next level. Working alongside another facilitator or solo, Ashton uses visuals to create a more hands-on approach. This method allows participants to engage with the visual representation of their ideas. Graphic Facilitation can be found assisting in some of the following situations:



- World Cafe
- Workshops with small or large group discussion
- Conference break out sessions
- Brainstorming
- Strategic planning sessions
- Open Space discussions
- Exhibition discussion with attendees during conferences or events