# What is Visual Thinking?

## The power of the picture

Images have impact: they can convey information, stir emotion, and act as a call to action. For millennia, our ancestors used pictures to convey messages. And we're still using them today.

**Did you know?**
Almost **50%** of your brain is involved in visual processing.
SOURCE: Human Anatomy & Physiology, 7th Edition

40,000 years ago

Today
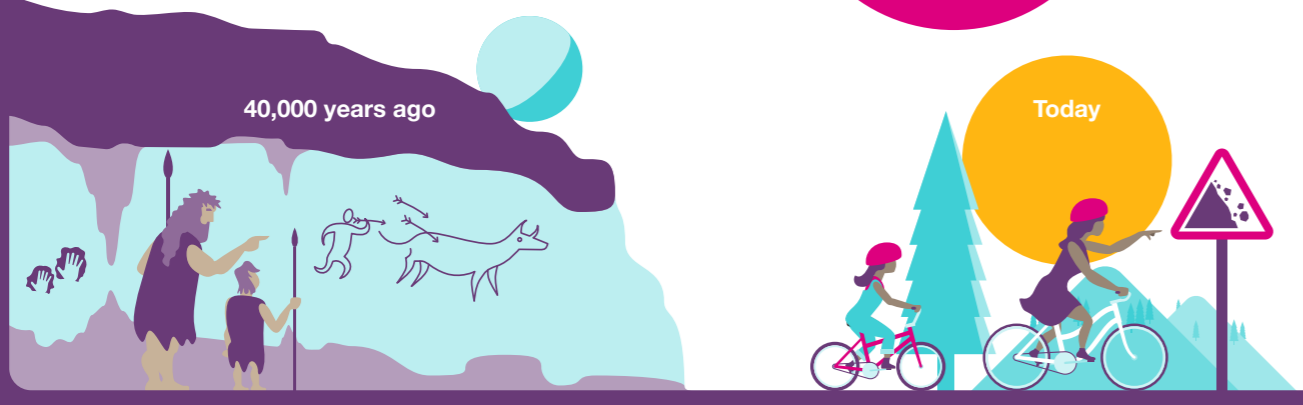
## But don't just take our word for it

Research shows that communicating with images is not only faster, but more effective. If only 25% of your people think in words, how do you currently communicate to the other 75%?
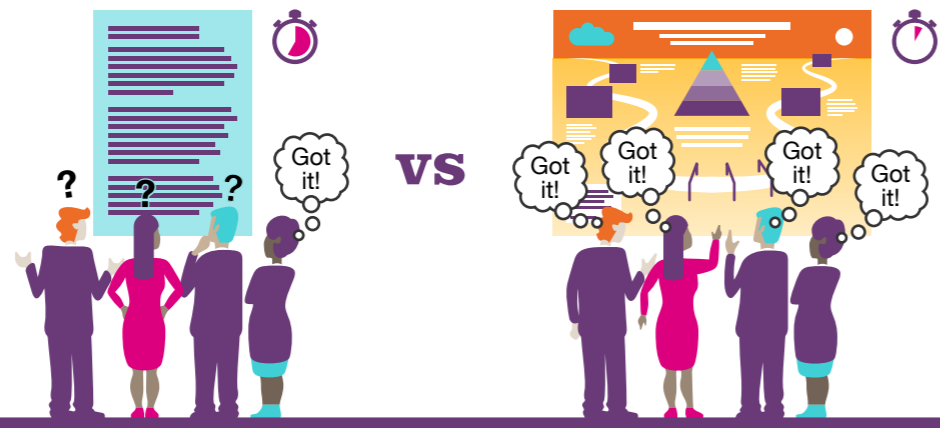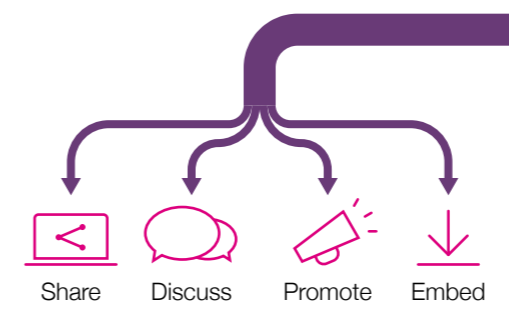
### Ways people learn best

**25%** Words only

**30%** Visual + spatial

**45%** Visual + spatial + words

**Did you know?**
The brain can identify images seen for as little as **13 milliseconds**
SOURCE: MIT

## Images as a business tool

Communicating complex, wordy information alienates and confuses. Our Visual Thinking approach helps organisations cut through the noise and tell simple, compelling stories.

? ? ?    Got it!    **VS**    Got it! Got it! Got it! Got it!

© Home May 2018   www.thisishome.co.uk

# How does it work?

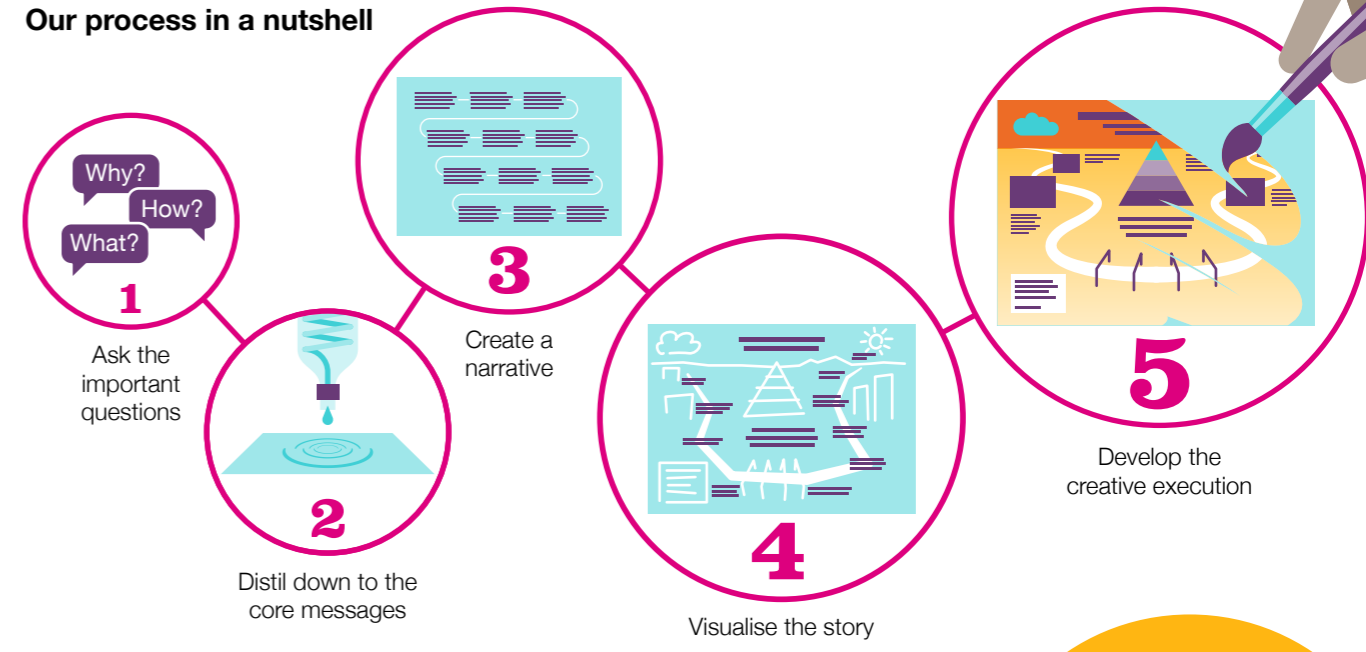Share    Discuss    Promote    Embed

## How is Visual thinking used?

Our maps support team interaction, creating common understanding and driving action. They help translate strategy into action and, when used properly, they make stuff happen.

## Our process in a nutshell

Why? How? What?

**1** Ask the important questions

**2** Distil down to the core messages

**3** Create a narrative

**4** Visualise the story

**5** Develop the creative execution

## It's not just about the destination

The journey to the final Visual Thinking map is powerful and valuable in its own right. We talk to many people to uncover the true story behind the strategy. It's a real voyage of discovery which often uncovers challenges and issues that were previously hidden.

A   B   C   X   Y   Z

**Did you know?**
**1/10** of a second is all it takes to get the sense of a visual scene, compared to an average of **60** seconds to read 200 words.
SOURCE: The SAGE Handbook of Political Communication

home