

BIG VISUALS CREATE MEMORABLE MEETINGS

HOW
GRAPHICS
& STORYBOARDS
IMPROVE
YOUR
EXPERIENCE &
STRATEGIC
OUTCOMES

KEN HUBBELL & ASSOCIATES
THE ART OF CHANGE™

**WE TRANSFORM YOUR
MEETINGS & OUTCOMES**

BIG VISUALS CREATE MEMORABLE MEETINGS



MEETING STORYBOARDS:
CAPTURE HIGHLIGHTS
OF CONFERENCES & RETREATS



ACTION MAPS:
CREATE
INTEGRATED DASHBOARDS
& WORKFLOW CHARTS



STRATEGY GUIDES:
CLARIFY BUSINESS
& IMPACT ISSUES



BUSINESS FRAMEWORKS:
BUILD A PICTURE
OF YOUR BUSINESS



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challenges at
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We capture the Big Picture and the key action steps so any meeting is powerful, effective and memorable! By capturing on wall-sized murals the essence of a strategic thinking or planning retreat, Ken Hubbell draws out the most powerful insights into compelling Storyboards, Strategy Guides, Action Maps or Business Model Frameworks.

The sheer size, clarity, and imaginative visual metaphors help leaders maintain strategic focus and commitment while they are immersed in real-time change-making. These storyboards become the building blocks for communicating strategic vision, key challenges and collective direction. They pave the way for effective action and graphic dashboards. Often, we embed quick portrait sketches of key participants and panelists to connect people with their ideas and to reflect the people at the center of all change processes.

Ken Hubbell is a practiced graphic recorder and facilitator bringing together powerful visuals and discerning storytelling to enrich strategic dialogue and planning. We call this integration **The Art of Change™**.

We incorporated “visual storytelling” to energize the work of clients including technology and predictive analytics companies, progressive foundations, national networks of community colleges, and dozens of universities, hospital systems, and social impact organizations. On the inside page, we’ll show you examples of how we use large-scale visuals to capture the essential strategic content and story lines that are at the heart of every business.

Ken Hubbell can transform your critical meetings in 3 easy ways:

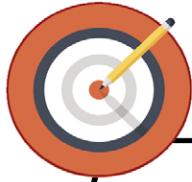
1. Live visual capture of key strategic concepts or stories on wall-sized murals or panels. We'll also produce digital images for immediate or future communications. The client can keep the artwork.
2. Off-site graphic production or enhancement of meeting imagery to enrich reports or strategic planning recommendations.
3. Graphic facilitation services to solve complex business challenges. The resulting charts, diagrams, roadmaps can simplify strategic plans and effective messaging about your work.



You can find out more at

kenhubbell.com/consultingexpertise/visualstorytelling

BIG VISUALS CREATE LASTING INSIGHTS



STRATEGY GUIDES: CLARIFY BUSINESS & IMPACT ISSUES

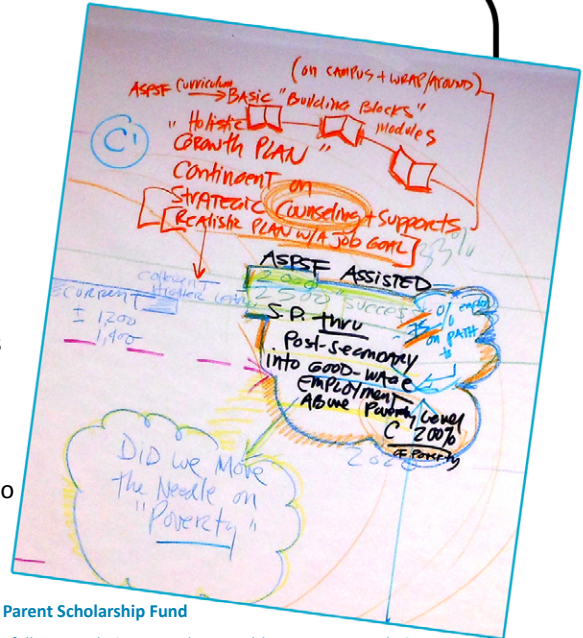
BUSINESS CHALLENGES:

- Building a congruent set of strategies that generate strong impact or profit
- Resolving limiting viewpoints and building consensus
- Effectively communicating the need or rationale for changing business approaches

WHY STRATEGY GUIDES WORK:

Incorporating into your meetings real-time diagrams and simple accessible sketches to illustrate linkages or barriers related to your goals or vision helps people fully see and understand the problem and get on the same page with solutions.

Often, StrategyGuide images become a useful shorthand to convey the importance of the issue at hand.



StrategyGuide (at right) to design impact strategy for Arkansas Single Parent Scholarship Fund

Similar StrategyGuide Clients: HealthEast Care System, Winthrop Rockefeller Foundation; Hamilton Health Sciences Foundation



MEETING STORYBOARDS: CAPTURE HIGHLIGHTS OF CONFERENCES & RETREATS

BUSINESS CHALLENGES:

- Making sense of the critical content and key ideas at intensive meetings and conferences.
- Creating a collective focus when groups deliberate or ideate together and a simple record of the results.

WHY STORYBOARDS WORK:

The size and imaginative color visuals, when combined with key quotes or concepts, produce a vivid simplifying picture that truly is worth a thousand words.

The live StoryBoards evolve during the meeting which is captivating for participants and it allows for refinement of the thinking and consolidation into a holistic summary.

Digital versions of the StoryBoards produce instant shareable infographics and appealing illustrations for communicating the essence of the gathering to additional audiences.



Storyboard from 2017 DREAM Conference for Achieving the Dream

Similar Conference-Retreat StoryBoard Clients: PBS Broadcasting; Scott Family Amazeum, Bush Foundation; University of Alaska; University of Wisconsin-Whitewater

BIG VISUALS CREATE LASTING INSIGHTS



ACTION MAPS: CREATE INTEGRATED DASHBOARDS & WORKFLOW CHARTS

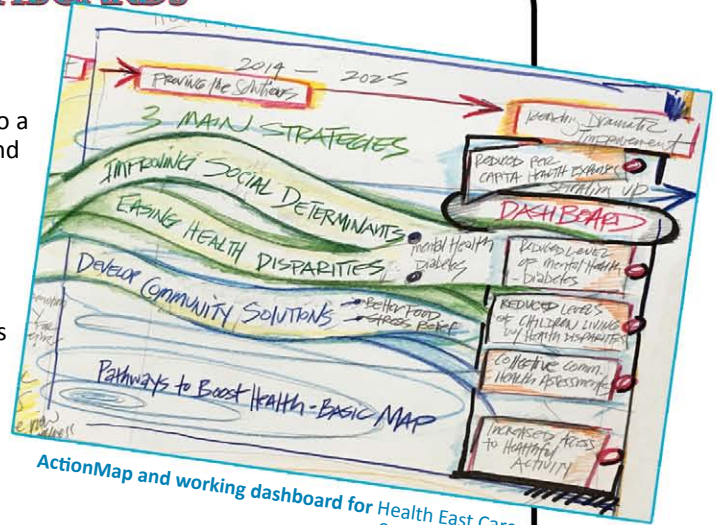
BUSINESS CHALLENGES:

- Turning an emerging project or set of strategies into a realistic time frame and executing it on schedule and budget
- Clarifying intended outcomes and aligning multiple strands of work in a project or strategic plan.

WHY ActionMaps WORK:

Incorporating wall-sized work flow charts of key actions during your meetings provides real time integration of key strategies and milestones. It quickly tests working assumptions and illuminates the proposed resource and management demands.

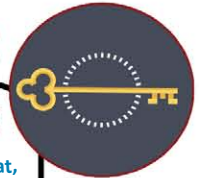
Creating simple metrics in a visual dashboard helps teams gain consensus on the proposed work and its intended impacts.



ActionMap and working dashboard for Health East Care System (St. Paul)

Similar Solutions for Other Clients:
Northwest Area Foundation, MDC

BUSINESS FRAMEWORKS: BUILD A PICTURE OF YOUR BUSINESS



BUSINESS CHALLENGES:

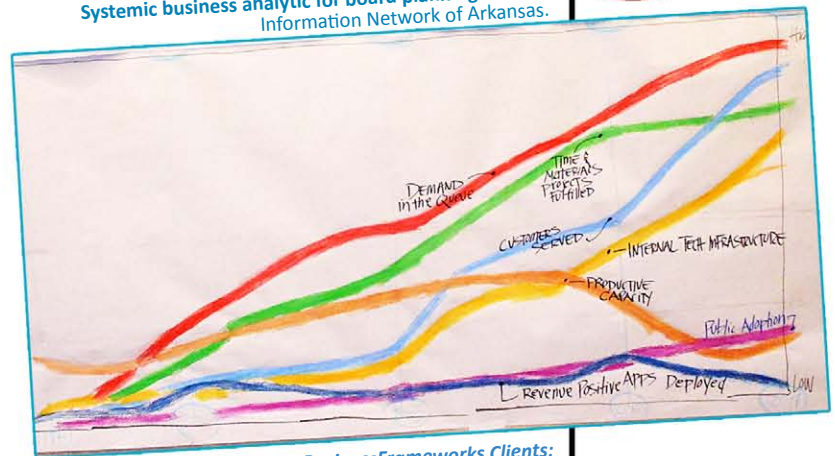
- Unlocking productivity and increased impact
- Turning around a struggling business or program
- Building a robust customer-centered and adaptable business model

WHY BUSINESS FRAMEWORKS:

Collaborating on wall-sized charts of the systemic forces in a business produces collective insights that drive effective solutions.

Sketching out business models with tested graphic tools quickly tests assumptions and helps strategists articulate the emerging business case or constraints.

Systemic business analytic for board planning retreat,
Information Network of Arkansas.



Similar BusinessFrameworks Clients:
Aristotle Interactive; Trillium Family Services;
W. K. Kellogg Foundation; University of Alaska;
University of Wisconsin-Whitewater