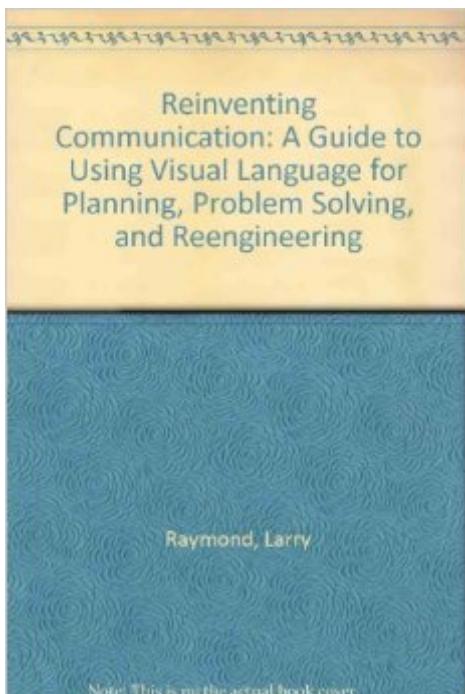


The book was found

# Reinventing Communication: A Guide To Using Visual Language For Planning, Problem Solving, And Reengineering



## **Synopsis**

This book introduces a new concept called visual language, a system of visual symbols that supplements words of communication and analysis and heightens creativity. It shows how visual language helps people communicate on a deeper level, reconcile opposing ideas, and set common objectives. The visual images are tools that help managers, trainers, team facilitators, and many others to renew their organizations, reengineer their processes, align human resources, and operate in a more efficient manner. Learn how other companies have benefitted from using visual language in their organizational activities. Use this book to understand research showing how the sense of sight can help people access visual thinking capabilities and the emotions that affect teamwork. This book shows how anyone can learn how to use visual languages and apply them to personal and professional applications to achieve positive results.

## **Book Information**

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## **Customer Reviews**

When compared with Terry Richey's The Marketer's Visual Toolkit, I rate Larry Raymond's book second best, in terms of business application possibilities. Terry's many ideas are geared strictly towards the marketer, whilst Larry's ideas are geared towards the strategic planner - more so in the arena of Organizational Development (OD). In terms of applications and examples, Terry's book is more wide ranging, although I must add that Larry's book has more depth in his treatment of the subject, from the strategic thinking and planning perspective. The few examples given in Larry's book are also well illustrated for the businesss reader. On the whole, Larry's book is still an excellent

visual toolkit for the businessman. For readers who are fascinated by visual tools in the field of business applications, I would recommend exploring Dr. Malcolm Craig's 'Thinking Visually' book. He illustrates with more than a dozen graphical templates for visualisation of complex information in business as well as in research.

Larry Raymond's book is a real eye-opener. He outlines, and then describes in sufficient detail, how to redesign even highly complex organizational structures and work processes in a single day. Immediately, upon reading the book, I spoke with then met with the author. I have applied his process with great success. END

One of only ten books used to craft a work-place communication program for a staff development initiative. Along with Non-violent communications (Dr. Marshall Rosenberg) and Crucial Conversations, Habits, Blink and Mind Mapping, we can re-frame the engagement and behaviors of our team. This is exciting work.

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