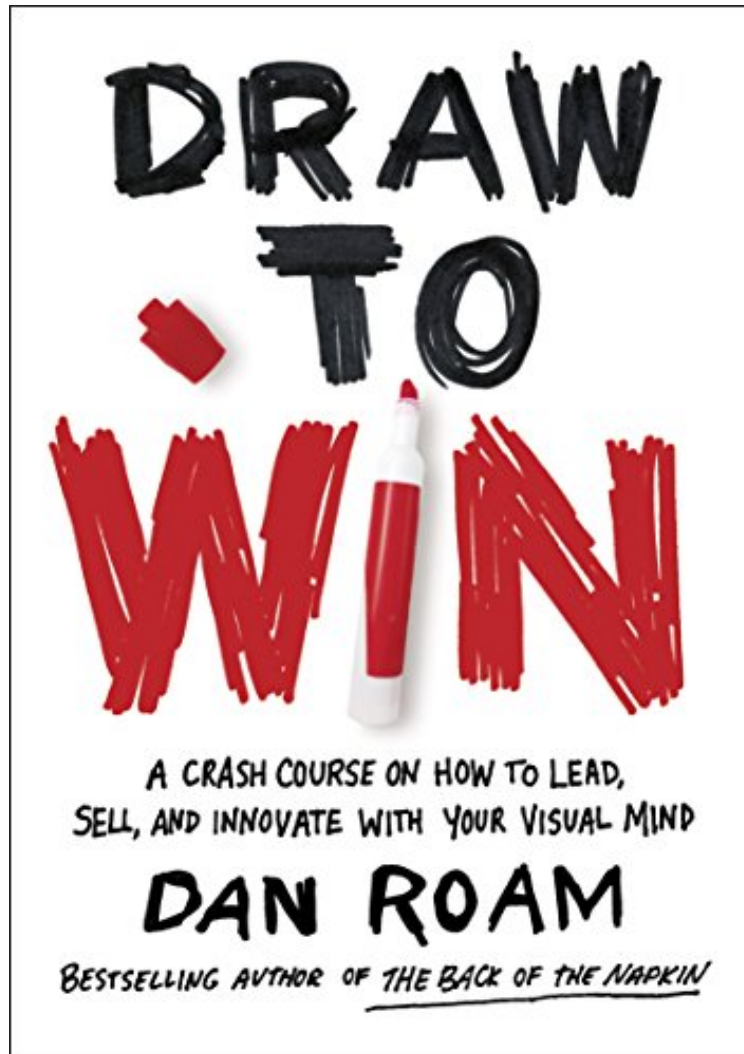


Draw to Win: A Crash Course on How to Lead, Sell, and Innovate With Your Visual Mind

Dan Roam

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Dan Roam : Draw to Win: A Crash Course on How to Lead, Sell, and Innovate With Your Visual Mind before purchasing it in order to gauge whether or not it would be worth my time, and all praised Draw to Win: A Crash Course on How to Lead, Sell, and Innovate With Your Visual Mind:

5 of 5 people found the following review helpful. One of my favourite read of 2016 By Brad Revell We have been visual creatures since our inception. Our oldest ancestors told visual stories by drawing - this has endured for thousands of years. Today in the business world we stick to powerpoint presentation and dull our audience to sleep bullet after bullet! We even have a name for it; death by powerpoint! From the beginning of this book Dan Roam's challenges this status quo and proposes an alternative: drawing to win. In my opinion is

that a book, like a presentation, should answer the question of "so what". If Roam's first book (Back of the Napkin) was the "how", then his second (Draw to Win) is the "so what". Draw to Win delves into the key aspects of why you should draw a certain way. For example, starting with the who, leading with the eye and the mind will follow, drawing the world upside down are some of the areas Roam covers off in his book. Draw to Win was one of my favourite reads of 2016. If you work in the business world or better yet have to communicate with people (who doesn't) then pick this book up and enjoy!

Three key takeaways from the book:

1. From Cisco, 90% of all data transmitted on the Internet is visual! This was a 2015 statistic
2. Writing is the recording mechanism of verbal thinking. Drawing is the recording mechanism of visual thinking.
3. Roughly 1/3 of the brain's neurons are dedicated to visual processing and another third are occupied by vision combined with other sensory processing

0 of 0 people found the following review helpful. Enjoyed this book

By Nonnie of 3I thoroughly enjoyed this book. The 3 C's which I found valuable in this book includes, Clarity, Comprehension, and Communication... all needed in presenting ideas and concepts to others. And, it's not only these 3 concepts, there are many more. This book is a wonderful resource to have on hand for learning how to share your ideas and have your message understood.

1 of 1 people found the following review helpful. Love Dan Roam's books

By Robert Schettini Love Dan Roam's books, but this one is fatally flawed. The book is so small that the pictures are almost unreadable.

Get ready for the ultimate crash course in communicating and solving problems through simple pictures. Thirty-two thousand years ago, your many-times-great-grandparents Oog and Aag drew pictures on the wall of a cave. They had an innate need to communicate, but no written language. So they found an easy and natural way to share their thoughts and stories. Today, after so many years when speaking and writing dominated, we're back in another highly visual age. About 90 percent of everything shared online is now visual—selfies, GIFs, smartphone videos, and more. This explosion of communication through pictures isn't a millennial-driven fad; it's as natural as those lines first drawn by Oog and Aag. Just turbo-charged by the latest technology. And yet over the past twenty years, as I've taught people from Fortune 500 CEOs to White House staffers how to harness the power of imagery, the biggest objection I've always heard is, "But I can't draw!" Trust me, you can. You don't need to be da Vinci to be an outstanding visual thinker and communicator. The most effective drawings are the simplest, and you can get good at those in three minutes. In this little book, I'll teach you how to use seven basic shapes to explain just about anything to just about anyone. If you've read my previous books, you'll see one or two familiar tools here, along with a bunch of new tools you can start using right away. If you're new to my approach—welcome! Get ready to work smarter, communicate more clearly, and get better at whatever you do, just by picking up a pen. Get ready to draw to win. From the Hardcover edition.

"It is because of simple drawings that I am able to more clearly communicate my ideas. I encourage everyone to do it. Thanks to Dan Roam, everyone can!" —SIMON SINEK, optimist and author of Start With Why

"Dan Roam disarms our fear of drawing and provides clear and simple tools to bring our stories to life. In Draw To Win, Dan gives us all the chance to become better communicators, because the language of images is universal." —TOM KELLEY, partner, IDEO, and author of Creative Confidence

"In this wonderful little book, Dan Roam has achieved something remarkable. He shows how the simplest thing—making a quick little drawing of your thoughts—leads to a renewed sense of purpose, focus, calm, and mastery." —KELLY MCGONIGAL, author of The Willpower Instinct and The Upside of Stress

"Dan Roam is the master of using simple pictures to sell big ideas. I've stolen truckloads from him, and now you can, too." —AUSTIN KLEON, author of Steal Like an Artist and Show Your Work!

"Like the lessons behind Dorothy's red ruby shoes, Draw To Win shows us that the ability to be innovative rests in all of us. In times of increasing complexity and change, using pictures to find and communicate simplicity is our most powerful weapon." —LISA K. SOLOMON, coauthor of Moments of Impact

About the Author Dan Roam is the internationally bestselling author of five books on visual communication, including The Back of the Napkin, Blah Blah Blah, and Show and Tell, and is the founder of the Napkin Academy, the world's first online visual-thinking training program. He has helped leaders at Microsoft, Boeing, eBay, Kraft, Gap, IBM, the US Navy, the US Senate, and the White House solve complex problems with simple pictures. Dan and his white-board have appeared on CNN, MSNBC, ABC, CBS, Fox, and NPR.