

NEW BENEFIT coming in July:

Tired of ever-changing email addresses? How about an address you can keep as long as you like, no matter how often your ISP changes?



YourName@ifvp.org

Full-service email with an active spam filter

Forward mail to your current address, use it for a special purpose, whatever you choose, Your Name will be ALL YOURS again!

Thanks to a lot of hard work by Jennifer Hammond Landau, and Rob Benn,



2004 Conference Charts, Snapshots & Memories are now on the Web!

June is the month to JOIN!

We are excited about the progress we've made as an organization, and we hope you are feeling the changes! Thanks to our outstanding WebTeam there's now an online system to handle dues payments and create membership records. It's so much easier now--we strongly encourage you to join or renew your membership today!

That was our first hurdle before beginning a membership drive. The second was more important: make sure your IFVP membership is WORTH THE MONEY YOU PAY:

Does the IFVP truly have something of value to offer YOU, the Visual Practitioner?

YES, we do! It's not all in place, not by a long shot...some of it is just a glimmer of possibility: The Board is committed. New features, tools, and resources are added to the Website nearly every month. The Conference Team is building toward a great event in October. **And soon, the IFVP will be able turn our attention in a new direction: Outward, to what's on the horizon and what's beyond. For that we need a firm foundation: a broad, active membership and a stable budget—we need YOU.**

So, we have *progress*. We have *momentum*. We have *purpose*: Visual Practice is a unique and valuable gift to the world. Isn't it time people knew it? What if meeting organizers everywhere understood its impact? What if every important gathering incorporated visual practice effectively? What difference would THAT make—to groups, to society, to the future, to you?

The IFVP is committed to making it happen... Our time is NOW!

- **New Research is piling up a mountain of evidence** that memory and decision-making involve the whole brain. We're all over that one.
- **Storytelling is a BIG DEAL**: We capture, enhance, and help tell stories effectively.
- **Return On Investment**: Visual Practice makes meetings more productive, more memorable, and helps recall and retention, so they create more value.
- **PowerPoint has peaked**: Let's give proper credit—PowerPoint GOT COLOR & IMAGE TO CENTER STAGE...it just isn't as beneficial as originally believed, and has some unpleasant side effects. Maybe there's a void opening up that we can fill with something more human, more real, more fun, and more effective!
- **Audio and Video recording are commonplace, accepted, expenses**—but are they the right solutions for most gatherings? Who has time to go through the whole thing again? Graphic Recording is often a better value, providing the record people need, in a format they can use, review, share, and actually enjoy. Maybe it's time to switch to something less filling: *There's always time for a Graphic.*
- *Not capturing everything* is a VIRTUE—we manage information overload.
- **Helping everyone see the Whole** is the next frontier—some say the key to our very survival*: Who does that better than we do?

CAN WE SEIZE THE MOMENT?

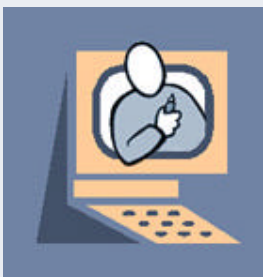
Food for Thought:

* **Presence** by:
Peter Senge,
C. Otto Scharmer,
Joseph Jaworski, &
Betty Sue Flowers

** **Crossing the Chasm** by:
Geoffrey Moore

*** **Customer Centric Selling** by:
Michael Bosworth &
John Holland

Get slightly Famous!



Post your Personal, Professional Page @ www.ifvp.org

Questions? Email Rob@positiveculture.ca

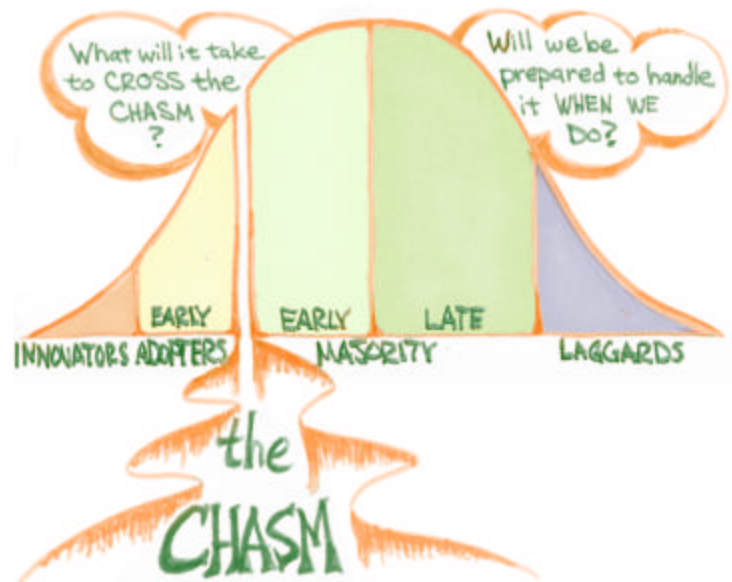
Crossing the CHASM**

You've probably all seen the Adoption Curve in its basic form—it seems to show up on my charts two or three times a year, in one form or another. It showed up quite differently a few weeks ago, and it's prompted new questions and ideas.

This is us, folks—**our story, our situation:** Visual Practice stands at the brink.

New ideas and products are snapped up initially by people who want what's NEW, what's COOL, by people who are willing to take a chance on something that seems promising.

That pretty accurately describes the vast majority of my clients. What about yours?



Apparently, a great many products and services take off big in the beginning as Innovators and Early Adopters hear about them, then lose steam as they lose their “newness” or when budgets get tight—they're nice-to-have, not must-have. The products that gain acceptance across the majority, the ones that cross the Chasm, have real staying power: they're accepted as necessary. Their budgets may be trimmed in a crunch, but they're seldom eliminated.

My clients are the Enthusiasts and Visionaries who populate the left side of the Chasm. According to Moore, these folks BUY what they want. All we have to do is help them “get it”, and they're willing to hire us if they can afford to. They're also easy for us to like and talk to—we're Enthusiasts and Visionaries ourselves!

The folks on the far side, in the mainstream, NEED TO BE SOLD, even if they understand it, they want it, and they have the money. It takes a different story and a different approach to capture the Pragmatists and Conservatives who make up the mainstream majority. And it takes a conscious effort to reach them, especially since our viewpoints and styles may be dramatically different from theirs.

According to sales experts***, two critical things to keep in mind are:

- 1) The Majority is QUITE WILLING TO BUY, if we give them the information, support, and reassurance they need. For example, many people need to see others they identify with already using it successfully—this is why testimonials are valuable—helping people imagine it working for them.
- 2) Stay away from the Laggards. They're not worth the effort to convince, especially since even if they do say “yes”, they will not be happy without steep discounts and extra services. So, you can forget the hard sell—what a relief!

Can Visual Practice enter the Mainstream? What then?

We have the makings of a great case, but we haven't formulated, packaged, and

Membership is just a click away—handle everything online in a secure transaction:



JOIN TODAY

VISA, MasterCard,
PayPal ACCEPTED

The International Forum of Visual Practitioners is a professional association of

Graphic Recorders, Graphic Facilitators, and others who utilize large-format graphics in group process work.

On the Web at:

<http://www.ifvp.org>

If you have questions about the newsletter, or suggestions for future issues, please email: marthamcg@comcast.net

communicated it effectively. The experts*** say a lot of the people we speak with or who see us work are anxious to “buy”, and will, but they need us to **help** them justify the decision. The Mainstream simply makes decisions differently. **“New” and “Different” and “Exciting” aren’t virtues on the other side of the Chasm, they’re often liabilities.** Since the Majority doesn’t like taking risks, these are appealing qualities only when they’re applied to something already in use, something with well-understood value. The majority chooses what is Proven, Accepted, Effective, and Credible, and wants to know that others like them are doing it too.

We must make clear that we Achieve a Goal, Solve a Problem, Satisfy a Need... The GOOD NEWS: This is a story we can tell. Plus, stories that work in the mainstream also work in our existing market, helping our “natural” clients convince other decision makers.

Something to ponder: Once we capture the attention of the Majority, how will we meet the demand? ..What changes might be needed to bring Graphic Recording & Facilitation into full flower, contributing at full potential, maximum impact? ..Who will do the work? ..Where will they come from? ..What new forms, tools, methods, skills will be required? ...What role should the IFVP play?

The IFVP: Building a Bridge across the Chasm

We don’t have to do this as individuals, in isolation—it may not even be possible. While each of us has our own style and strengths, Graphic Recording & Facilitation, and related fields provide common benefits that we all provide to some degree. Over the next year or so, we’ll be distilling that, gathering research, pulling it together into a set of coherent messages that will resonate with mainstream decision makers. Even those of us who aren’t interested in reaching a broader market will benefit from greater acceptance and perceived value: Innovators and Early Adopters can be fickle—the more we’re viewed as necessary and valuable, the more stable our funding will be, and the less likely we are to be just a passing fancy.

We’ll also begin exploring those other questions: Who? How? Where? What? ...?

What role would you like to play?

Won’t you join us as we take our first steps outward and into the future?

Please join us in Lake Tahoe on October 21-23, 2005 for this year's IFVP Conference, *Evolving Together: Visual Literacy and Learning in the 21st Century.* We will also be celebrating the Conference’s 10th birthday! We are very pleased to have David Sibbet as one of our keynote speakers, and we’ve gathered some other truly outstanding speakers and presenters to stretch our thinking. You won’t want to miss this amazing learning opportunity! ...*Stay tuned for more updates to come*

What’s new on the WEB

Email account sign-up information will be sent to members in early July—you’ll be able to choose either an IFVP.org or VisualPractitioner.org address—one’s short, the other descriptive. The choice is yours! Right now, the sites are mirror images, but eventually IFVP.org will be primary and the longer name will be a sub-domain within it.

---- **Martha McGinnis**

Copyright © 2005 International Forum of Visual Practitioners