



# Draw me a picture - How to communicate up to 50% more effectively at work

*Kristina Cunningham*

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Do you want to communicate better at work? It's easy - use visual techniques in your documentation.

Did you know that most people think visually, or process visual information easily? If you're not using visual elements in your documentation, you are not communicating well.

- 40% of people are primarily visual learners.
- Of those who are not primarily visual learners, most process visual information more easily than text.
- Visuals can present information in a way that makes connections between things obvious.
- You can convey a large amount of information in the smallest possible way, using a well formulated visual.

You will learn the tips and tools to learn how to effectively use visual techniques in your documentation.

Studies have shown that you can improve learning and retention by up to 50%, and decrease reading time by up to 30%, just by using effective visuals and document structure.

Use the questions and checklists in this book to

- understand how to use visuals
- determine what are the most appropriate visual techniques for you
- start incorporating visuals in your work.

And start drawing pictures to improve your communication!

About the author

Kristina Cunningham is passionate about improving the way people communicate through documentation.

She has been the victim of too many documents that didn't deliver the required information. Her crusade is to save the hundreds of hours that are wasted because of poor documentation.

Professionally, Kristina works in the IT industry in the areas of business analysis, testing, user interface design and technical writing.

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