

The vision that changed the world: Yours

Kevin Woodson

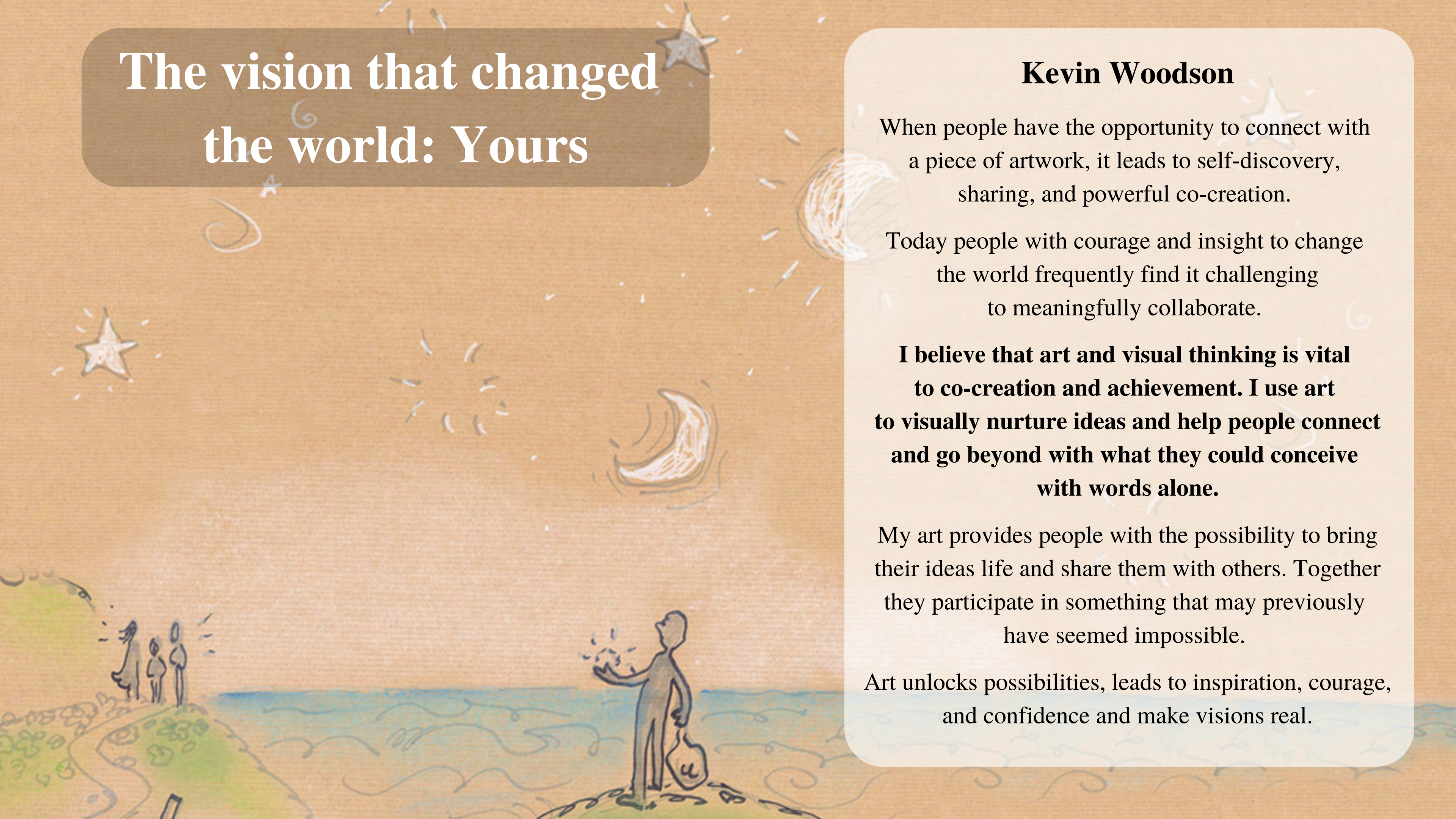
When people have the opportunity to connect with a piece of artwork, it leads to self-discovery, sharing, and powerful co-creation.

Today people with courage and insight to change the world frequently find it challenging to meaningfully collaborate.

I believe that art and visual thinking is vital to co-creation and achievement. I use art to visually nurture ideas and help people connect and go beyond with what they could conceive with words alone.

My art provides people with the possibility to bring their ideas life and share them with others. Together they participate in something that may previously have seemed impossible.

Art unlocks possibilities, leads to inspiration, courage, and confidence and make visions real.



WHY seeing the vision is vital in today's world

See the vision every day

Pictures, not words, are how people are hardwired to connect.

Make events unforgettable

Capture and highlight outcomes as they occur, gets people excited, and is a dynamic record for everyone.

Overcome barriers

Help resistant people understand the way forward and why it's important.

Make innovation accessible

Art is the universal 'app' to connect the wide arena of experts, resources, and leaders.



Elevate the vision to a shared 'movie screen'

Challenge: the most important dynamics are invisible:

Shine a light on breakthrough ideas, collaboration opportunities, and organization dynamics.

The way forward:

art puts it all 'in your face.'

Art bears witness. People cannot hide. The vision comes to life.

How to do it:

Working virtually and in person

FRAME: A first-draft picture for clear scope

FOCUS: Bring it all together in one picture in a meeting

FLOW: Share the final full-color picture with everyone



Make participants the stars!

Challenge: huge expectations make follow-through essential

Symposiums, forums, and conferences: all have rock-star-level expectations, but are challenged to make the results stick.

The way forward: light up the action with a real-time component

Move beyond just capturing what's being discussed, or relying on photographers to shoot 'meeting selfies.' Create a live visual production that unfolds moment by moment and gets people in the action.

Turn agendas into scenes and acts, and become the the director of an event that features what's really happening in the room now. Help everyone give their best performance by checking in and reviewing the outcomes so far, and what's yet unspoken.

How to do it: use art for the right events in the right way:

FRAME: Are you expecting blockbuster results from participants who matter?

FOCUS: Check in with the art at key points in the agenda as it evolves.

FLOW: From start-to-finish a blank piece of paper is transformed into a new tomorrow for all to see.



Generate buzz, capture attention, and stay on track

Challenge:

Build and maintain momentum
Keep people excited and engaged.

The way forward:

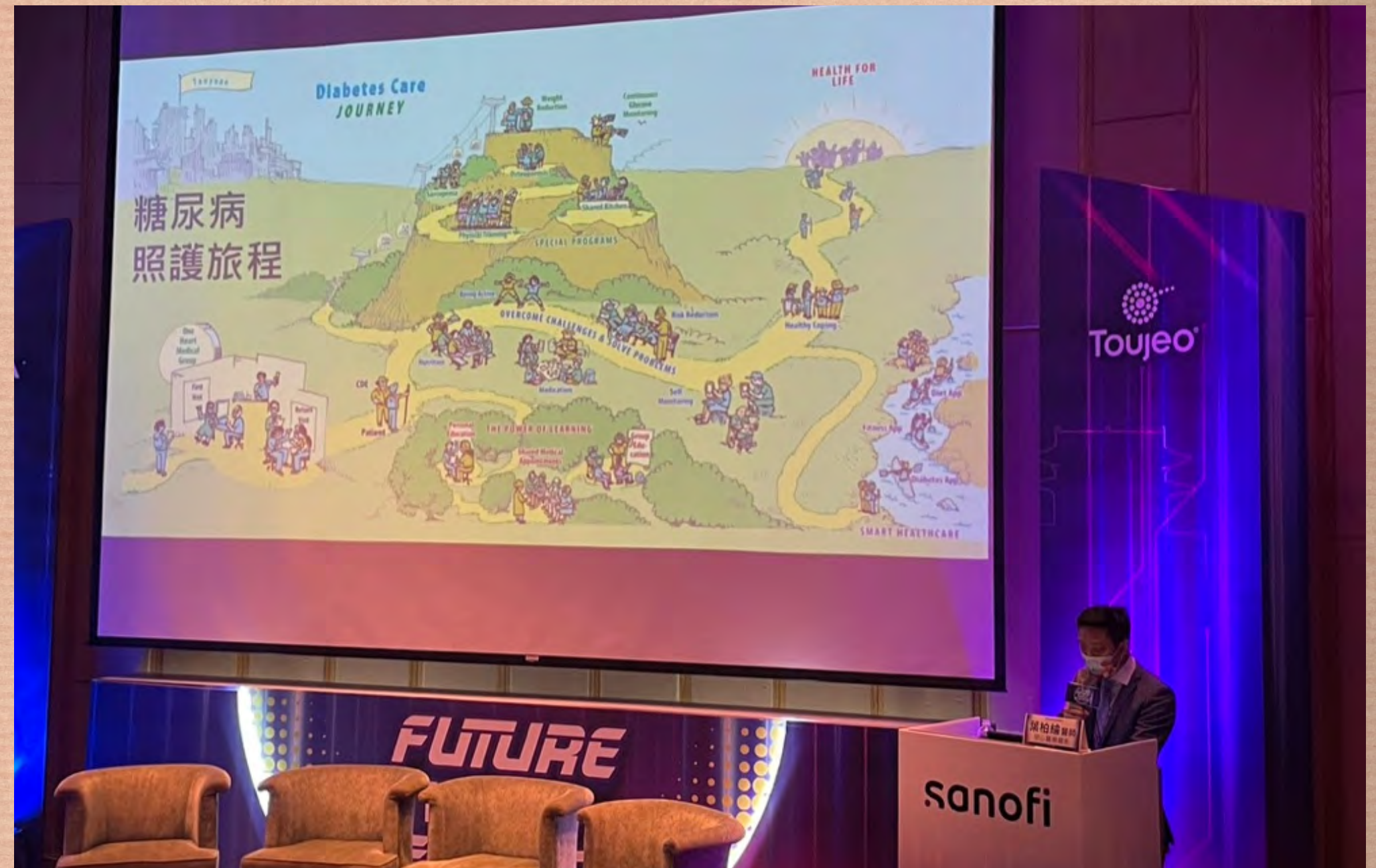
Visuals show progress every day
Visual updates let people engage and understand fast, and keep the purpose and vision front and center.

How to do it: Kevin works with transformation consultants and leaders:

FRAME: What are the outcomes? Who is the audience? What visual message can keep you connected?

FOCUS: Bespoke art and visual communications as you need it.

FLOW: Update and roll out visual messaging, evaluate the impact.



WHO is Kevin?

About Kevin Woodson

Raised in rural Illinois, Kevin has spent a lifetime helping people and organizations around the world find inspiration and collaborate on projects that make a difference.

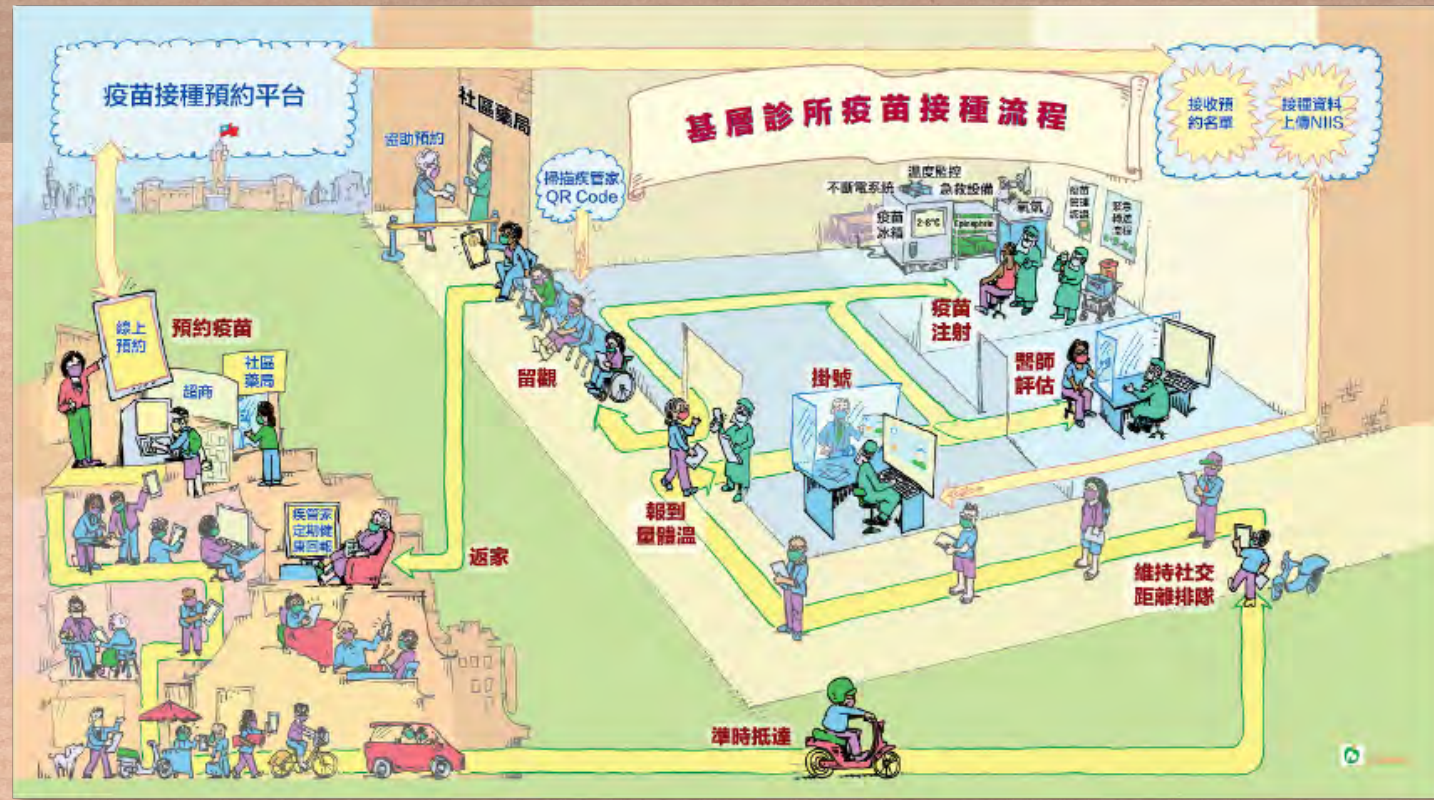
Kevin's repertoire includes visual facilitation, fine art, and illustration. He regularly exhibits his paintings and sculpture, facilitates strategic visioning in businesses, and is art director of Living Lab Gallery in Taiwan, where he currently resides.

Through his illustrations in *Enter Your Flow, An Interactive Journey Toward Fulfillment And Happiness*, (2023, Hasmark Press) Kevin has brought together his individual skills and practices into a single work.

WorkLife Flow

Kevin is the illustrator of the book, *Enter Your Flow, A Journey Towards Fulfillment And Happiness In Your Work Life*. Along with his four co-authors, Kevin is a partner at [WorkLife Flow](#). He supports clients as an independent consultant, and with his Flow Teammates.

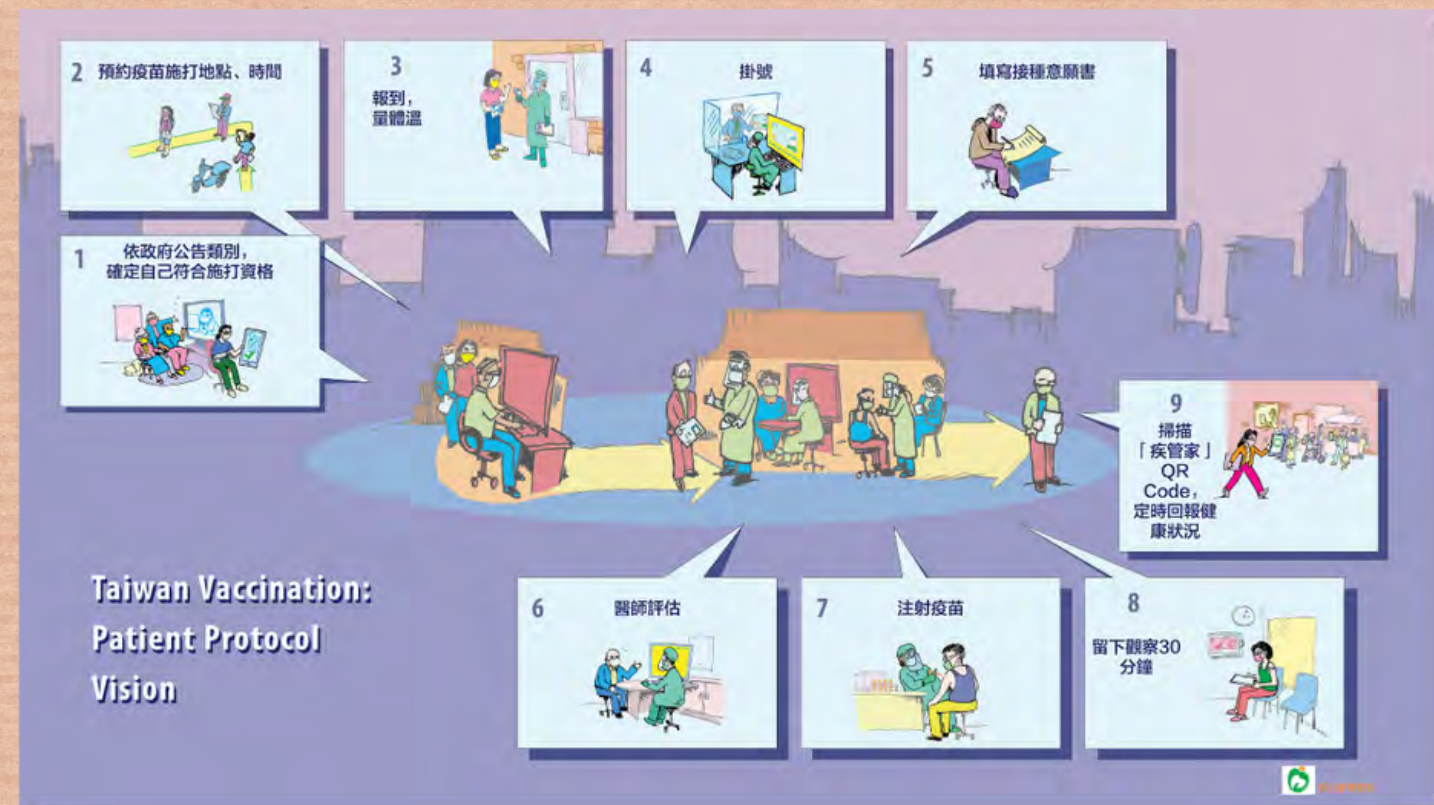




Public Health and Pandemic Safety in Taiwan

Taiwan delayed any outbreak of Covid 19 until March 2021, when testing, vaccination, and preparation were already advanced.

These visual aids are produced at key points during the pandemic, and connect medical leaders with the communities they are helping.



Business transformation, like pandemic-time public health, presents many complex problems and solutions along the way.

Art and graphics in all forms are a powerful tool to design, test, and communicate new ideas fast, get people on board, and move forward quickly.

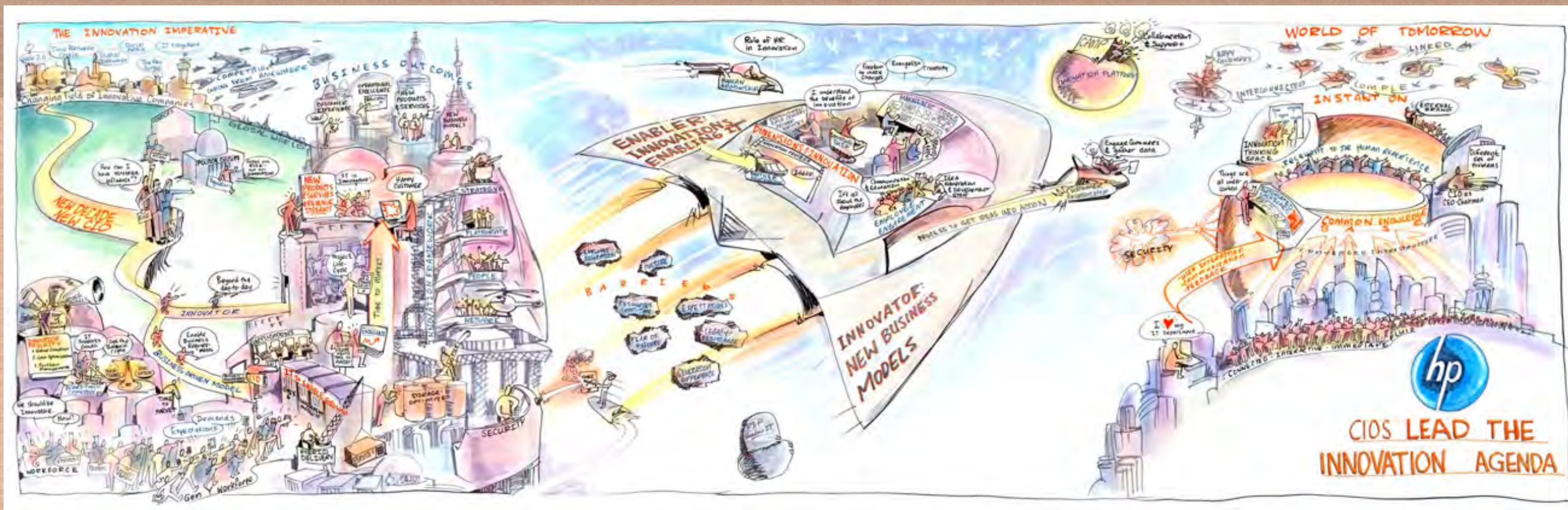


Visioning in Symposia, Forums, Workshops, Conferences...

200 Financial Service Leaders gather to imagine what their industry could look like in 15 years. Their ideas are captured as a visual story. The story takes form, and people connect, building on each other's ideas. By the end of the day, the images form a presentation that tells the full story: from Today, to Today's Tomorrow, to Tomorrow's world.

After the symposium, time moves forward. Some ideas occur exactly as depicted on the map. Others remain seeds that have not yet sprouted. Financial leaders, technologists, and funders have the map as a check-point in their progress, and a reference in planning for years to come.

Many symposia take place with just the speakers' notes and presentations as the follow-through. But dedicating a wall to telling your story creates energy in the room and a story that will be told across the industry.



Global Innovation Centers

As the external face of 'HP Labs,' one of the highest value-adds in the tech industry in its day, the **Global Innovation Centers** provided an opportunity for leading customers to be '**entrepreneurs**' and talk about the future and experiment with early-stage solutions.

Thinking visually enabled technologists, marketers, funders, and business leaders to come together and see emerging technologies as answers to current business issues, or as visionary breakthroughs. Visuals enable a powerful channel of nonverbal communication to enhance collaborations and supercharge presentations.

Kevin partnered with [@Paul Jeremaes](#), founder of HPE and WHO Global Innovation Centers, employing visual capture in workshops and symposiums to focus on the future and connect with breakthrough technologies.

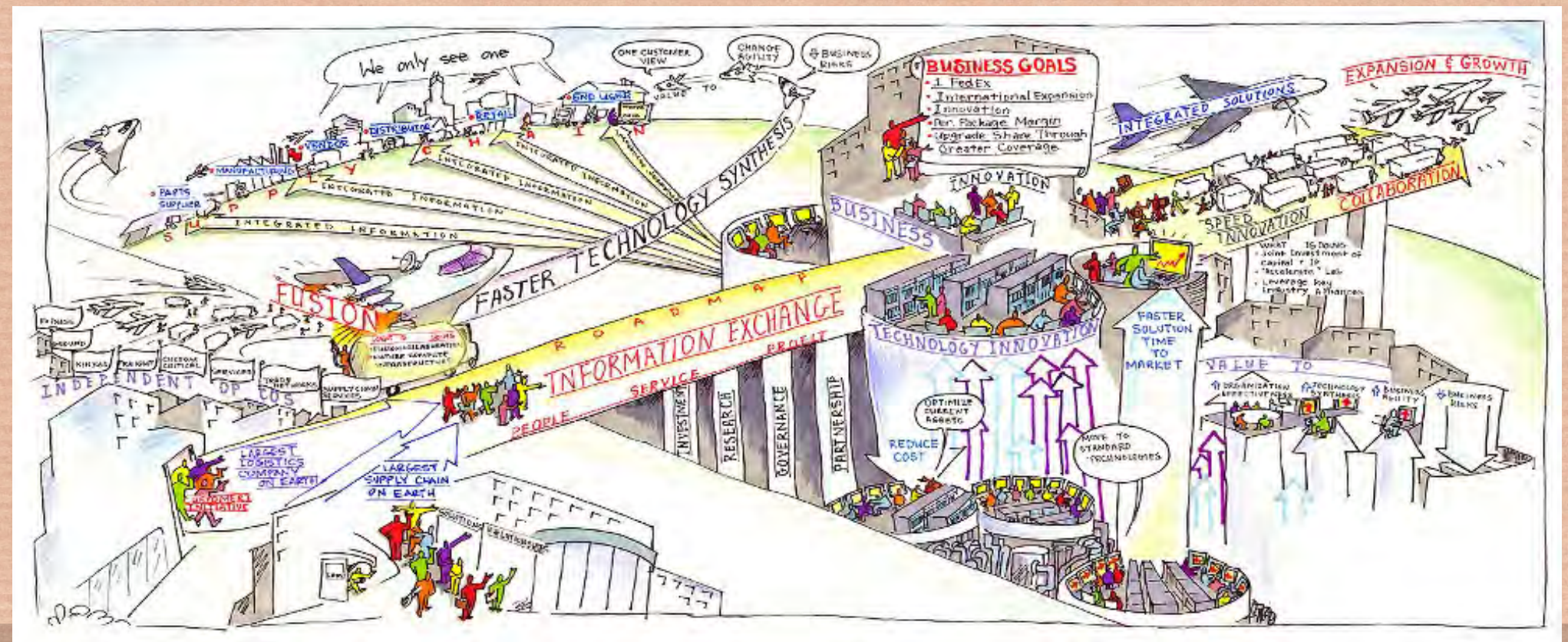
Paul is also a co-author, with Kevin (illustrations), of the just-published book, *Enter Your Flow, An Interactive Journey Toward Fulfillment and Happiness in Your Work Life*, Hasmark Press, 2032.

Innovating with Industry-Leading Accounts

Long before there was **AI**, **The Cloud**, or even **Service Management**, entrepreneurial high-tech firms closed major sales and enterprise transformations based on co-developing exciting visions that they could deliver today.

For example, the Baseline Vision (top) tells the story of how tens of thousands of ungoverned servers in branches and regional offices were transformed to operate with 'Ubiquitous Computing' from a centralized IT organization. 'Ubiquitous Computing' eventually changed its name to 'Cloud.' The bottom picture shows a similar transformation in a different industry.

Kevin combined a high degree of artistry with the ability to understand and visualize complex technology solutions and the business value they delivered.

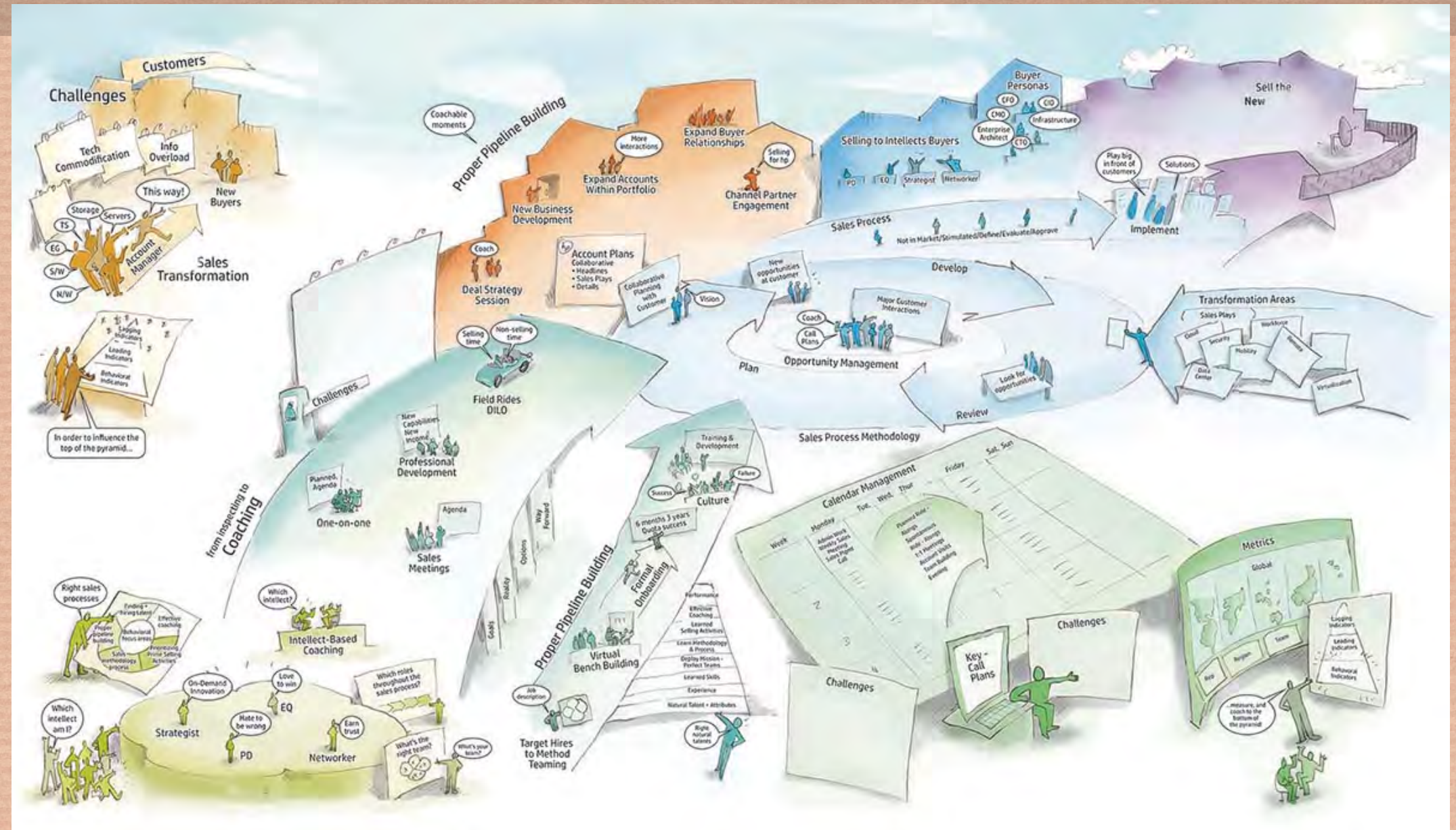


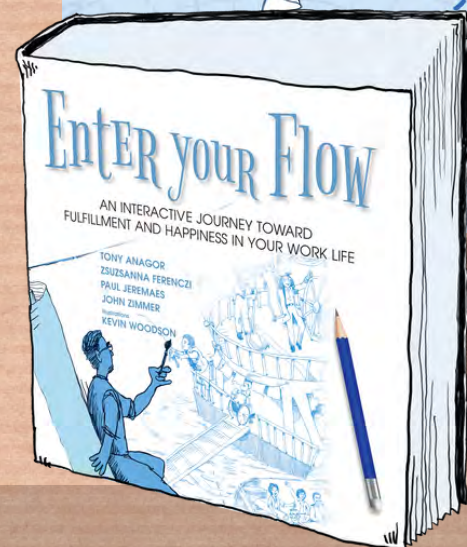
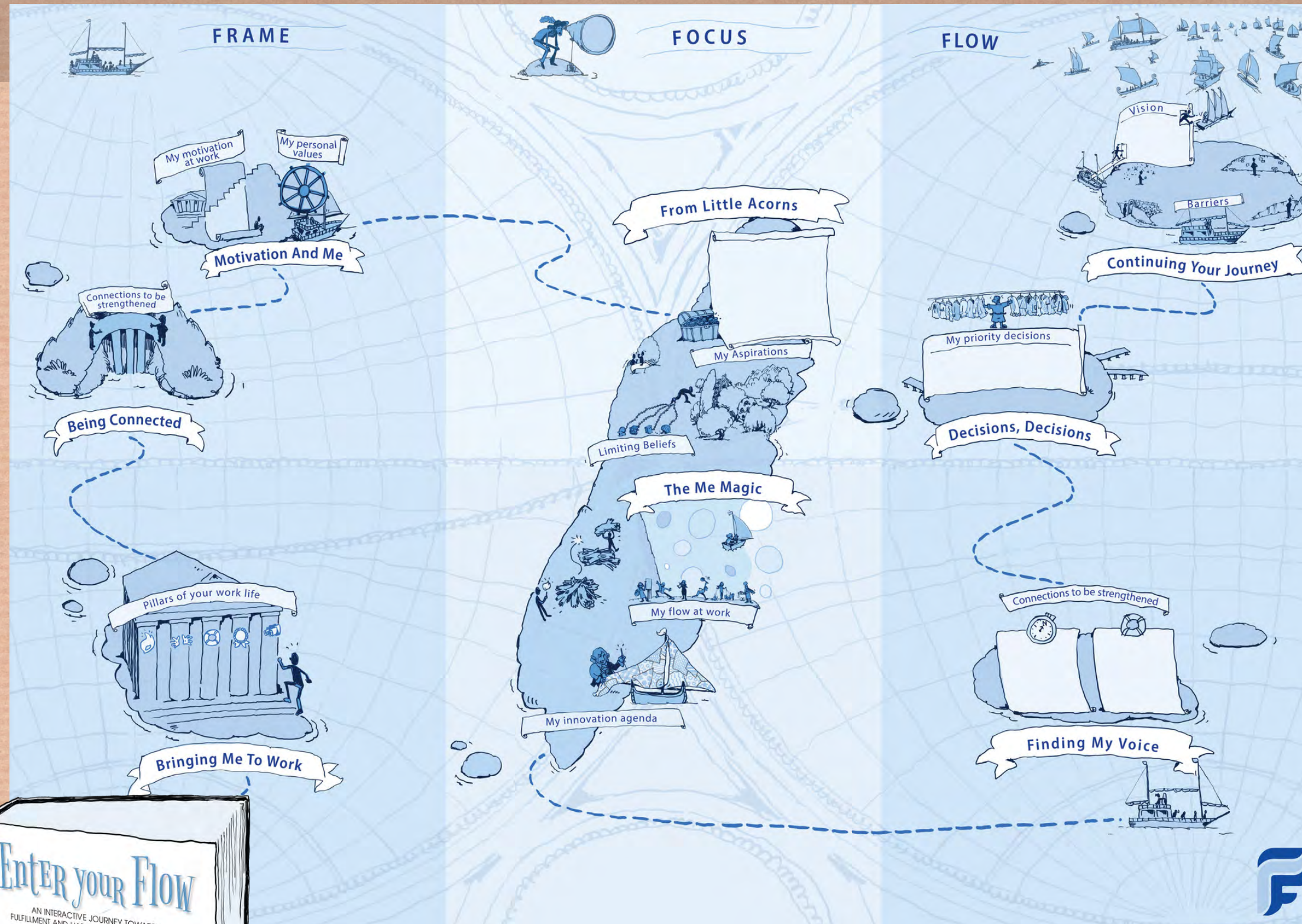
Ropes to the Ground

Although high-level visual pictures of the future are inspiring, real change is often delivered in the form of incremental solutions by a diversified front-line sales force.

Ropes to the Ground gave the front-line sales force highly visualized 'Playbooks' and trainings to have consultative conversations with their customers right now and sell the wide array of components of breakthrough visions.

@Steve King, former head of sales at Hexagon and at HPE, incorporating visual strategy into C-suite deals, account planning, and the day-to-day activities of the frontline sales force.





Enter Your Flow ***An Interactive Journey*** ***Towards Fulfillment and*** ***Happiness In Your Work Life***

With the release of ***Enter Your Flow*** (Hasmark Press, April 2023), Kevin and his four co-authors embarked on a journey to offer ordinary people everywhere the insights and opportunities to chart their future work lives.

Not confined to the pages of the book, the authors' vision is to engage more people through an expanding offering of workshops, book clubs, web portal, blog, animations, presentations, workbook, cards and even a weekly 'Flow-Toon!'

Although the book went to press in February with more than 300 illustrations, Kevin continues to act as creative director, and to generate new art, such as the **Journey Map**, shown here, to guide readers through their own unique experiences.



Visionary Leadership: Room to Read

When leaders need to clarify their story to themselves, and present it to a larger audience, using art is inspiring and refreshing.

The leader of the the Room to Read Local-Language Publishing Program told the story of her global network, from donors to educated children and communities celebrating life long learning.

Visually telling the story helped the leader see her own story, and show how donors, local countries, the larger organization, and communities all benefited.



Visualizing the Summit: Conscious Capitalism

Artistically transforming a one-day intensive Learnshop into an epic story that resonates across the Summit and can be revisited and retold by leaders every day.

Started from a blank piece of paper, the almost six-meter-long artwork captures metaphors, vignettes, and a big-picture story as the facilitation of **Timothy Henry** and **@Peter Matthies** uncovers insights and visions from the room.

Although the artwork is complete by the end of the day, the **visual storytelling** has just begun. The completed map and a component follow-through presentation keep the summit alive for a long time to come.



Virtual Visualization: Conscious Business Masters Program: Virtual meeting

This is an example of a virtual session exploring leaders' challenges and aspirations.

As the participating leaders describe their journeys, their stories are brought to life in a full-color map.

Digitally rendering a virtual meeting can have additional benefits of keeping today's remote and work-from-home teams engaged and inspired.



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