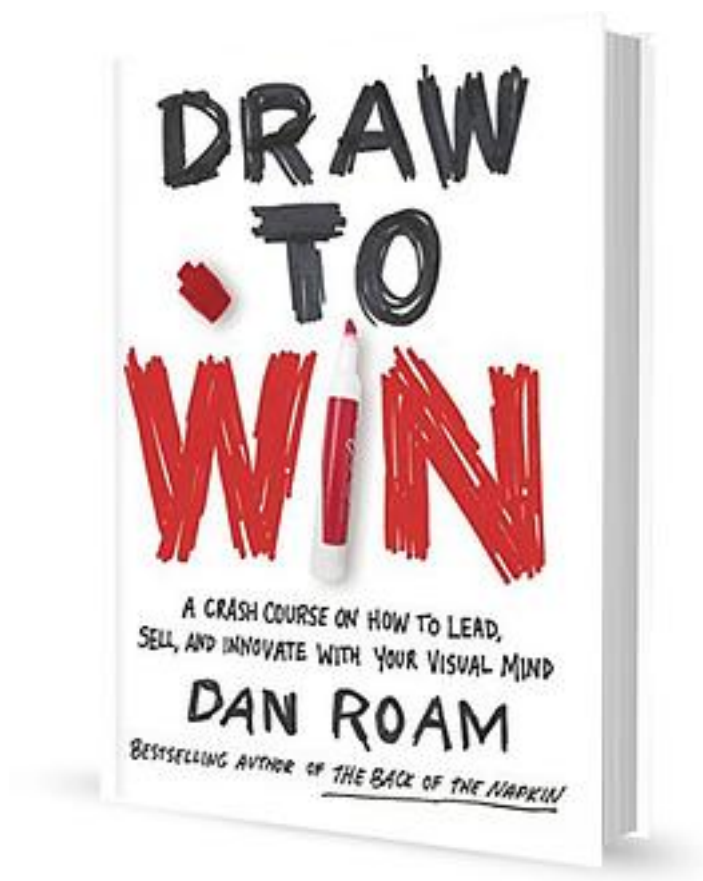# Draw to Win

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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 millenial-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 CE0s 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.

作者介绍:

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标签

视觉化

沟通技巧

表达方式

思维

个人管理

评论

做为这本书的中文译者，我觉得作者写的内容实在是太浅了。

用视觉图形来梳理和引导思考，沟通，销售，领导团队。作者有个小tip很有意思，更好的说服不是自己一个人干讲像一个销售员滔滔不绝，而是以一种合作伙伴的姿态，邀请对方也加入到自己的绘图和讨论中更容易，获得关注、赞同、更创新更合理的解决方案。

通过画图来沟通。

看的是中文版,虽然说是靠目录和大纲就可以十分钟内完成的阅读,但是中心思想挺有启发性的. 把复杂的问题视觉化简单化,有时候三笔画出来的图案胜过好几句话.

实用简单的图形，简洁、清晰的表达复杂的商业理念。

挺好的，杂糅了很多其他的理论很浅显的介绍了一下可视化思考方式

一本给商业人士的书，其他行业的人多读读也有助于和他人交流，增强自己说服人的技能

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书评

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