

BEST UNIVERSITIES IN THE WORLD FOR 2018

1 Get paid \$542 a Day - Get Extra Money Without A Job

This is The Largest Offer Ever Made - Without Technology Or Investing Experience loveaff.com



2 Time Ownership Online Program - 18 days, 20 min/day, \$39

Your online coach. We curate the best content and activities and track daily progress. tm.unlockt.me/time-ownership



Home > Corporate Consulting > Why The Use Of Imagery To Influence Is Often Overlooked By Leaders And Why It Shouldn't Be

CORPORATE CONSULTING

Why The Use Of Imagery To Influence Is Often Overlooked By Leaders And Why It Shouldn't Be

 **Bryan Whitefield** · October 18, 2018



[f](#)
[t](#)
[G](#)
[p](#)
[in](#)
[st](#)
[vk](#)
[envelope](#)

Get paid \$542 a Day

Get Extra Money Without A Job

This is The Largest Offer Ever Made -
Without Technology Or Investing
Experience

loveaff.com

OPEN



The old saying that a picture is worth a thousand words has survived more than a century after first appearing in newspapers in the early twentieth century. Why then don't we use imagery more to influence?

We are happy to write a thousand words for a reason. It could be anything from a business case, a project update or an incident report. Yet, so often, all we use are words. Sometimes, because the

subject includes lots of numbers we include a chart. Nice, but only a fraction of the power of imagery.

We imagine

One of the core rules of influencing is to stand in the shoes of those you wish to influence. So you understand them. Use of imagery is for the opposite reason. It is so they understand you!

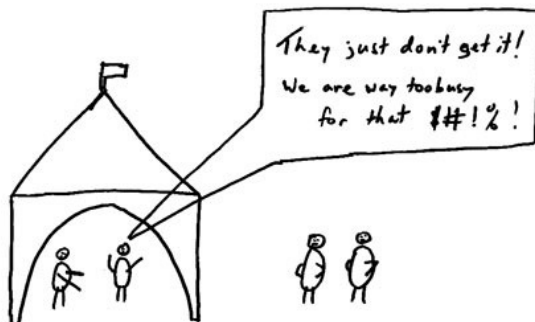
Here is an example. Let's say I told you I drove to work today. If you were meeting me for the first time you would probably picture a vehicle based on how I look — that is, your initial perceptions of me. If I was wearing a suit you might imagine me in a nice sedan. If it was an Armani suit, you might picture me in a high-end vehicle, maybe a Ferrari if I looked swish enough or a Rolls-Royce if I was particularly affluent and distinguished looking. If I wore a high-visibility vest and work boots you might imagine a utility vehicle.

That is a simple example of someone painting a mental picture. As a CEO you are often influencing people about complex subjects or to gain buy-in to new ideas. If you have not painted a picture for them, they will paint one for themselves. They are constantly imagining.

If you don't paint them a picture, they will paint their own. And it may be markedly different.

Explaining complexity

Pictures can capture complex meaning in a snapshot. One of my favourites is the one shown here. I use it to explain that if you are not inside the tent, you are not seen as being on the same team and you are not given access, time or are not listened to. The drawing can be used to help everyone from sales staff to the HR department.



Stirring emotions

Imagery also can be used to stir emotion. It is why charities mail photographs of those they are wanting to help when they are appealing for donations.

Why is this important? Because our emotions heavily influence our decisions. In fact, if someone is emotionally attached to an outcome, unless you can shift them you cannot convince them with logic. You have to shift their emotions.



Being memorable

Images, especially if hand drawn, help us remember things. The act of drawing has an impact on the brain. Often quoted research has shown that the retention rate for information presented without pictures or diagrams is 10 per cent after three days, while for the same information with pictures or diagrams, the retention rate increases to a whopping 65 per cent – six and a half times that of the information-only approach.

This is important for two reasons. Firstly, the person you are wishing to persuade can recall and therefore apply your advice more easily. Secondly, often a person you need to persuade to take a course of action will have to persuade others. A team leader, for example, may need to persuade their team to change course because of your advice. With visual reference points, they are more easily able to brief their team.

But I can't draw

As evidenced by my drawing of the tent scene, I can't draw either. However, research also shows that when it comes to drawing diagrams, the quality of the diagram has no effect on a person's ability to remember it.^[1] So I scratch up diagrams as best I can and then watch as people engage with them. Sometimes nodding profusely. Sometimes pointing at a part of the diagram while articulating a point or asking a question.

And here is the final lesson. Imagery helps facilitate the conversation and your best influencing happens during a conversation.

[1] Jeffrey D. Wammes, Melissa E. Meade & Myra A. Fernandes, *The drawing effect: Evidence for reliable and robust memory benefits in free recall*. University of Waterloo. April 2016. The 2018 CEOWORLD Magazine University Rankings ranked the university 220th in the world and eighth in Canada.

Have you read?

You Don't Need To Be A Rock Star To Be An Effective Leader by Bryan Whitefield.

STAY CONNECTED



LATEST POSTS



How China's Once-Richest Woman (Zhou Qunfei) Lost Approximately \$6.6 Billion In 2018 As Stocks Plunged

October 22, 2018

Let's Take A Look At The Top 10 Richest Women In China, 2018

October 22, 2018





Bryan Whitefield ✓

Contributor at **CEOWORLD** magazine

Bryan Whitefield mentors executives in organisations to increase their influence and improve decisions across their organisation. He is the author of Winning Conversations: How to turn red tape into blue ribbon and delivers his Persuasive Adviser Program across all sectors of the economy.

Leave a Reply

0 Comments

Sort by **Newest**



Add a comment...

Facebook Comments Plugin



How to Be a Better Man

Ad Darren Hardy



These are the world's 5 Best Herbs for top 20 most and least Dementia prosperous...

ceoworld.biz



Rich List Index: The World's 100 Billionaires; Meet...

Ad Nutreance

ceoworld.biz



Time Ownership Online Program - 18 days, 20 min/day, \$39

Ad tm.unlockt.me



These Are The 20 Highest-Paid Political Leaders In The...

ceoworld.biz



The world's 20 Worst Cities For Traffic Jams, 2017

ceoworld.biz



30 Countries With The Most Billionaires, 2018

ceoworld.biz

Tags : **Senior Leadership Team Development Consulting Advisory**



Here Are The Top 11 Highest Paid CEOs In Australia

How Can CFOs Successfully Navigate The "PE Triangle?"



RECOMMENDED STORIES

CORPORATE CONSULTING

Lost in Translation and its Dire Consequences



Megan Batchelor Corporate Consulting

1 Frequent Flyer Credit Cards - With Airport Lounge Access

Access to Airport Lounges Around the World for Free with these Credit Cards.

finder.com.au



2 Doomed, is Australia - Economically and Financially

Australians won't like this. You won't be happy with what's going to happen next

testmasters.net



3 Conflict Resolution Training - Protecting Your Valuable Staff

All Industries, Corporate, Small Business & Govt / Health. Protect Your Staff!

resolutioneducation.com.au





If it's your job to interact with businessmen across the border or even design a marketing campaign for a market...



CORPORATE CONSULTING

You're Spending Too Much Time on Gmail: Here's How to Fix That

Todd Aitken Corporate Consulting

Email is one of the most efficient communication mediums available to us, and Gmail is one of the best platforms...



CORPORATE CONSULTING

India's Smart City Dream Needs Sub-City Infrastructure

Sandip Sen Corporate Consulting

Come monsoon, traffic in India's largest cities including Mumbai and Delhi slows down to a crawl. Overflowing storm water drains...



CONTACT US

CEOWORLD magazine

Address:
276 Fifth Avenue, New York, 10001, USA
 Phone: 123-456-789
 Mobile: +1-347-983-5101
 Email: info@ceoworld.biz
 Website: <https://ceoworld.biz>

ABOUT US

CEOWORLD Magazine

CEOWORLD MAGAZINE RANKINGS

Best Fashion Schools

Best Hotel Management Schools

Best Business Schools

Best Business Schools (Most Employable Graduates)

Best Universities In The World For 2018

Best Universities For Sports Science

RECOMMENDED



Revealed: Most Competitive Economies In The World, 2018
 October 22, 2018



2 How China's Once-Richest Woman (Zhou Qunfei) Lost Approximately \$6.6 Billion In 2018 As Stocks Plunged
 October 22, 2018



3 Let's Take A Look At The Top 10 Richest Women In China, 2018
 October 22, 2018



[About Us](#)

[Editorial Staff](#)

[Advertise](#)

[CEOWORLD Magazine Rankings](#)

[Contribute | Write For Us](#)

[Contact](#)

[Our Partners](#)

[Best Universities For Engineering & Technology](#)

[Best Universities For Blockchain Studies](#)

[Best Universities For Architecture In The U.S.](#)

[World's Safest Cities Ranking](#)

[Best Luxury Hotels In The U.S.](#)

[Best Executive Search Firms](#)

[Rich List Index 2018](#)

[India Rich List For 2018](#)

[China Rich List For 2018](#)

[Best CEOs In The World 2018](#)



[Africa's Billionaires: Top 25 Richest People In Africa, 2018](#)

[🕒 October 22, 2018](#)



[6 Ways to Keep Your Office Air Clean](#)

[🕒 October 22, 2018](#)



[8 Effective Ways to Boost Your Credit Score](#)

[🕒 October 22, 2018](#)



[4 Ways CEOs Can Improve Blood Circulation during the Workday](#)

[🕒 October 21, 2018](#)



[China Plans To Put A Big Fake Moon By 2020 To Replace Streetlights](#)

[🕒 October 19, 2018](#)



[Why Businesses Choose SnatchBot for Omni-Channel Communication](#)

[🕒 October 19, 2018](#)



[Copyright Policy](#)

[Terms Of Service](#)

[Privacy Policy](#)

[Disclaimer](#)

[Imprint](#)

[Contact](#)



Copyright © 2008 – 2018 CEOWORLD magazine Ltd.

