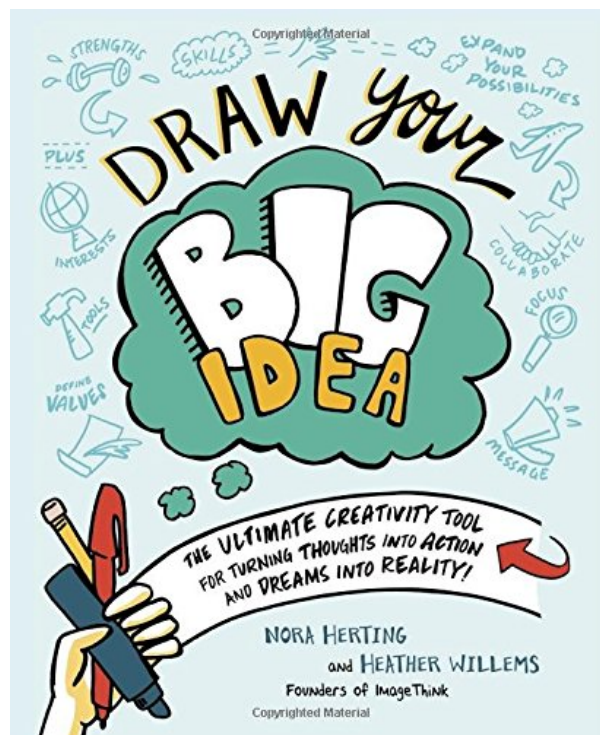
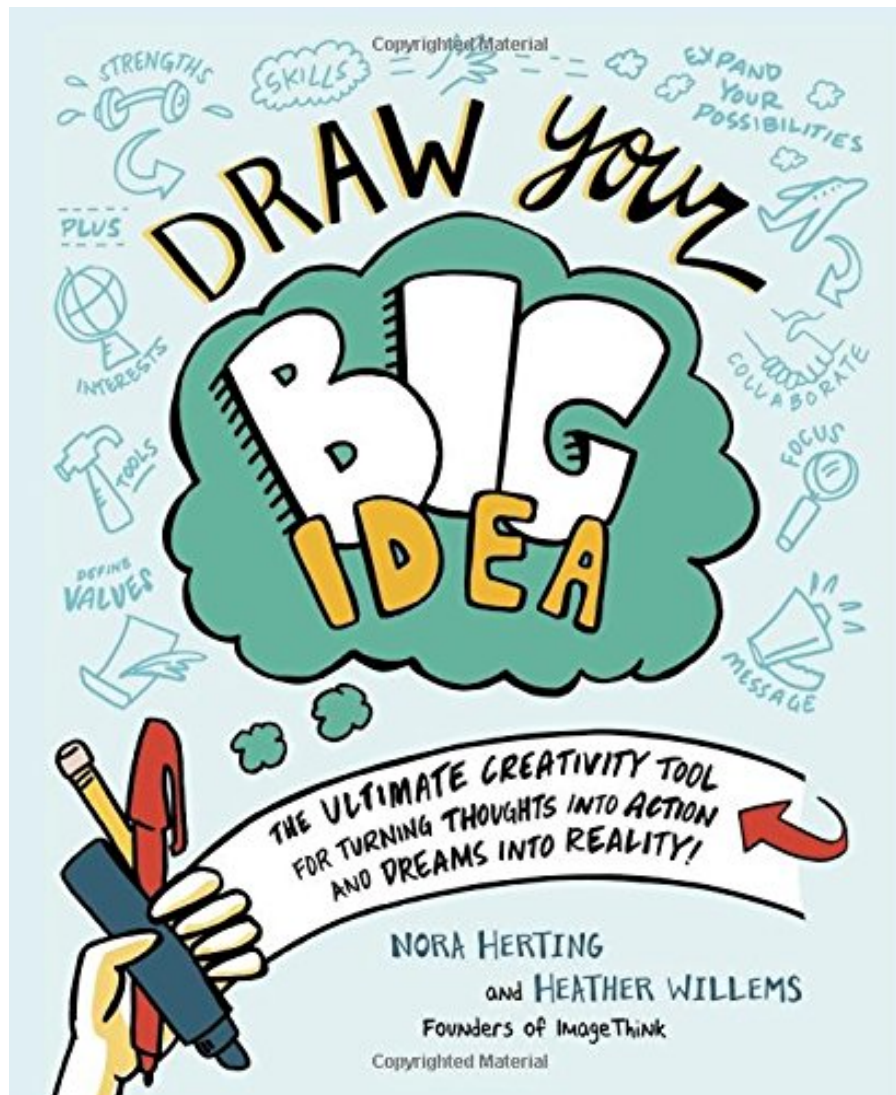


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In this increasingly visual age, images speak louder than words. Studies show that images also help people think. Visual note-taking such as doodling increases memory retention rates by nearly 30 percent, and opens creative pathways, strengthens focus, and inspires self-expression. Driven by these groundbreaking findings, entrepreneurs Nora Herting and Heather Willems founded ImageThink, a graphic facilitation firm that has helped an elite roster of clients—from Google to Pepsi to NASA—visualize their ideas and transform their creative processes using simple drawing techniques that anyone can master. Draw Your Big Idea presents their sought-after guidance and more than 150 drawing exercises tailored to brainstorming, refining, and executing ideas in the home, design studio, and office. With this workbook, readers will learn to beat creative block—for good!

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Draw your Big Idea is AMAZING! In a genre that is quickly becoming saturated with "visual thinking" books, this one is a STAND OUT with an accessible application that is for anyone! Loved it and think Nora Herting and Heather Willems are a couple of clever cookies! Well done ladies!

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I met Nora and Heather several years ago at a conference for graphic recorders and was WOWED by the power of their 'visual presence.' Both are extraordinarily talented women and have much to offer. I was thrilled to see that they were publishing a book and pre-ordered it immediately. When the book arrived, I couldn't wait to dive in. The book is BEAUTIFUL, well organized and will be a great tool for a variety of audiences! Grab your markers and get to work! The lay out, content and exercises support deep reflection and great insight.

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