



## **VISUAL METHODS** (Paradigm-breaking method)

Visual methods utilise pictorial approaches to organise knowledge, thoughts and processes. In the context of the green transition, they can be used to illustrate complex systems, make thinking visible and support creative work in a health and care organisation. Visualisation helps to clarify ideas, identify connections and improve communication in group work.

### **What is required:**

- Openness to trying visual ways of understanding things
- Enough space for working (e.g., wall surfaces, large papers)
- A facilitator to guide the stages of visualisation and encourage participants

**Level of difficulty:** 1-2 (depends on how the method is applied)

**Time required:** 30-90 minutes

### **Materials:**

- Paper
- Coloured pencils
- Ready-made images
- Adhesive tape, glue and post-it notes
- Whiteboards, or digital visualisation tools

**Participants:** 2–30

### **How to use:**

1. Introduction: The facilitator presents the method and its goal.
2. Defining the topic: Choose a theme or a problem to visualise.
3. Choosing the visualisation method: Decide whether to use mind maps, timelines, drawing, ready-made images or other visual structuring methods.
4. Creative work: Participants create visual representations individually or in groups.
5. Sharing results: Review the visualisations, discuss and reflect.
6. Application: Structure and organise the produced information for further work.

### **When to use:**

- In the idea generation phase to support creative processes
- In strategy work and decision-making
- In learning and training situations
- In understanding change situations

### **Why to use:**

- Helps to visually structure complex issues



- Supports creative thinking and group discussions
- Makes thinking processes visible and shareable
- Promotes shared understanding and knowledge organisation

#### How to document:

- By photographing or recording visual outputs
- By compiling summaries into digital notes
- By using digital visualisation platforms for further work

**The roots of the method can be found here:** Visual methods are based on visual thinking and knowledge organisation, studied by Tony Buzan (mind map technique developed in the 1970s) and Rudolf Arnheim (1969) in his theory of visual thinking. The method also utilises principles of visual facilitation (Sibbet, 2010), which support effective collaboration and communication through visual expression. Additionally, it relates to the study of visual representation of information (Tufte, 1990), which suggests that visualisation improves understanding and decision-making. Visual methods are widely applied in strategy work, learning processes and creative problem-solving.