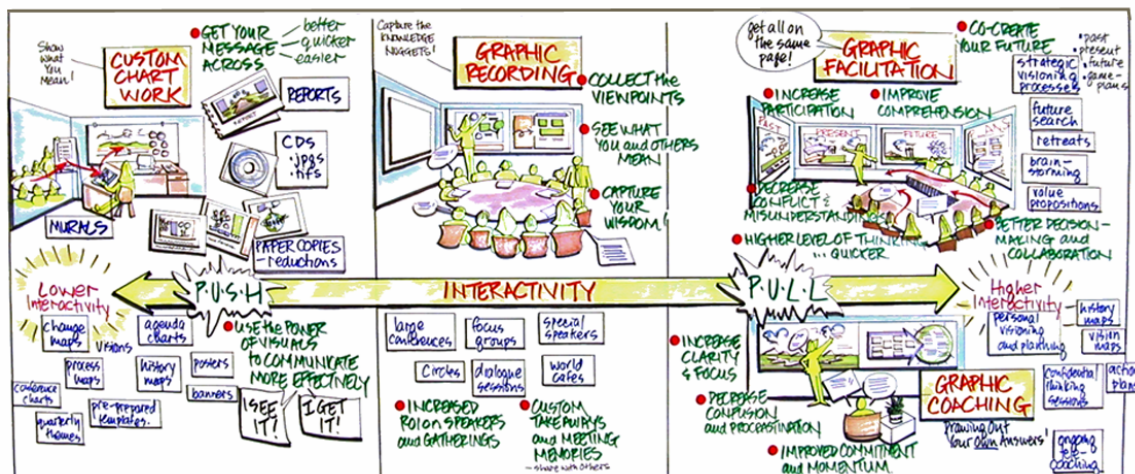


# MEETING GRAPHICS 101

## Overview and Basic Definitions

I tend to use this graphic and these definitions in my introductory “Meeting Graphics 101” Workshop: to help orient workshop participants to the Graphic Facilitation/Recording Field and the spectrum of graphic applications within it (thought web viewers might also find these definitions useful).

I break my terminology into four main areas: custom chart work, graphic facilitation, graphic facilitation and graphic coaching. The work falls on a spectrum of ‘interactivity’ (how much the work is created real-time and interactively with clients). The lowest interactivity (starting on the left) is a ‘push’ of information, while the highest interactivity (on the right) is a ‘pull’. Push is where information is pushed to people, without a lot of interaction with them. Pull is where information is co-created directly with people in a very interactive way.



### Custom Chart Work

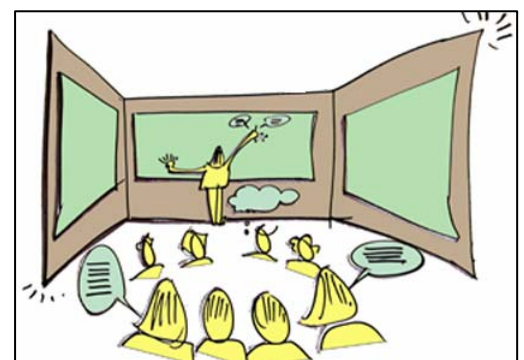
The first category is Custom Chart Work. This is work that is done primarily in a studio, either before or after working with clients. Designers, graphic illustrators, and other types of paper and web design professionals may be involved. Chart work can be basic materials prepared ahead of time for a meeting (posters, models, process maps, agenda charts, templates, etc). Or it can be much more elaborate materials crafted from the raw data collected during meetings (change maps, vision maps, strategic visioning/planning reports, etc).

For a nice display of several different types of custom chart work see [The Grove Consultants Portfolio](#)

### Graphic Recording

Graphic Recording is moving slightly up a notch in terms of interactivity. Graphic recorders (in the most traditional sense of the medium) are ‘flies on the wall with really large ears’. While in a group setting (conference, meeting, dialogue session, world café, etc), a graphic recorder silently listens to what is going on around her and instantaneously translates it into a graphic summary or ‘graphic recording’.

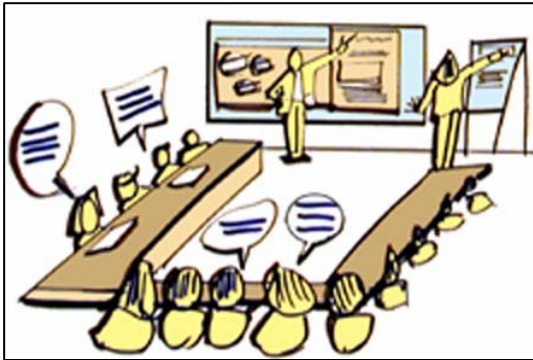
Her tools are wall size sheets of paper, markers, her brain and her creativity ... depicting the essence and energy of what is coming out of the group she is beside. Graphic recorders can only be expected to capture and translate high level and general kinds of information on their own (loose discussions, the highlights or main points of key note speakers and other presenters, etc). In order to capture more detailed information, integrate graphic recorders with structured facilitation (see Graphic Facilitation).



See [Graphic Recording Portfolio](#) for examples of my recording work. For a nice cross-section of the work of other Graphic Recorders, see the website for the [International Association of Visual Practitioners](#).

## Graphic Facilitation

Now we move into the far right side of the spectrum, into the land of 'pull' information and co-creation: Graphic Facilitation. Graphic Facilitation is the combination of structured, tight facilitation with Graphic Recording or scribing. These two separate roles can be performed by the same person, or be split into two positions.



A common scenario is to have a lead facilitator paired with one or more graphic recorders. The lead facilitator handles the upfront contracting and process design with the client as well as the in-the-room facilitation of the event. The recorder(s) coordinate with the facilitator and create pre-prepared materials and perform recording or scribing duties throughout the agenda. The facilitator and recorder work together as a team to 'pull' information from the participants and collect that thinking real-time into emergent displays.

These displays then serve as communication and memory devices after the meeting, for participants and those they wish to share their thinking with.

The output from Graphic Facilitation events tends to be less pictorial and more word-oriented than that produced through graphic recording. Most of the information may have been captured in pre-prepared templates or 'forms'. [See Strategic Visioning Information](#) for examples.

## Graphic Coaching



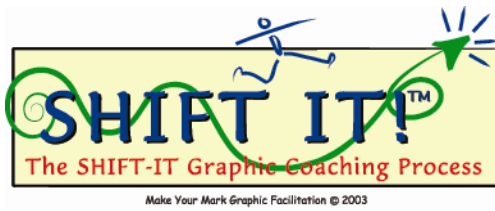
Last but not least is Graphic Coaching (this area is my passion area, so its definitely not least!).

Graphic Coaching is a new genre that I (and probably other people around the globe) have begun to create. Graphic Coaching brings the graphic way of working to the realm of the individual.

Instead of working with a group at the organizational or collective level, the work is geared towards the individual at the personal level, with either a work or full-life perspective (depending on the depth and nature of the coaching alliance).

My Graphic Coaching work is whole life oriented and very personal. I help individuals literally SEE their lives from a BIG PICTURE perspective: where you have been, where you currently are, and where you really, really want to be. We identify and move through the deep, self-limiting beliefs that may be interfering with your ability to 'allow' what you want. Creating alignment, commitment and clarity around real world steps as we go.

Graphic Coaching can be conducted face-to-face or through telephone coaching using shared templates and other materials.



For more information: [SHIFT-IT Graphic Coaching Process](#)

Sign up for monthly e-zine sharing tips, techniques and inspiration for shifting your work and life for the better: [The SHIFT-IT e-Zine](#)

**Author Bio:** Christina Merkley, M.A. is a Graphic Facilitator and Coach specializing in strategic planning and visioning with groups and individuals. She uses interactive, visual thinking processes to help you see your Big Picture: enabling you to make better, quicker decisions and align your work and life for the better. Christina invites your communications at [www.makemark.com](http://www.makemark.com)

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"This article is by Christina Merkley of Make Your Mark Graphic Facilitation & Coaching. Christina's web site is a valuable resource for information on graphic facilitation, graphic coaching and graphic recording. For other free articles visit: [www.makemark.com](http://www.makemark.com) "