

COLLABORATIVE VISUALIZATION, THE KEY TO COMPETITIVENESS

Posted on 16/02/2015 by Naider

We present a talk by [Tom Wujec](#), speaker with 20+ years of experience working with design and leadership teams in [Fortune 500](#). [Taking advantage of his experience in the sector, he shares his ideas in speeches and in this case he talks about collaborative visualization.](#)

He explains it to us in an easy to understand way. It all starts by asking people to draw how they make toast. It seems simple but the result is fantastic, the conclusion comes after observing three different ways to do it:

- 1 Make the drawing on a piece of paper.
- 2 Make the drawings in different postcards and order them.
- 3 Do it in a group.

What he comes to say is that with collaborative work a much broader perspective is obtained since many points of view are collected. At first it may be a mess, but finally and after ordering it together, a product of higher quality and clarity is achieved due to the diversity of opinions, that is, collaborative visualization. Do not miss it because in addition to interesting information, his quality as a speaker is more than evident.

There are no comments yet.