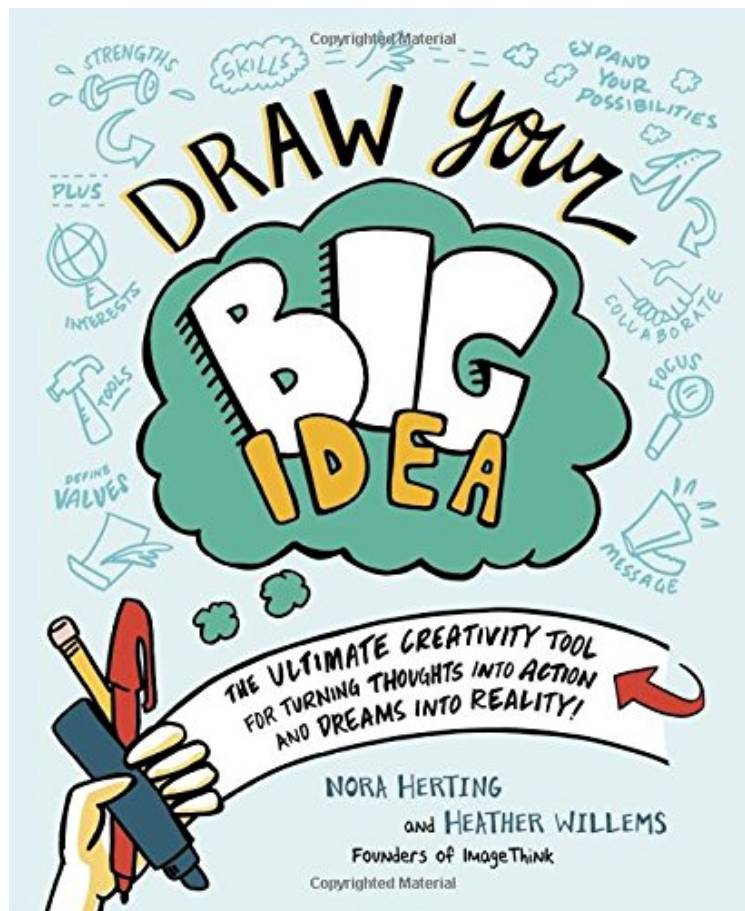


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Draw Your Big Idea: The Ultimate Creativity Tool for Turning Thoughts Into Action and Dreams Into Reality

Nora Herting, Heather Willems
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Nora Herting, Heather Willems : Draw Your Big Idea: The Ultimate Creativity Tool for Turning Thoughts Into Action and Dreams Into Reality before purchasing it in order to gage whether or not it would be worth my time, and all praised Draw Your Big Idea: The Ultimate Creativity Tool for Turning Thoughts Into Action and Dreams Into Reality:

1 of 1 people found the following review helpful. Get inspired! By CustomerI 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. 2 of 2 people found the following review helpful. Nora and Heather

have broken the process down step by step - it's easy to do a bit at a time
By Customer
Have seen Heather and Nora in person doing graphic recording. Often, it's hard to get to the bottom of your ideas - and the biggest challenge is to start writing! Nora and Heather have broken the process down step by step - it's easy to do a bit at a time, sketch out what you're thinking, and engage your creative side. Highly recommended!
2 of 2 people found the following review helpful. If you think that you can't draw, you need this!
By Paola Mendoza Varalt's a good book for somebody who wants to start drawing but because I loved drawing I have already overcome my fear of drawing so if you think that you can't draw I recommend you this book because is full of exercises and ideas.

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!

"*Draw Your Big Idea* is designed to turn your ideas into reality. Heather and Nora provide a fantastic process for capturing great ideas in your head, using simple but powerful visual language." --Mike Rohde, bestselling author of *The Sketchnote Handbook* and *The Sketchnote Workbook*
IMAGETHINK'S NEW BOOK IS SHEER BRILLIANCE. It's as if their live workshops were simply and thoughtfully compressed into a package that's just as easy and fun to follow but you can do it all at your own pace. I can already think of so many projects I'm involved in that would be greatly helped by using ImageThink's methodology to get the creative and visionary juices flowing, especially when multiple players are involved. I'm so excited to employ this fabulous tool in my work - plus I can't wait to share it with all my clients! What a fun way to strategize, collaborate and innovate!" -- Sydney Campos Operations Director and Magic Maker, Praytell
About the Author
ImageThink is a graphic recording and facilitation firm founded in New York City in 2009. Featured in TED Talks, on the Today Show, and in Forbes and the Wall Street Journal, ImageThink has visualized the big ideas of some of the most influential companies and thought leaders on four continents in thirteen countries.
ImageThink cofounder Heather Willems is a business strategy consultant with a background in art and education. She lives in Brooklyn, New York.
ImageThink cofounder Nora Herting is an award-winning artist with a history in education and facilitation. She lives in Brooklyn, New York.