

Resources for Capital Coaches Conference, June 2014 Session:

Picture the Impact: Tapping into the Most Powerful Capacity of Our Brains

Ann V. Deaton & Kathy Harman

Image decks to use for yourself and with your clients:

- In-Sights Cards, Kathy Harman, MCC www.in-sightscards.com
- JICT images. Jane Kerschner, Carol Harris Fike, & Irene Kelly <http://jictimages.com/order-online/>
- Visual Explorer Cards, Center for Creative Leadership, [http://solutions.ccl.org/Visual Explorer Facilitator's Letter-size Set](http://solutions.ccl.org/Visual_Explorer_Facilitator's_Letter-size_Set)

Contact us:

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Upcoming coaching workshop:

Picture the Impact: Harnessing the Power of Visual Imagery

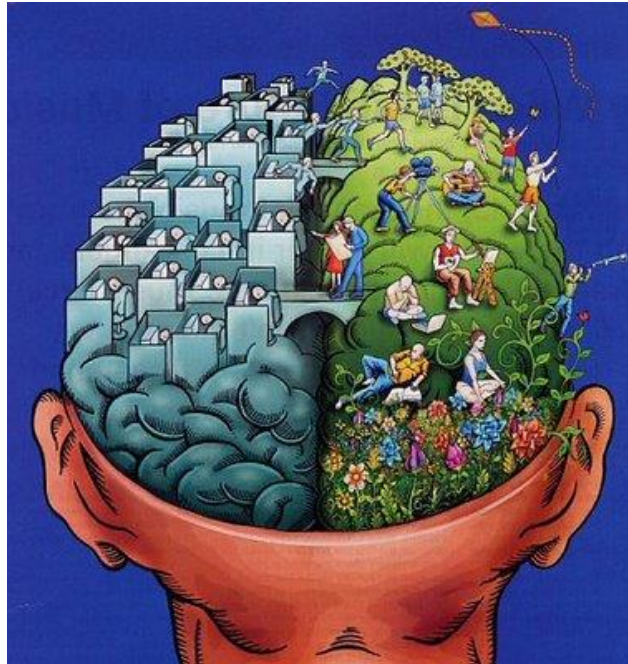
Friday, July 18, 2014, 9:30 am-12:30 pm

The Workbox, 506 Libbie Ave., Richmond, VA

\$150

To register, contact Ann Deaton at Ann@BounceLeadership.com, or Kathy Harman at khorman@realresults.us.com by July 6, 2014.

Picture the Impact: Tapping Into the Most Powerful Capacity of Our Brains

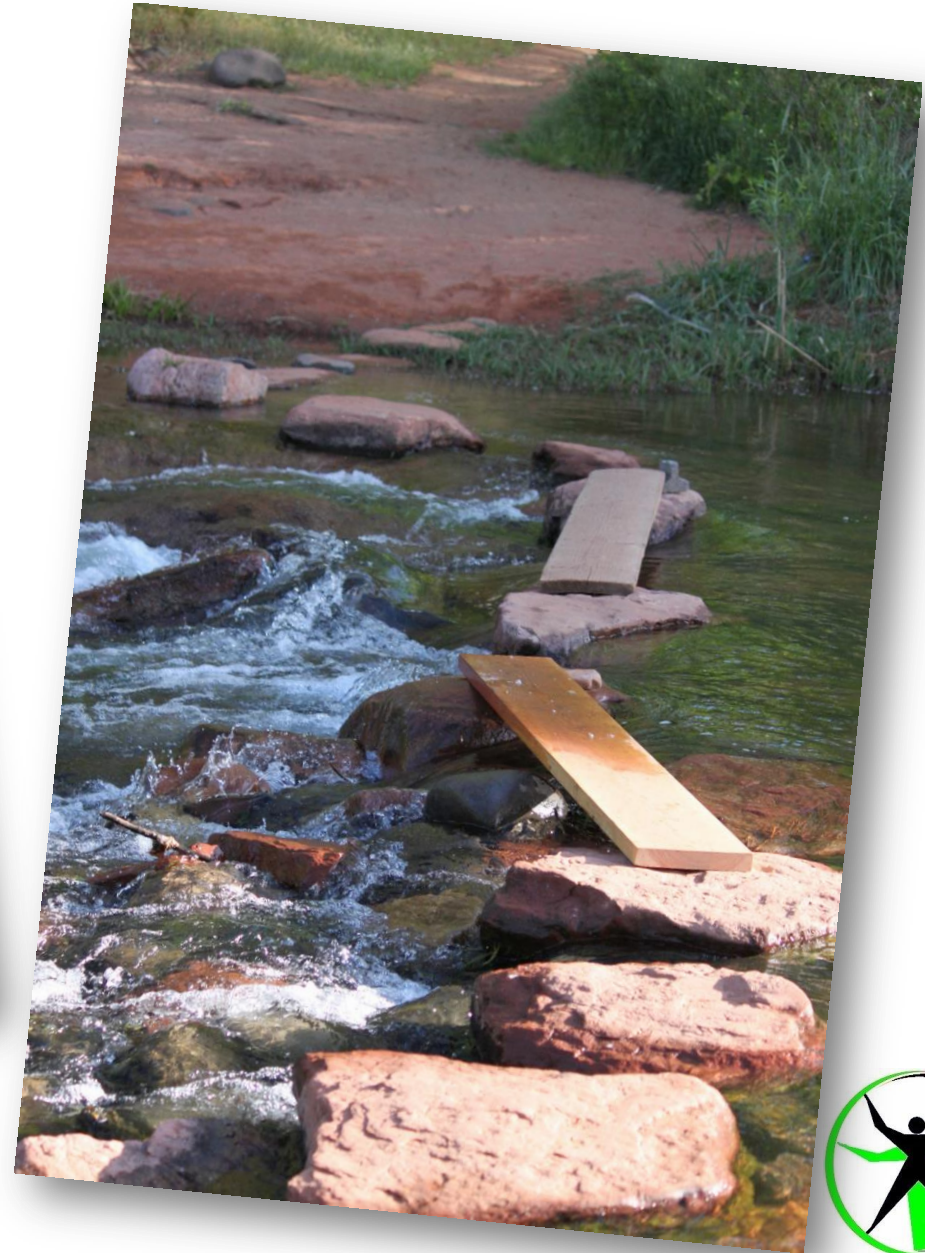


Ann V. Deaton, Ph.D., PCC

Kathy Harman, MCC, CCM

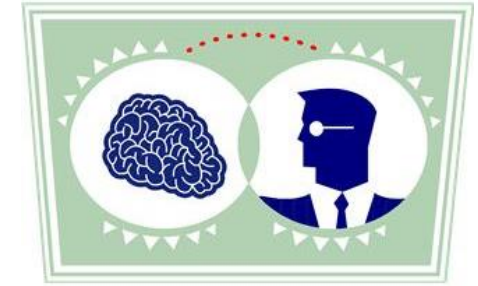
“Of all of our inventions for mass communication, pictures still speak the most universally understood language.”

~Walt Disney



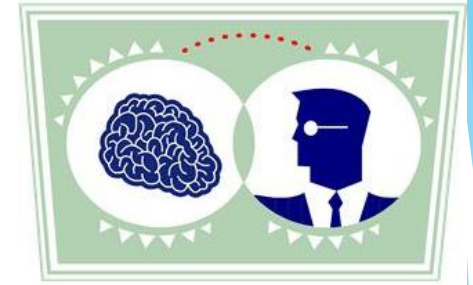
Why visual imagery?

- ▶ The left side of our brain (usually) is responsible for analytical, language-based problems. The right side of our brain has more ownership for creative and visual capabilities.
- ▶ We often rely on the problem solving side of our brains. This is beneficial for familiar issues that can be resolved through analytical thinking.



For new challenges, and to approach old challenges in a new way, we need to access our creative capabilities, the right side of our brains.

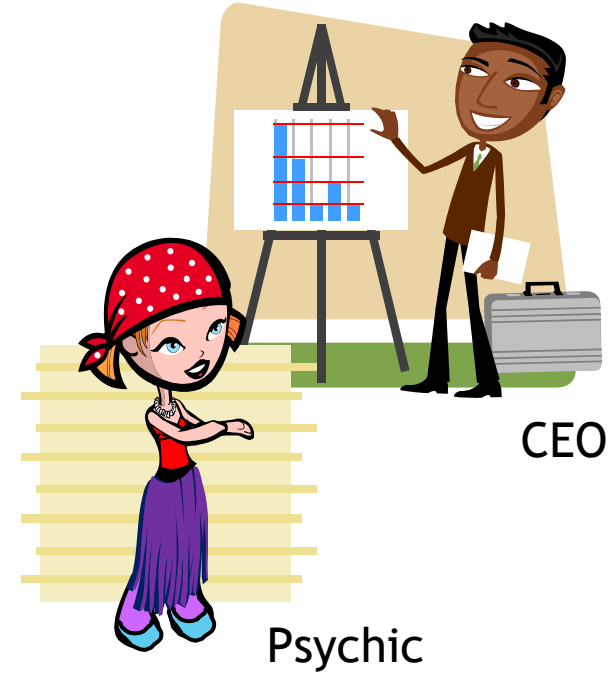
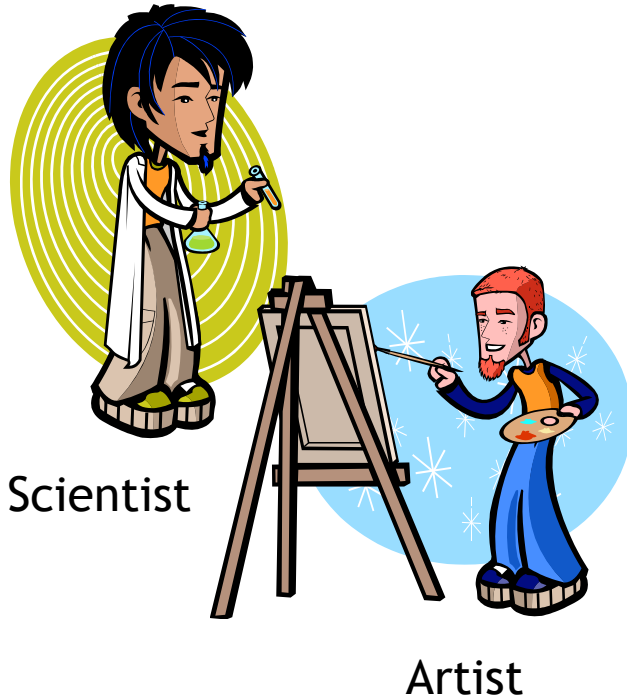
Why visual imagery?



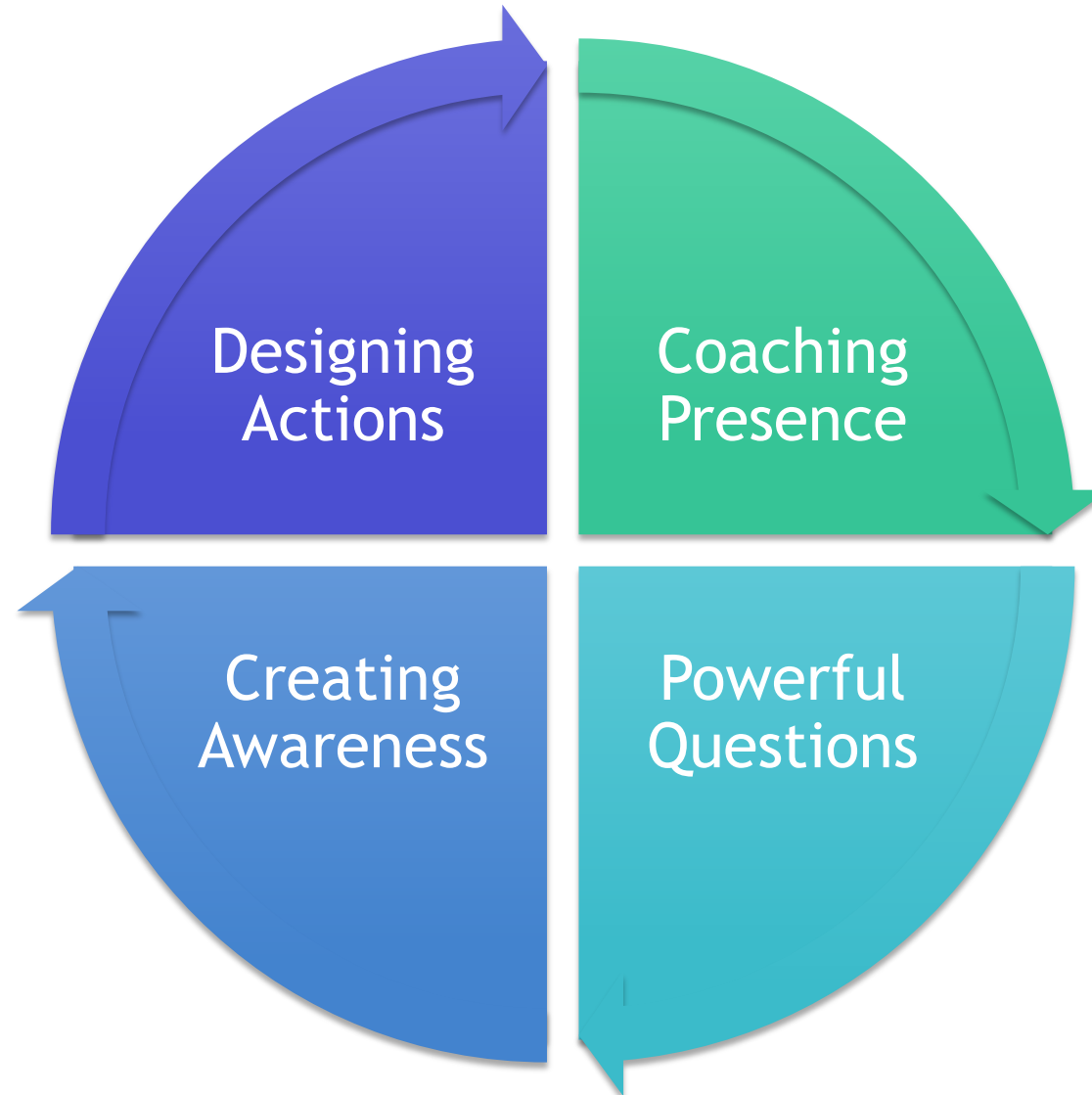
- ▶ Over half of the sensory neurons in our brains are dedicated to sight.
- ▶ We use our imaginations, mental imagery for things that are not here, from a very early age.
- ▶ We can develop our ability to use imagery at any age, and to see the world differently as a result.

Using the Visual Coaching system described today is one way to build on the strengths of your brain.

Pictures illuminate thoughts and feelings across many kinds of clients



Visual Coaching relies upon coaching competencies for maximum effectiveness



Don't assume you know the meaning of an image for the client!



DECAL™: A metaphor and a methodology

- ▶ Decal: a picture, design, or label made to be transferred (Merriam-Webster Dictionary, 2010)
- ▶ The DECAL™ method: a coaching strategy designed to enable a client to develop visual images and transfer the new awareness that results to expand how they see their situation, and what is possible as they move forward (Deaton, 2010)

The DECAL™ Method

- ▶ DECAL™ is a five-step process that enables a person to access and apply visual images:
 - ▶ **Discover**-find, create, recognize, or embrace the picture
 - ▶ **Expand**-identify the meanings, sensations, and ideas that arise from the picture
 - ▶ **Connect**-connect these meanings to your current situation
 - ▶ **Apply**-identify possible actions based on these connections
 - ▶ **Leverage**-continue to revisit and use the image to identify next steps

Peer coaching

With your partner, coach for 6 minutes each to:

- ▶ **Expand**-Tell me about this image of your core. What made you choose it? What else about this image strikes you? What's your favorite thing about it? Now tell me about the image of what you need as you move forward? Describe the image and what appeals to you.
- ▶ **Connect**-How do these images connect with where you are right now and what you want next for yourself? What do you already embody in the second image that you know you need going forward? What do you see now that you didn't see before about your current situation?
- ▶ **Apply**-How might you begin to access the wisdom of these pictures to build on who you already are? What will you do to continue to honor the core strengths your first image represents? What's one specific action you can take? What supports can you engage to do that?
- ▶ **Leverage**-What might you do to revisit these images later? How can you continue to use them?

Resources

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Using Visual Imagery to Enable Change

Ann V. Deaton, Ph.D., PCC

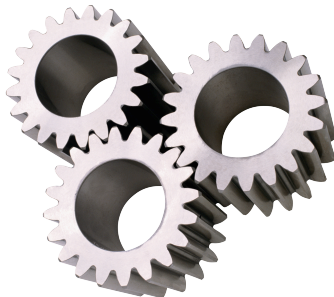
For more information, contact the author at Ann@DaVinciResources.com, 804-270-6902

Think for a moment about a challenge facing you right now. It can be anything — a family situation, a work issue, a pressing decision. Now consider your perception of this challenge. Do you see it as a timely opportunity for a successful solution? Or is it more like an inconvenient problem filled with risk and potential for failure?

And how do you see yourself in relation to this situation? Do you feel totally geared up for the challenge? Eager but poorly equipped? Reluctant and unprepared?

Now take it one step farther.

Look at the four pictures below. Which image best captures your experience as you consider all of this? Which one best represents visually how you hold, relate to or perceive a resolution of this challenge?



With this simple action, you have identified a visual image that captures a key aspect of your challenge. And with this visual imagery, you can transform a daunting challenge from an amorphous broad issue to a precise addressable one that can be approached with clarity and focus.

Discovering the Power of Imagery

Before becoming a leadership coach, I worked for more than 20 years as a clinical psychologist and neuropsychologist. During this time, I had the opportunity to use imagery:

- to help patients cope with physical pain;
- to empower people to visualize a way out of a difficult situation;
- to facilitate individuals' recovery from brain injuries that affected their speech and thinking;
- to enable children to express their emotions when they were too young or too upset to put them into words.

It became clear to me in these situations that words were not always adequate for addressing the challenges individuals faced, and that images added something powerful to the mix.

As I moved into coaching, I started to introduce visual imagery to my clients. It came as no surprise that I found it to be an effective tool for my coaching practice. Identifying an image to associate with a challenge helped clients understand how they perceived a situation and led to more focused solutions.

I also realized the importance of creating a singular, clear and powerful image. Here's what I mean.

I envision driving the Amalfi coastline in a fast and flashy expensive European sports car. Nice, huh? Now I replace that image with this: I'm commandeering a shiny bright red Italian exotocar. Got a little better idea of what I want to see? Good. But I still think I can do better.

I'm putting myself in control of a sparkling scarlet Ferrari.

Now *that's* an image I can live with. That's an image I can own.

Each phrase described the same thing, yet each was more exact, more focused, more evocative of the desired vision. The lesson is immediately apparent: A precise and vivid image can crystallize your perception.

Anatomy of an Image

Let's get back to your challenge. What led you to the picture you chose? What was it about that particular picture that captured how you see the challenge you are facing?

If you chose the kite, you may be thinking: "I am trying to get this thing off the ground. I am running as fast as I can and yet I still don't have it flying. What can I do?"

If you picked the Urgent! sticky note, you might be saying to yourself: "All I can pay attention to are the things that are screaming at me to pay attention. I don't always even know that they are the most important."

Or maybe the artist best represents your situation. Perhaps you're thinking: "There are so many different choices to make to create what I really want. I have everything I need and now it's time to begin."

And finally, you might have selected the gears. As you look at the gears, you could be saying: "I know this all fits together, and I am not sure exactly how to do that. Once it fits, though, I know it will work."

The point of this exercise is to show how easy it is to capture your experience in a picture. Here you had only four images to choose from, but in your mind you have endless possibilities, unlimited images. Capturing your experience in a picture opens a path to discovering how to move forward. It can clarify how to make the necessary changes to successfully advance. You can gain perspective on a complex situation that enables you to approach it differently.

If you chose the sticky note, for instance, you can now consider just mentally ripping off the top note and starting fresh in thinking about what's really important to you. Or you could picture sticking that Urgent! note to your bed in order to set the priority of getting a good night's sleep before you try to tackle anything. Having this

picture has suddenly opened up all kinds of options that may not have come to mind before. That is the creative aspect of picturing your challenge. It puts you in control.

The Power of Images

Visual images are potent. They focus your thinking and simplify learning. You only have to look around to see how much we rely on pictures to communicate, to inspire and to motivate. Cultural images such as the flags of our countries are symbols of our togetherness and the underlying values we hold, the essential attributes that unite us. Watching the Olympics, one of the strongest images is that of the winning athletes standing on the podium with their countries' flags being raised and anthems played.

We are inundated by images every day as we go about our lives. Whether on the internet, driving, reading or watching television, we see the logos and pictures of products and services. The enduring axiom that a picture is worth a thousand words is true. In the US, anyone who watches television knows that when we see a pink bunny banging a drum, it represents a great battery that lasts a long time. A single image connects to a deep reservoir of related thoughts and ideas. Similarly, using the power of pictures in coaching creates impact that words alone cannot.

The DECAL™ Method

The Merriam-Webster Dictionary defines “decal” as “a picture, design, or label made to be transferred” (Merriam-Webster Dictionary, 2010). This is exactly how we use visual images in the DECAL™ method—as pictures that you can discover and access in order to transfer the wisdom these images offer to your life situation and the challenges you encounter. The DECAL™ system is an excellent tool for those who want to use visual imagery more effectively.

The DECAL™ process enables you to access and apply imaginary and real pictures to expand what is possible in your life. The five steps of the process are: **Discover, Expand, Connect, Apply, and Leverage**. Using this method, you will find that visual imagery can offer:

- Unique perspectives

- New solutions
- Creative thinking
- A way to be objective
- Energy
- Increased options

In short, the DECAL™ method is a coaching strategy designed to enable you to develop visual images and transfer the new awareness that results to expand how you see your situation and what is possible as you move forward. Using DECAL™ can ease the path of change in your life and your work.

The steps of DECAL™ are:

Discover — find, create, recognize or embrace the picture. In this step, you may generate a picture that captures your situation. When it's difficult to come up with an image, this step can also be accomplished by choosing a picture from a set of options, as you did earlier in this article.

Expand — identify the meanings, sensations and ideas that arise from the picture. Step 2 of the DECAL™ process enables you to elaborate on the image you've chosen. Describe the picture in detail, adding elements that capture what's happening, what the feeling in the picture is, the sensations associated with the image, and any other details you notice. This step is designed to immerse yourself in understanding the image so you can access the wisdom it may offer.

Connect — connect these meanings to your current situation. This third step takes the image and asks that you now connect it to the situation you are facing. How does the picture you've created inform your thinking about your situation? What does it make clear?

Apply — identify possible next steps based on these connections. Given these insights and new awareness, how will you apply what you've learned? What will you do?

Leverage — Repeatedly revisit and use the image to identify next steps. Continue to leverage your images by revisiting them over time as a way to hold yourself accountable for the choices you are making.

Conclusions

Pictures are all around us, underlying many of the decisions we make on a daily basis. They provide a strong context in our lives and hold amazing untapped potential. You can use visual imagery to create ideas and possibilities that expand your way of seeing a situation. With expanded vision, you'll see many options for moving forward instead of feeling stuck or dissatisfied. And soon you may find yourself automatically and successfully using visual images to approach life's inevitable issues and challenges.

Resources

Deaton, A.V. (2006). When Words Are Not Enough: Using Imagery in Coaching. *UTD Coaching News*.

Gelb, M. (2000). *How to Think Like Leonardo da Vinci: Seven Steps to Genius Every Day*.

Merriam-Webster Dictionary Online. www.m-w.com.