



Visual Coaching:

***How Coaches Can Leverage
the Power of Visual Thinking***

Todd Cherches

Todd Cherches

www.toddcherches.com

<https://www.linkedin.com/in/toddcherches/>

Feel free to connect with me!

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VisuaLeadership



LEVERAGING THE POWER
OF VISUAL THINKING
IN LEADERSHIP AND IN LIFE

TODD CHERCHES

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The Power of Visual Thinking | Todd Cherches | TEDxChelseaPark

What does this **image** have to do with
“visual *coaching*”?



Origin of the word “Coach”



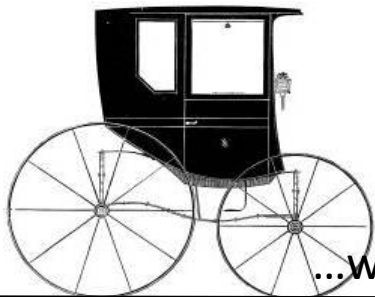
English: **coach**

French: **coche**

German: **kutsche**

Hungarian: **kocsi**

Hungarian city of **Kocs** (pronounced "coach")...

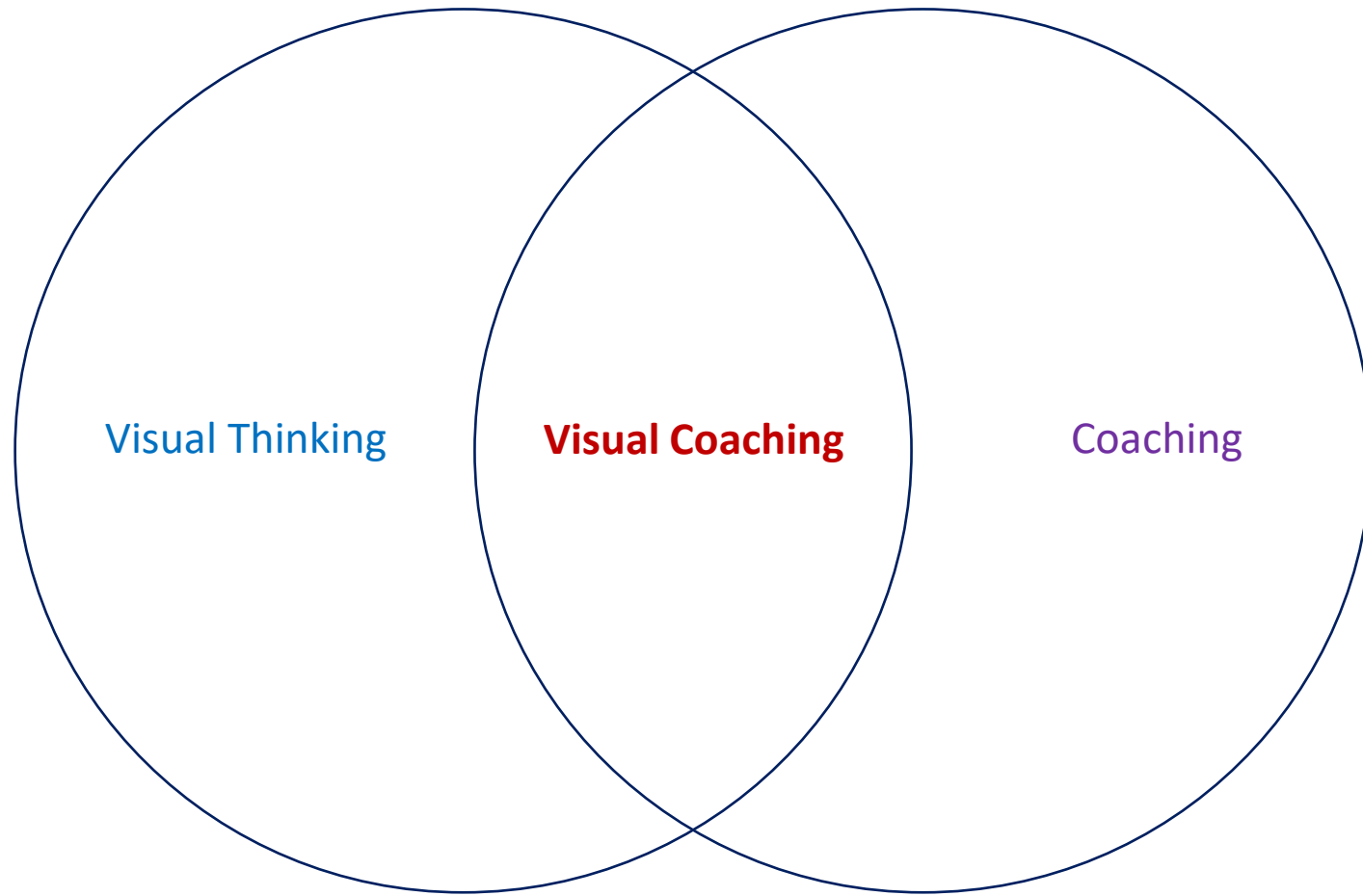


...where the first **horse-drawn carriages** were invented in the 1400s !



Visual Coaching: A New Frontier







What is
“visual thinking?”



visual thinking

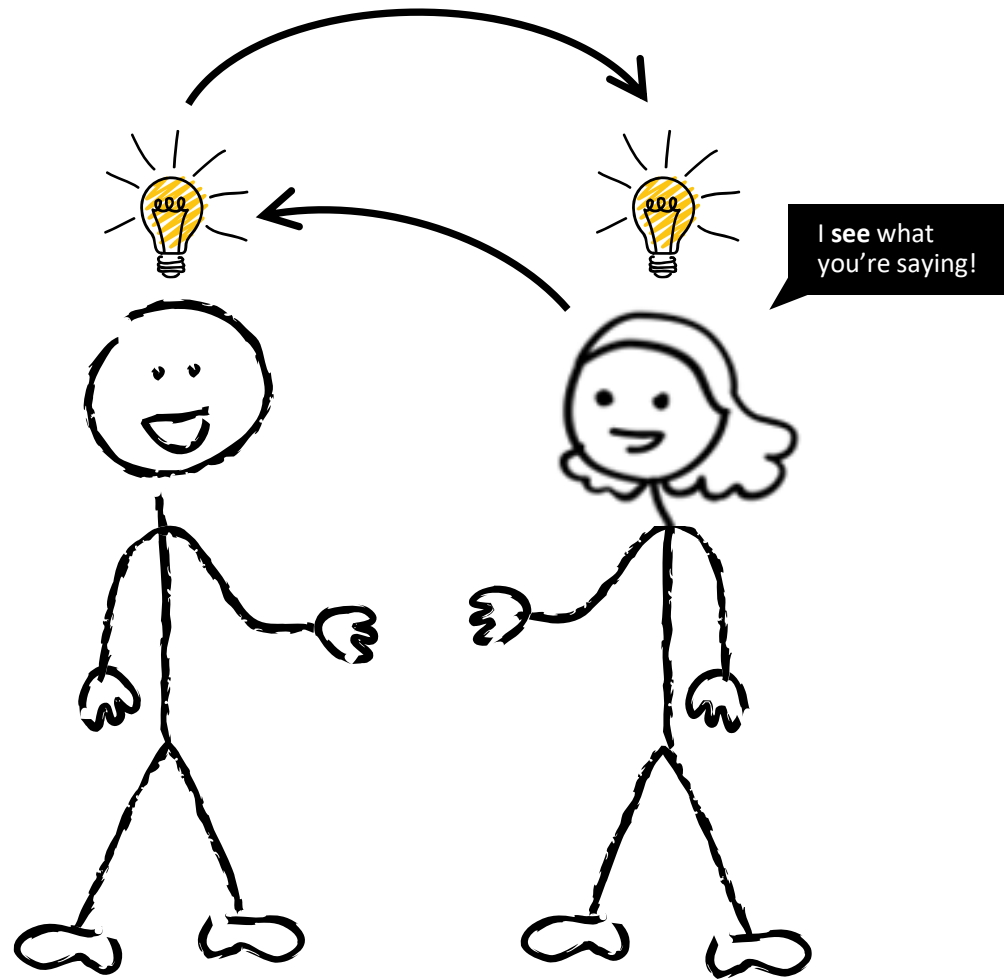



Visual Thinking:
Thinking *in* Pictures

Visual Communication:
Communicating *with*
Pictures




- **Visual imagery**
- **Visual language**





I **see** what
you're saying!

A black and white photograph of Bernard Baruch, an elderly man with a serious expression, wearing a dark suit, a patterned tie, and a fedora. He is sitting on a wooden park bench, leaning his right arm on the backrest. The background shows a park setting with a stone balustrade, a lamppost, and a building in the distance. A quote is overlaid on the right side of the image.

*“The ability to express an
idea is as important as
the idea itself.”*

~Bernard Baruch
American financier & statesman

Learning Objectives

A large target with concentric rings is positioned on the right side of the slide. Several arrows are shown hitting the bullseye, with one arrow in the foreground having a red fletching. The background is a bright, hazy sky with a sunburst effect.

The What & Why of Visual Thinking

The “Four Ways”

Real-Life Coaching Applications

Visual Leadership



LEVERAGING THE POWER
OF VISUAL THINKING
IN LEADERSHIP AND IN LIFE

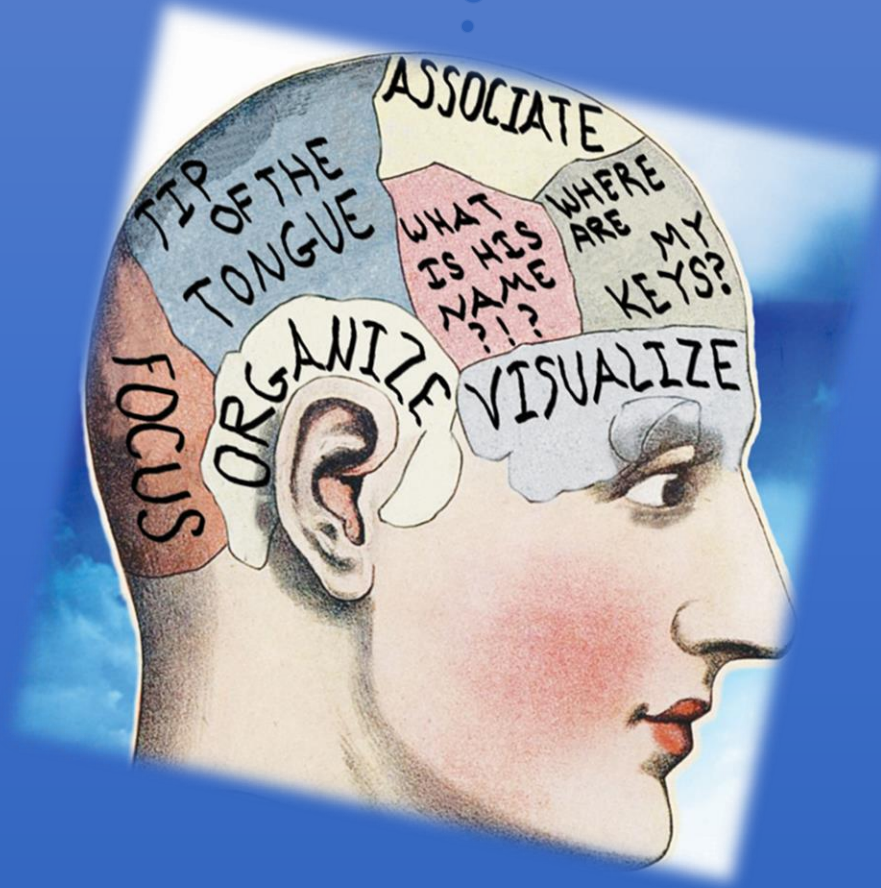
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Let's get
started!



**In what ways do you currently incorporate
**visuals, visual thinking,
or visual communication**
into your COACHING PRACTICE?**

Why Visuals?



Capture

Attention

~ *focus*

Enhance

Comprehension

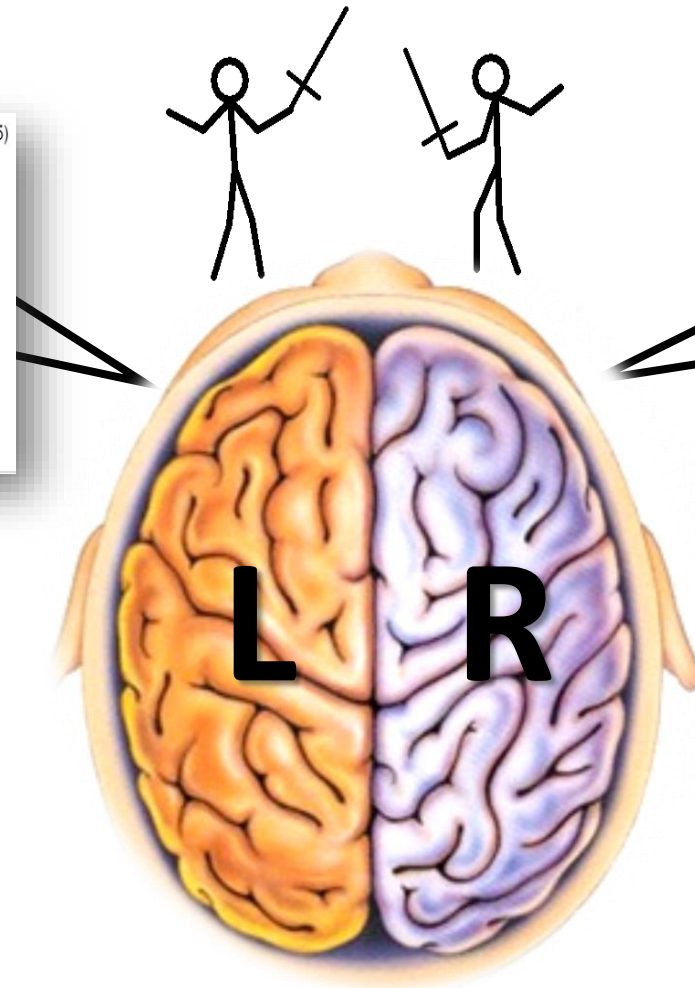
~ *understanding*

Increase

Retention

~ *memory*

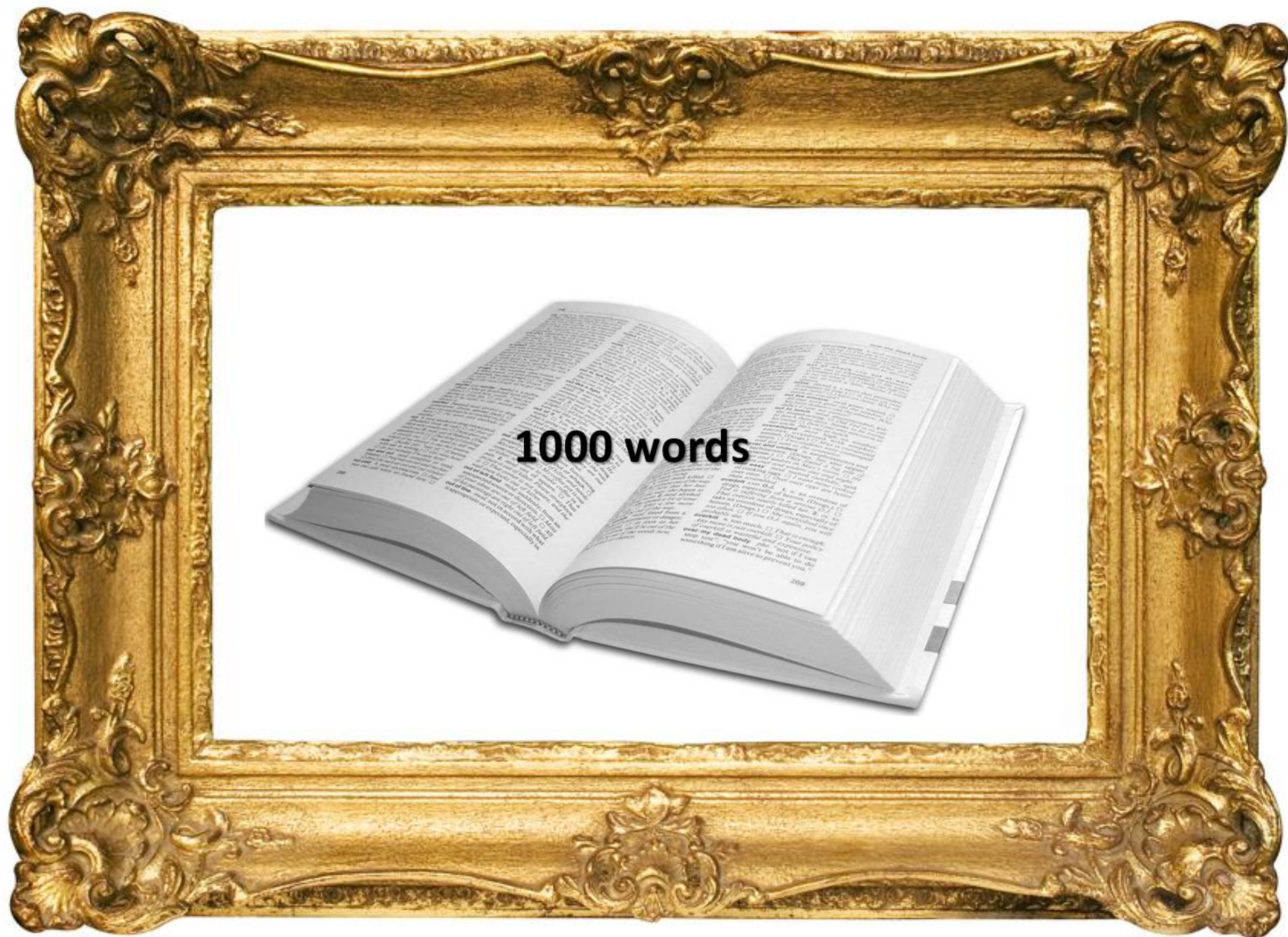
> 7 Habits of Highly Effective People, The (Stephen R. Covey) Free Press (\$15.95)
 * ISBN-13: 978-0743269513
 > Corner Office, The (Adam Bryant) St. Martin's (\$10.19)
 * ISBN-13: 978-1250001740
 > Five Dysfunctions of a Team (Patrick Lencioni) (\$16.47)
 * ISBN-13: 978-0787960759
 > Leading Change (John Kotter) HBSP (\$15.49)
 * ISBN-13: 978-0875847474
 > Managing (Henry Mintzberg) Bettett-Koehler (\$19.95)
 * ISBN-13: 978-1605098746
 > Quick and Nimble (Adam Bryant) Times Books (\$19.26)
 * ISBN-13: 978-0-8050-9701-6
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 * ISBN-13: 978-1-591842804
 > Why We Work (Barry Schwartz) TED Books (\$16.99)
 ISBN-13: 978—1-476784861



“Picture Superiority Effect”
&
“Dual-Coding Theory”

“the magic combination”





A close-up photograph of a person's hand with all five fingers spread wide, palm facing the viewer. The hand is in sharp focus, while the background, showing a person's face and a blue shirt, is blurred. The lighting is soft, highlighting the skin texture.

**Four Ways to Think
& Communicate
More Visually**

Four Ways to Think & Communicate More Visually



**Visual Imagery
&
Drawing**



**Mental Models
&
Frameworks**



**Metaphor
&
Analogy**



**Storytelling
&
Humor**

Four Ways to Think & Communicate More Visually



Visual Imagery
&
Drawing



Mental Models
&
Frameworks



Metaphor
&
Analogy



Storytelling
&
Humor



Our job as "coaches" ...



A

B



Origin of the word "Coach"



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Four Ways to Think & Communicate More Visually



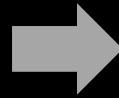
Visual Imagery
&
Drawing



The history of visual communication in three images.



44,000 BC



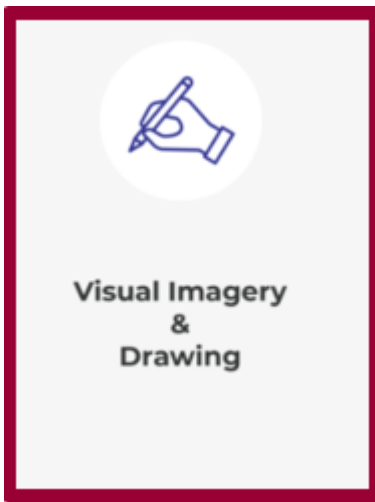
3,000 BC



1999

A few (more recent) real-world examples





Image



Map

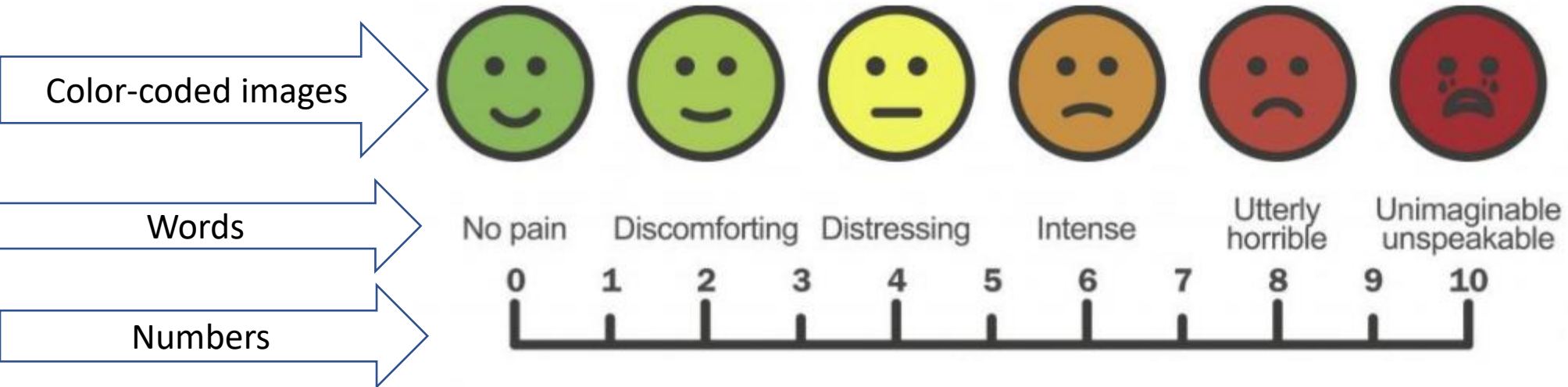


Data Visualization



Visual Checklist

Pain Scale Chart







STOP





CONTINUE





START

Coachee's Name: _____

Date: ____/____/____



1	 <p>5 Words: What 5 words would you use to describe yourself ...and why?</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>
2	 <p>Continue: What are some things that you do that you should be sure to <u>keep</u> doing...so as to continue to be effective and successful?</p>	
3	 <p>Stop: What, if anything, would you recommend that you <u>discontinue</u> doing...so as to be more effective and successful?</p>	
4	 <p>Start: What are some things that you would recommend that you <u>begin</u> doing...so as to be more effective and successful?</p>	

5	 <p>Magic Wand: If there was <u>ONE</u> thing – ANYTHING – that you could magically change about, or for, yourself immediately/overnight that would instantly help you to be more effective and successful, what would it be?</p>	
6	 <p>Looking Back: Thinking back over the past 6-12 months, what changes and/or improvements do you feel you've made as a person, or in terms of your performance?</p>	
7	 <p>General Comments: What other general thoughts or opinions do you have about yourself and/or your performance?</p>	
8	 <p>Final Question: If YOU were your own Coach: If <u>you</u> were your own coach, what ONE piece of advice would you give yourself?</p>	

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LEVERAGING THE POWER
OF VISUAL THINKING
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CHAPTER 20

Stop, Start, Continue, and the Magic Wand



Out of all of the various tools in my executive coaching tool kit, the Stop, Start, Continue, and the Magic Wand visual model (and metaphor) is one of the simplest and most valuable—both in terms of creating awareness and improving performance. Best of all, it can be used in a wide range of scenarios and for a wide variety of purposes.

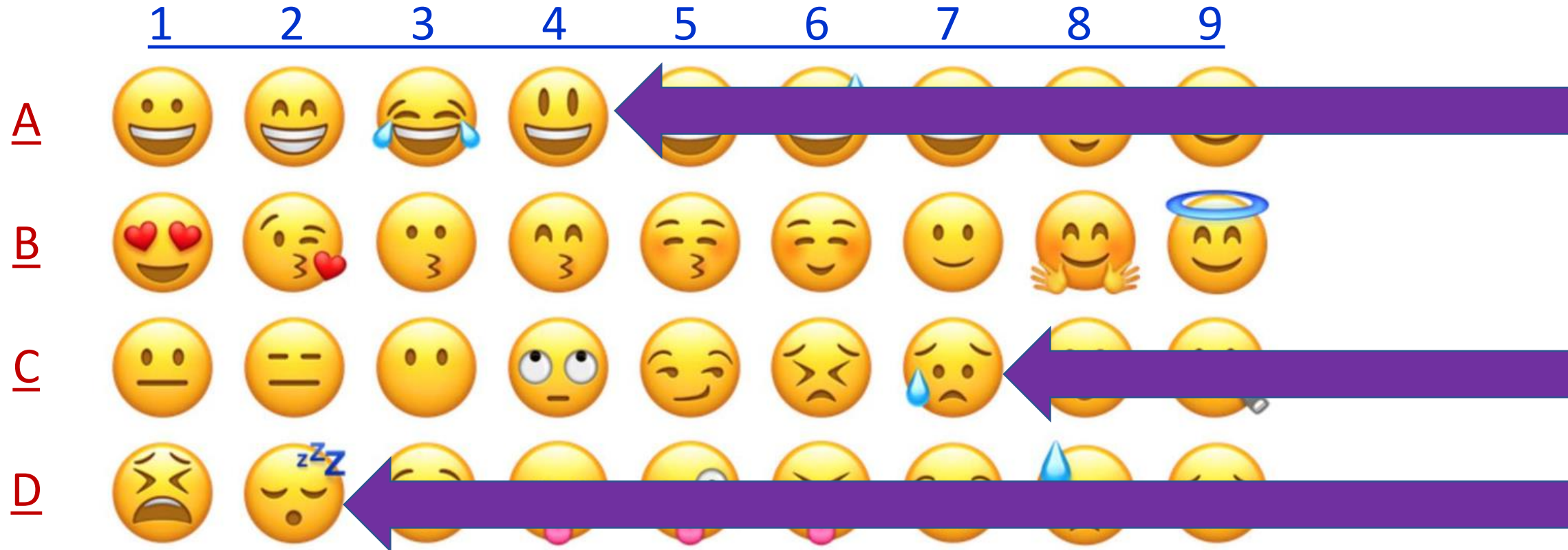
For example: Prior to meeting with a new coaching client for the very first time, so as to make that first session the most productive, I email them a self-reflection questionnaire containing these five not-so-simple-to-answer questions:

1. **Five Words:** What are five words you would use to describe yourself (at work)...and why?
2. **Continue (yellow light):** What are three things that you do regularly that feel productive and that you would advise yourself to keep doing? Why?

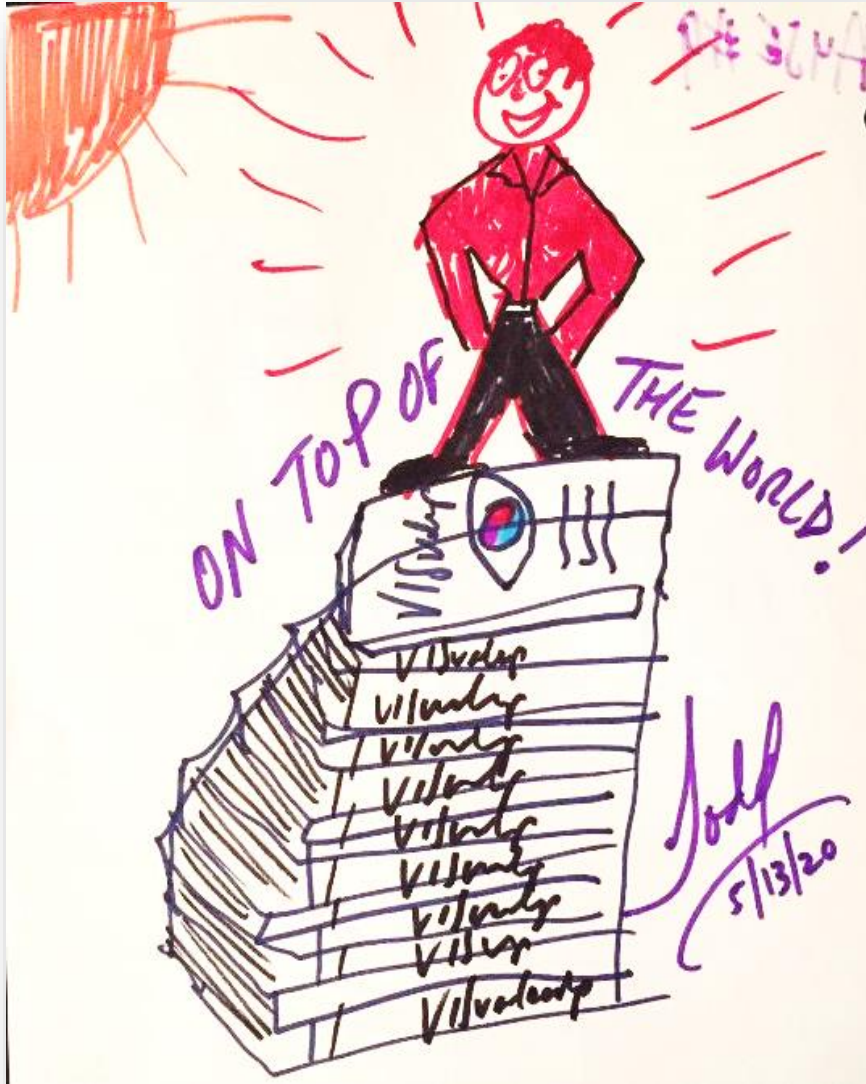
How are you feeling right now?

	1	2	3	4	5	6	7	8	9
<u>A</u>									
<u>B</u>									
<u>C</u>									
<u>D</u>									

How are you feeling right now?



“Draw How You’re Feeling Right Now”



Drawing

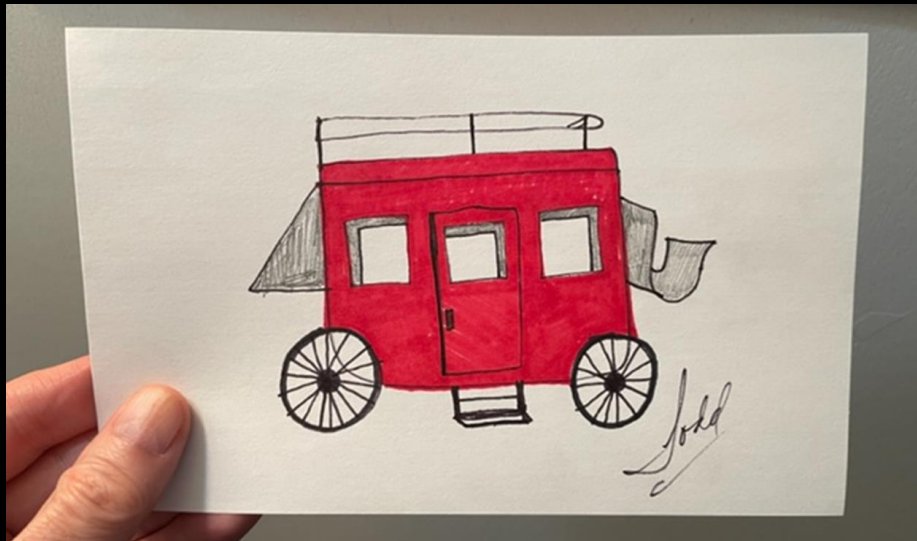
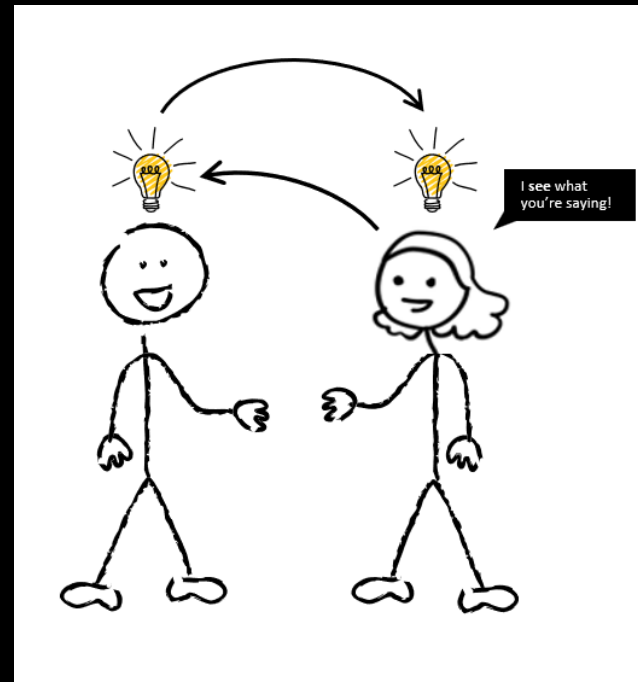


How many of you can draw?



Drawing







Visual Imagery
&
Drawing

Flipchart
or
Whiteboard



“He or She who
wields the pen,
wields the power.”



VisuaLeadership

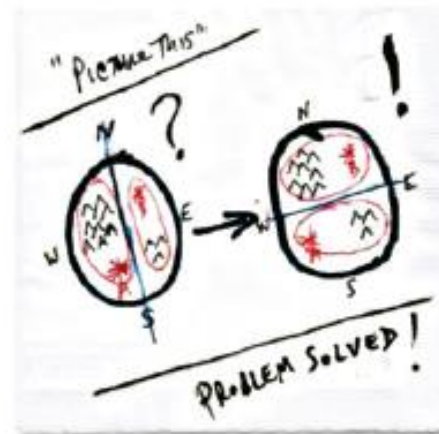


LEVERAGING THE POWER
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TODD CHERCHES

CHAPTER 4

How My 30-Second Napkin Sketch Solved a Client's Multimillion-Dollar Problem




Sitting in a San Antonio bar in 1967 with entrepreneur (and soon-to-be CEO) Herb Kelleher, Texas businessman Rollin King grabbed a now-legendary cocktail napkin and sketched out a simple triangle while posing this question: What if we were to create a local airline that connected these three cities (San Antonio, Dallas, and Houston)? With that simple sketch the idea for Southwest Airlines was born.

(By the way, this classic story is often told by author Dan Roam, who is one of the thoughtleaders most responsible for putting the business application of napkin sketching “on the map,” such as in his groundbreaking

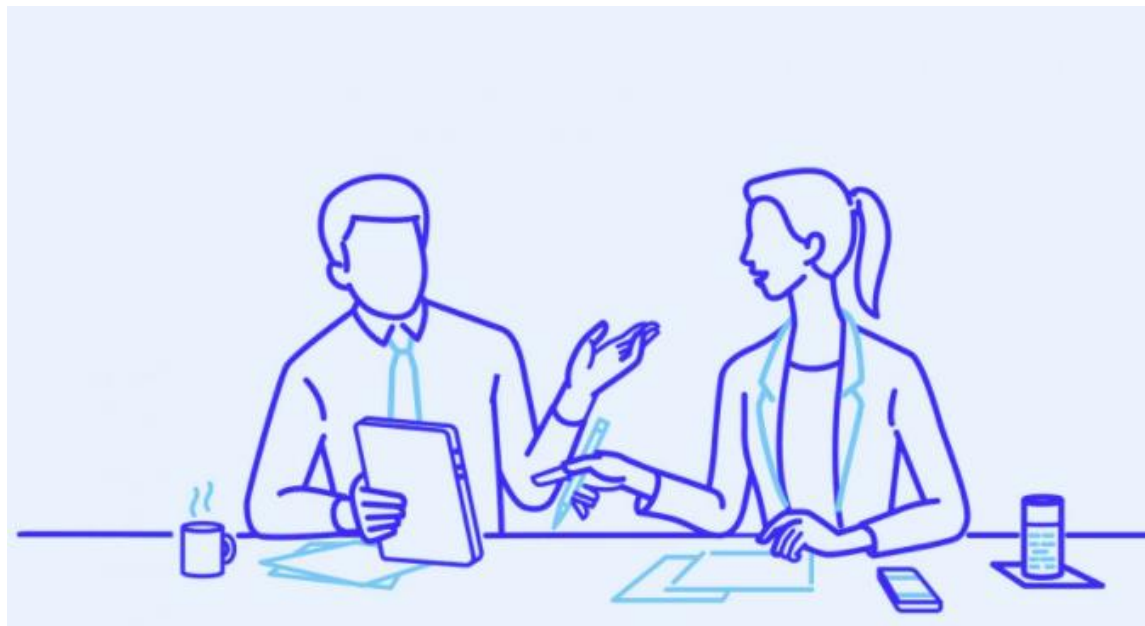
Click here to read article

LEAD

Can You Draw What Your Company Does?

We all know about the 'elevator pitch.' But to truly understand your business, you should be able to paint a picture. 

BY TODD CHERCHES, CEO AND CO-FOUNDER, BIGBLUEGUMBALL @TODDCHERCHES



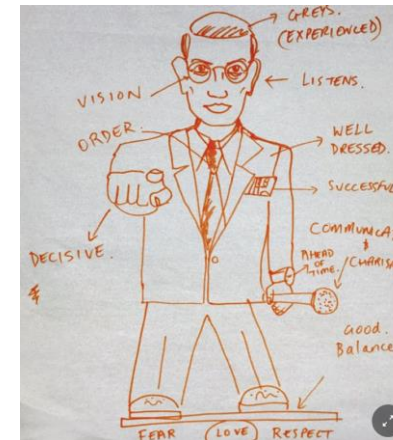
Drawing Exercise:

**Draw a picture of
“an effective leader.”**

You have 1 minute... GO!

Picture a Leader. Is She a Woman?

Most people will draw a man. Researchers investigate the consequences.



"Un bon croquis vaut mieux
qu'un long discours."

("A good **sketch** is better
than a long **speech**.")

Napoleon Bonaparte





In what ways do or can you use
visual imagery and/or
drawing in your coaching practice?

Four Ways to Think & Communicate More Visually



**Visual Imagery
&
Drawing**



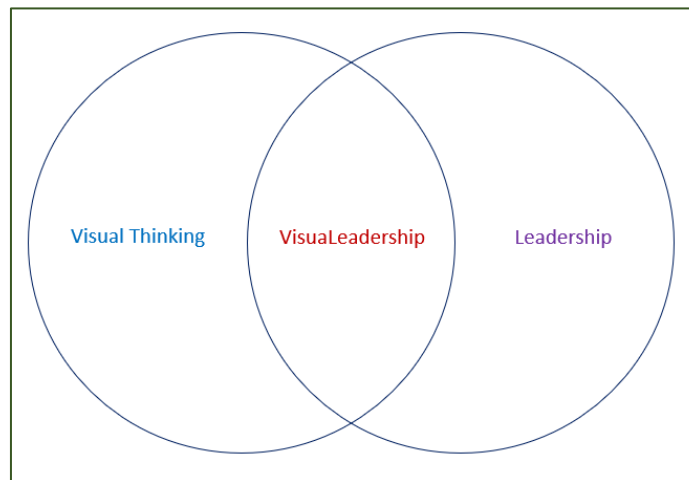
**Mental Models
&
Frameworks**



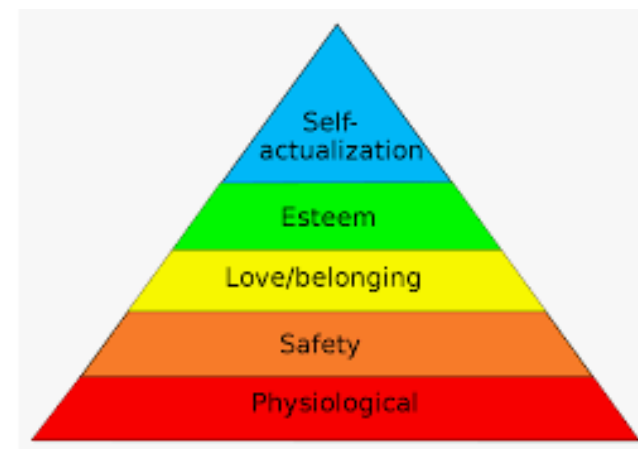


Mental Models & Frameworks

Venn Diagram



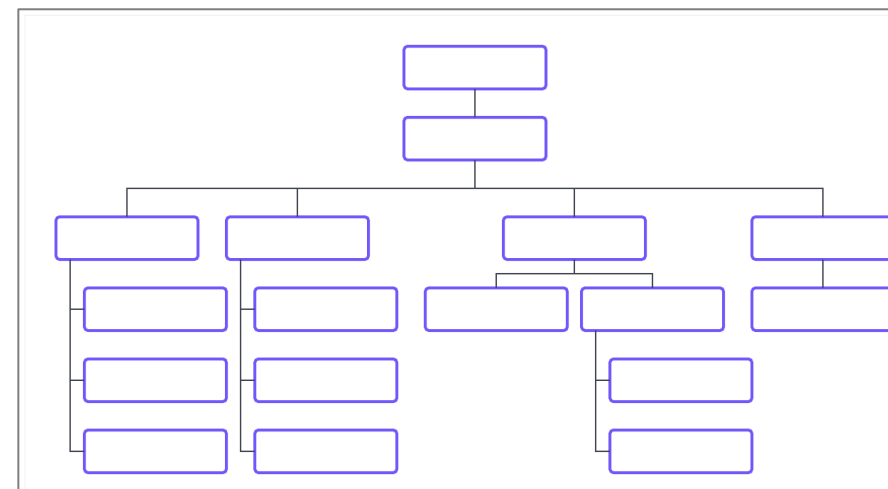
Pyramid



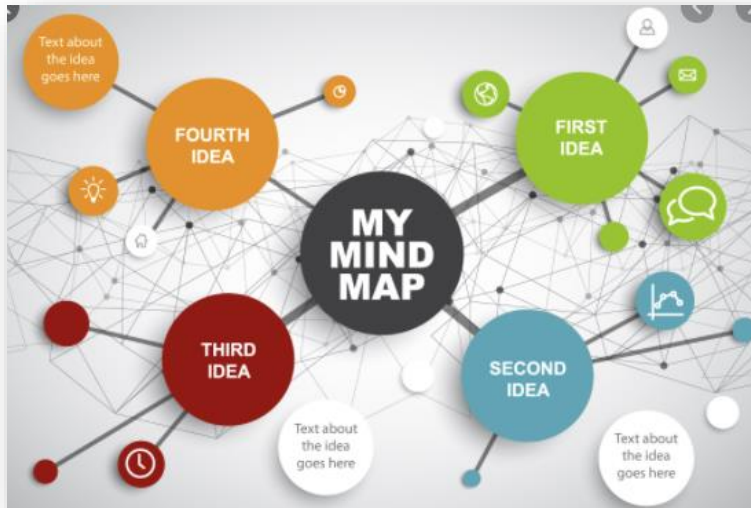
Matrix

	Urgent	Not Urgent
Important	I <ul style="list-style-type: none">• Crises• Pressing problems• Deadline-driven projects, meetings, preparations• Immediately productive activities	II <ul style="list-style-type: none">• Preparation• Prevention• Developing Mission• Planning• Relationship building• True re-creation• Empowerment
Not Important	III <ul style="list-style-type: none">• Interruptions, some phone calls• Some mail, some reports• Some meetings• Many proximate, pressing matters• Many popular activities	IV <ul style="list-style-type: none">• Trivia, busywork• Junk mail• Some phone calls• Time wasters• "Escape" activities

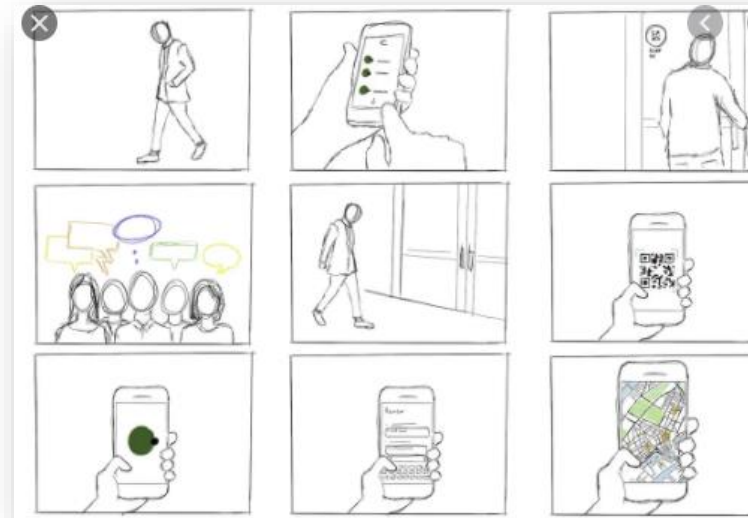
Org Chart



Mindmap



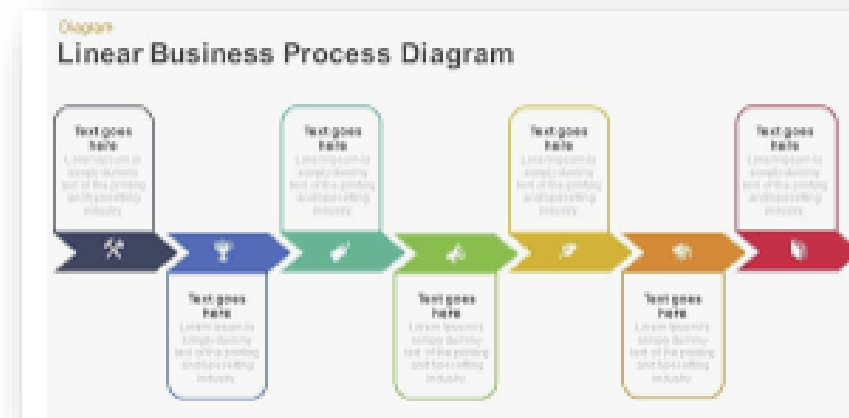
Storyboard



Affinity Diagram



Process Diagram





coaching models



Coaching Models
coachcampus.com



Different Coaching Models | The ...
tcurbanhealth.org



Coaching Model - The Peak Performance ...
thepeakperformancecenter.com



A Simple Coaching Model to Bring the ...
neelaman.com



Coaching Model: Corporate
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7 Popular Coaching Models All Man...
socoselling.com



The GROW model Coaching Framework ...
coachingcultureatwork.com



GROW Coaching Model PowerPoint Template ...
slidesalad.com



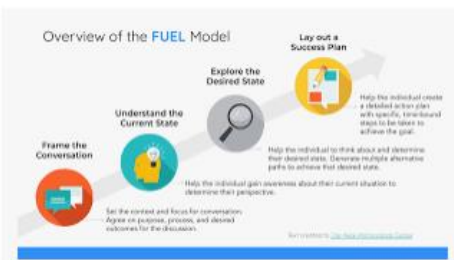
CLEAR Coaching Model PowerPoint ...
slidesalad.com



Coaching Models used in Business ...
1to1coachingschool.com



Contact Centre Coaching Models: Which ...
callcentrehelper.com



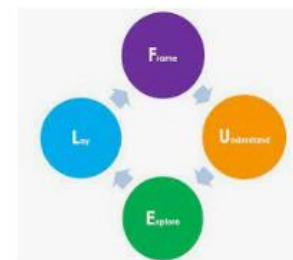
Webtorial 19 - Your Coaching Model ...
limitlessfash.com



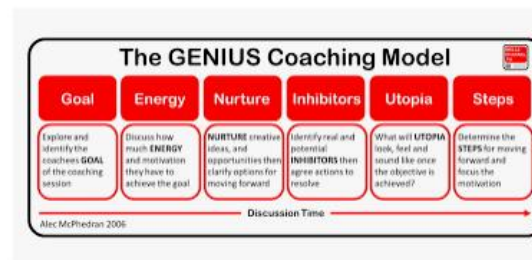
The COACH Model® - Keith Webb
keithwebb.com



Coaching Models - Mike the Mentor ...
mikethementor.co.uk



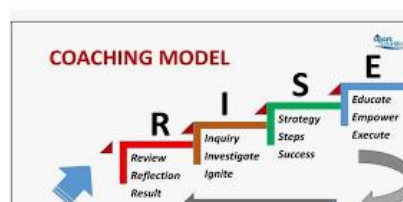
FUEL Coaching Model - The Peak...
thepeakperformancecenter.com



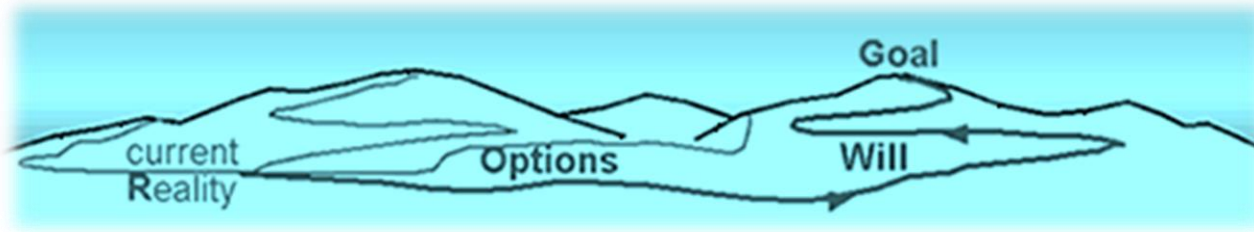
GENIUS Coaching Model - SKILLS CHANNEL TV
skillschannel.tv



Why Sales Coaches
salesmanagement.com



The GROW model

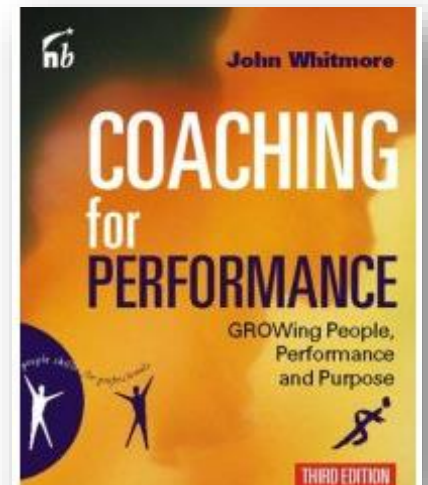


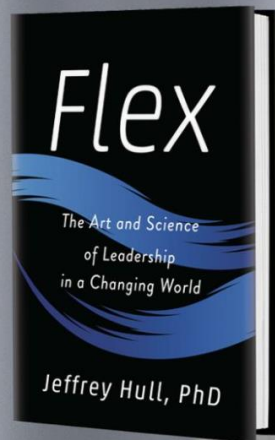
Goal What is the desired outcome?

Reality What is the current situation?

Options What are some possible alternatives?

Will Do What actions need to be taken to fulfill the Goal?





JEFFREY HULL, PhD

The FLENC Model

Introduction

shift and adjust your style as needed, to influence, motivate, and inspire others, regardless of your title or position, or how big your office may be. Hundreds of studies have found that what is commonly called authentic or transformational leadership—what I call “post-heroic” or “beta”—is based on six core dimensions of leadership agility within three categories of power available to all of us:

A THE MENTAL (THE POWER OF MIND-SET)

- 1 Flexibility: adjustable focus and style
- 2 Intentionality: mindful communication practices

B THE EMOTIONAL (THE POWER OF FEELINGS)

- 3 Emotional Intelligence: regulation and effective use of emotion
- 4 Realness (authenticity): blending stoicism with humility and vulnerability

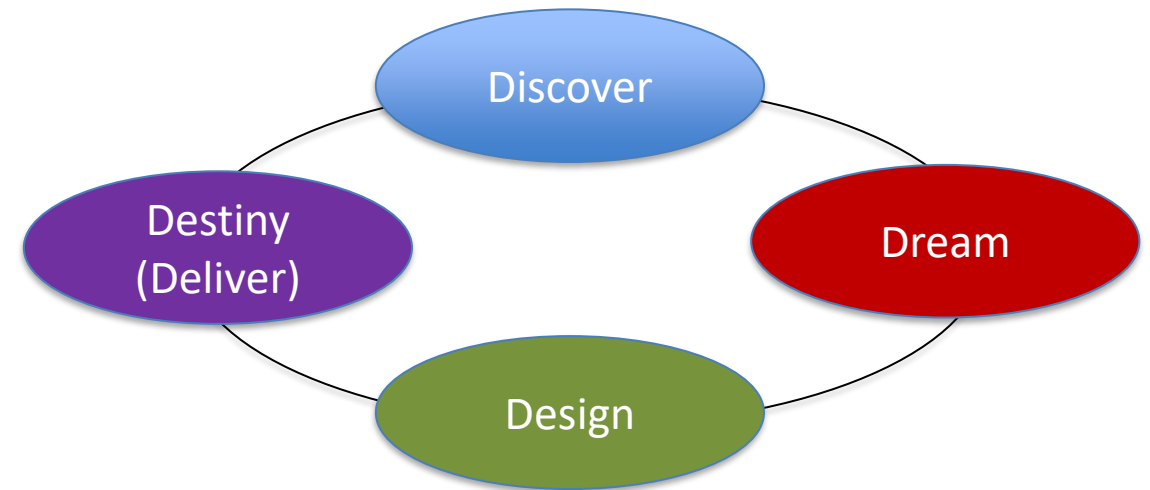
C THE SOMATIC (THE POWER OF THE BODY)

- 5 Collaboration: using proven methods to coach, mentor, and empower
- 6 Engagement: managing the energy of work spaces to optimize teamwork, creativity, and performance

As part of the leadership team at the Institute of Coaching, an affiliate of McLean Hospital at Harvard Medical School, I make it my

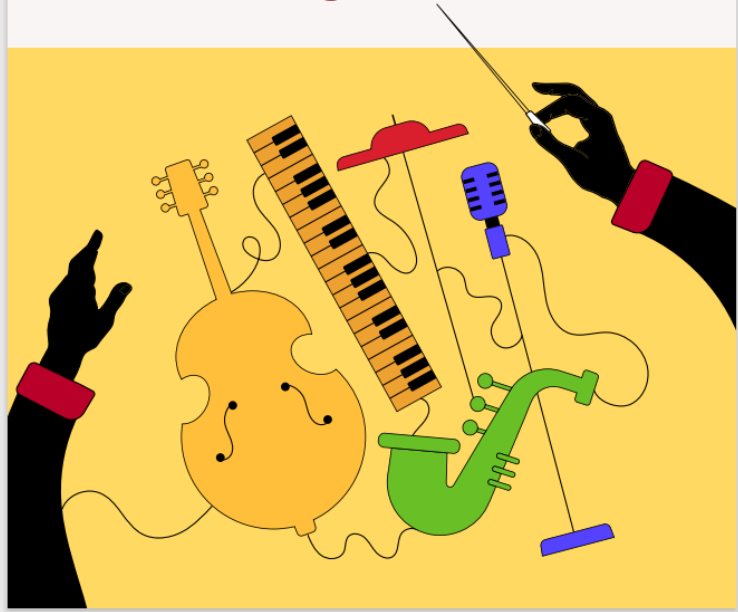
Appreciative Inquiry

1. **DISCOVER:** The identification of organizational processes that work well.
2. **DREAM:** The envisioning of processes that would work well in the future.
3. **DESIGN:** Planning and prioritizing processes that would work well.
4. **DESTINY (or DELIVER):** The implementation (execution) of the proposed design.



Leading with Humanity

The Future of Leadership and Coaching



CHAPTER 4

Human-Centered Leadership

I always felt the real secret to leadership goes back to more adaptive leadership styles, which is connecting with people, bringing out who they are, bringing psychological safety into every conversation, showing empathy, building teamwork, where people can show up and be vulnerable.

— **Healthcare**, 7 years of leadership experience, 1-15.

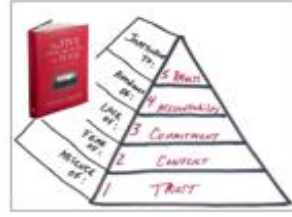
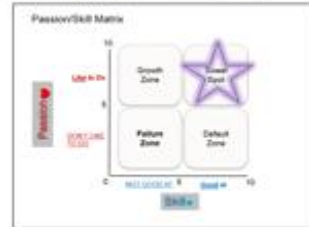


Figure 1: Human-centered leadership enables agile systems

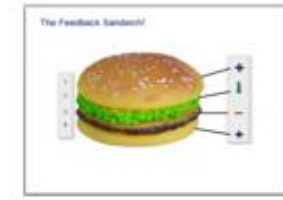
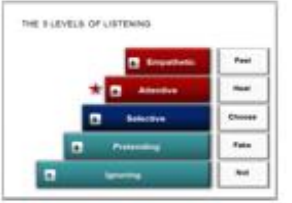
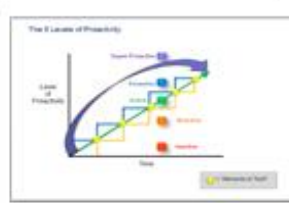


Mental Models & Frameworks

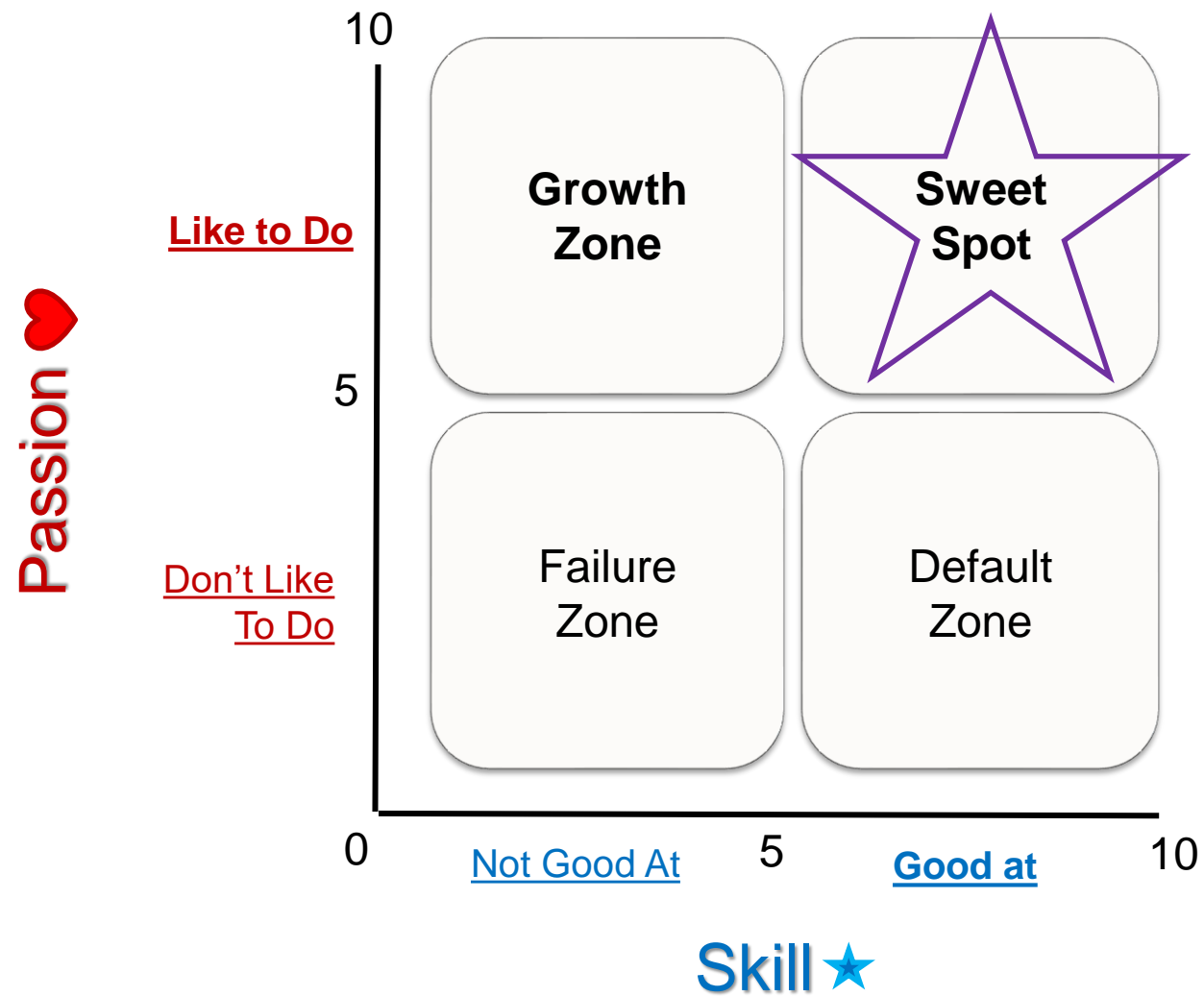
VisuaLeadership® Toolkit

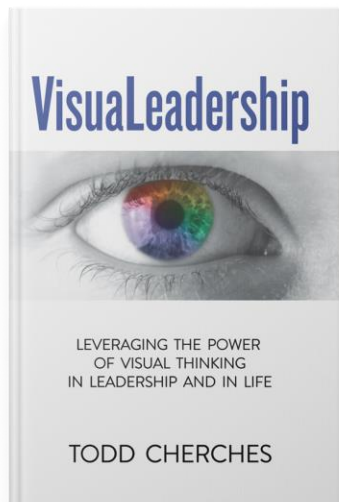


- 10 Types of Thinking
- 1. Managerial Thinking (systemic)
 - 2. Managerial Thinking (contextual)
 - 3. Managerial Thinking (comprehensive)
 - 4. Analytical Thinking (analytical)
 - 5. Creative Thinking (creative)
 - 6. Creative Thinking (innovative)
 - 7. Creative Thinking (disruptive)
 - 8. Creative Thinking (disruptive)
 - 9. Creative Thinking (disruptive)
 - 10. Creative Thinking (disruptive)



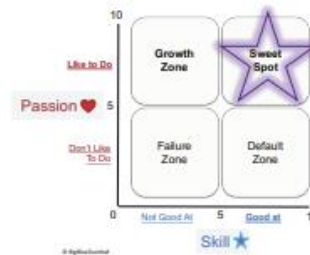
Passion/Skill Matrix





CHAPTER 17

The Passion/Skill Matrix: Do What You Love, and Love What You Do



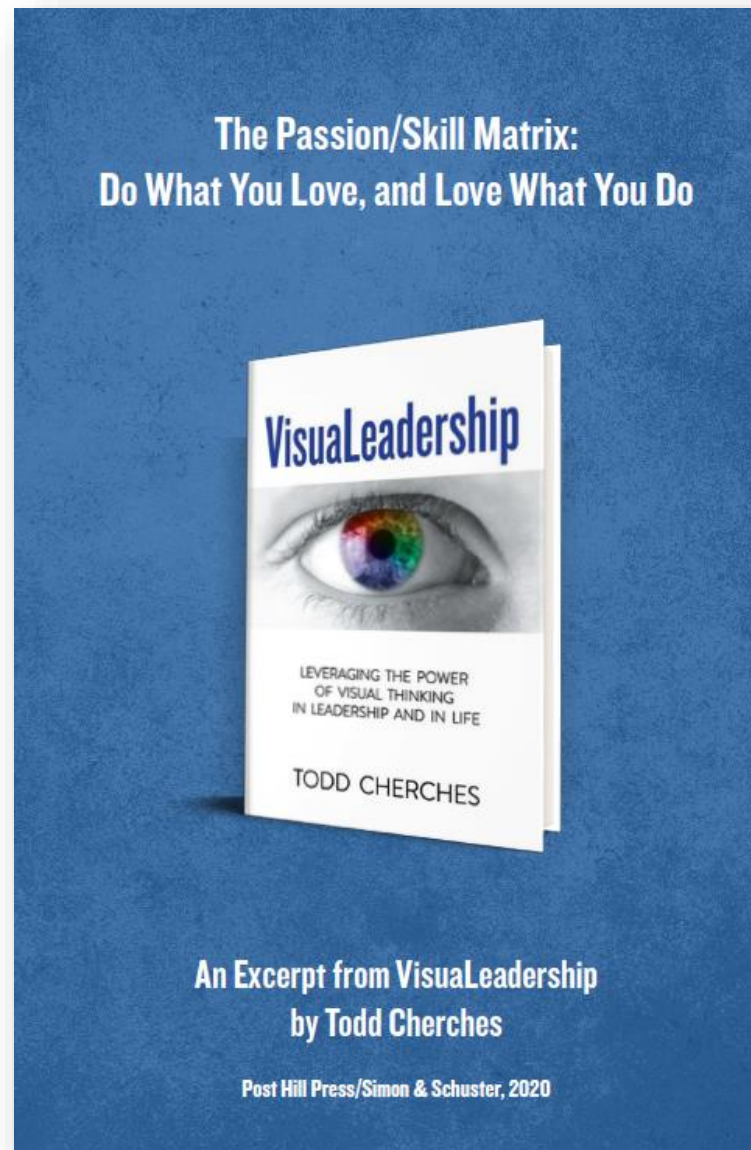
“People do best...what they like best to do.” That’s an old adage by Frederick W. Taylor, the original efficiency expert and management guru who wrote his *Principles of Scientific Management* way back in 1911. Seems obvious, doesn’t it? And yet, so many people hate their jobs. So why is that? What’s going on?

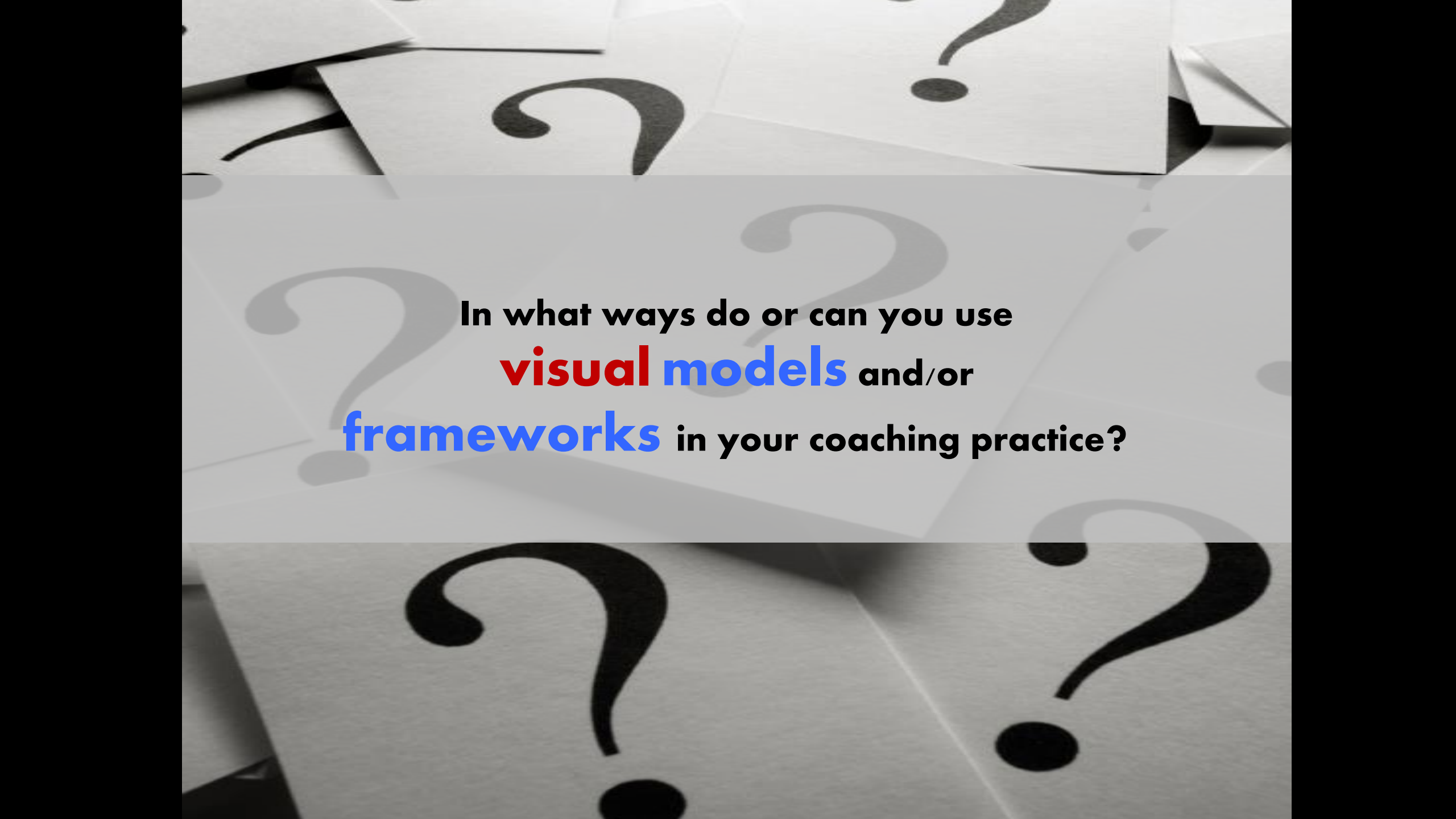
Think about your hobbies. You know, the things you do for fun. Whatever it is, whether it’s playing a sport, a musical instrument, practicing a craft, or whatever, you probably do it for at least one of the following two reasons: you’re good at it and/or you enjoy it. Otherwise, why do it?

If you love doing something, let’s say, playing the guitar or the piano or drums—even if you’re not very good at it—you’re going to pick it up and “fiddle around” with it, spending your spare time practicing, and watching and listening to others play, all in the hope of getting better.

Free chapter download

www.toddcherches.com/passion





In what ways do or can you use
visual models and/or
frameworks in your coaching practice?

Four Ways to Think & Communicate More Visually



**Visual Imagery
&
Drawing**



**Mental Models
&
Frameworks**



**Metaphor
&
Analogy**



Metaphors & Analogies

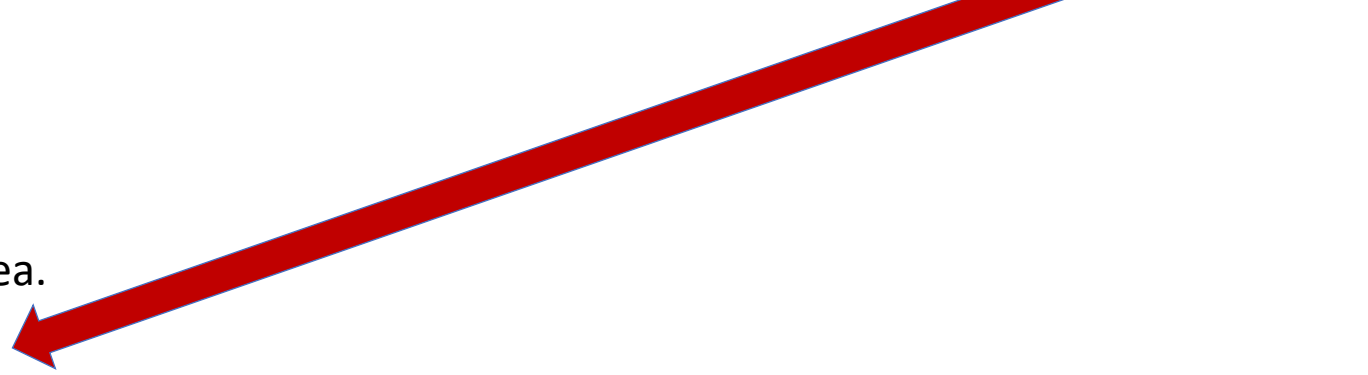
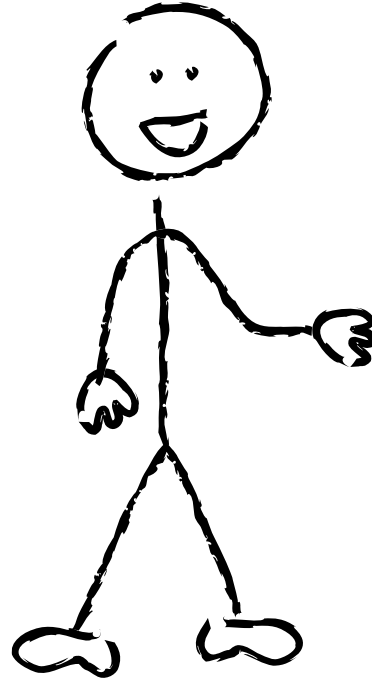
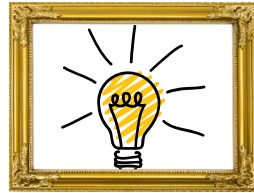
Make the abstract *concrete*
the intangible *tangible*
the complex *simple*
the unfamiliar *familiar*

and the invisible *visible*

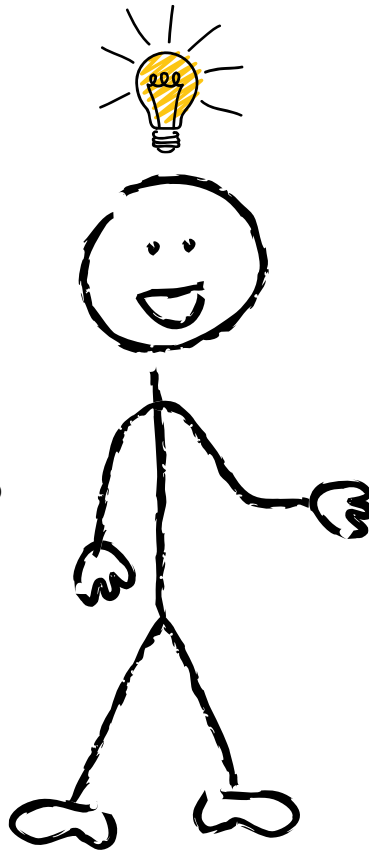


Visual thinking...in a nutshell.

Framing your idea.



When and
where did the
idea of using a
lightbulb
to visually
represent an
idea originate?





Visual Coaching

SUCCESS



“Give a person a fish...”



A photograph of a paved path in a park. The path is made of light-colored rectangular stones and curves gently to the right. It is flanked by tall, slender trees with dense green foliage. To the right of the path, there is a body of water, possibly a pond or a lake, with a stone wall or embankment separating the path from the water. The overall atmosphere is peaceful and natural.

**Your
Career
Path**

Career Roller Coaster







How Successful People Become
Even More Successful!

What Got You Here Won't Get You There

Discover
the 20
Workplace Habits
You Need to
Break

MARSHALL GOLDSMITH

WITH MARK REITER



“HERE”:

What Got
You Here

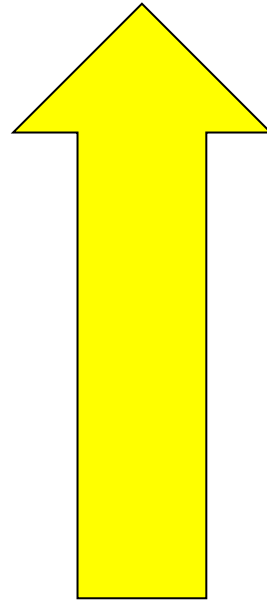
Where are you right now?

“THERE”:

Won't Get
You There

Where would you like to be...and by when?

Won't Get
You There



What Got
You Here

Gap



This was just the...



The background of the slide features a collage of white paper scraps with large, bold black question marks. The papers are layered and slightly crumpled, creating a sense of depth and texture. A semi-transparent grey rectangular box is centered over the image, containing the text.

In what ways do or can you use
visual metaphors and
analogies in your coaching practice?

Four Ways to Think & Communicate More Visually



**Visual Imagery
&
Drawing**



**Mental Models
&
Frameworks**



**Metaphor
&
Analogy**



**Storytelling
&
Humor**

Storytelling





In the beginning...



A long time ago in a galaxy far,
far away....

What is a “**Story**”?



A narrative.



A narrative.

A **spoken** or **written** account of
connected events.



A **beginning**, a **middle**, and an **end**.



Villains, victims, and heroes.



A goal or a quest.



A barrier, obstacle, or challenge.



A resolution.



Stories take us on a **journey**...



Stories take us on a **journey...**
of **exploration** and **discovery...**



Stories take us on a **journey...**
of **exploration** and **discovery...**
that we can **see** in our “**mind’s eye.**”



Stories are **human**.



They **connect** us
and help us to **empathize**.



Teach us **lessons.**



They can **transform** us.



There are **origin** stories.
And **success** stories.
And **failure** stories.
And **cautionary** tales.



And each of us is the **hero**
of our own life story.



As coaches...



...we can help our clients to write a
new or better story...that will help
lead them to a happy **ending**.



AND THEY
LIVED...



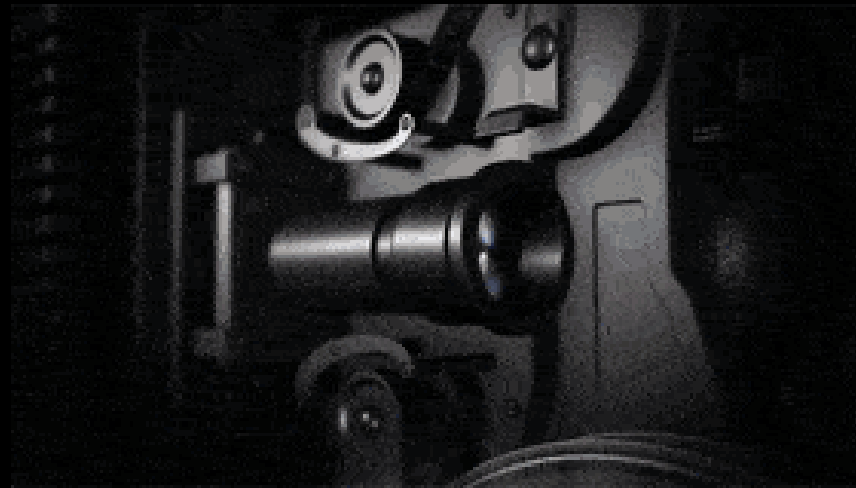
Happily Ever After

What do we mean by “*visual storytelling*”?





Creating a “mental movie”
in the mind of others...



So that they can “see”
what we’re saying.

And even if you are not...



You

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Why Dr. Martin Luther King, Jr. is the "King" of Visual Communication

Published on January 16, 2022

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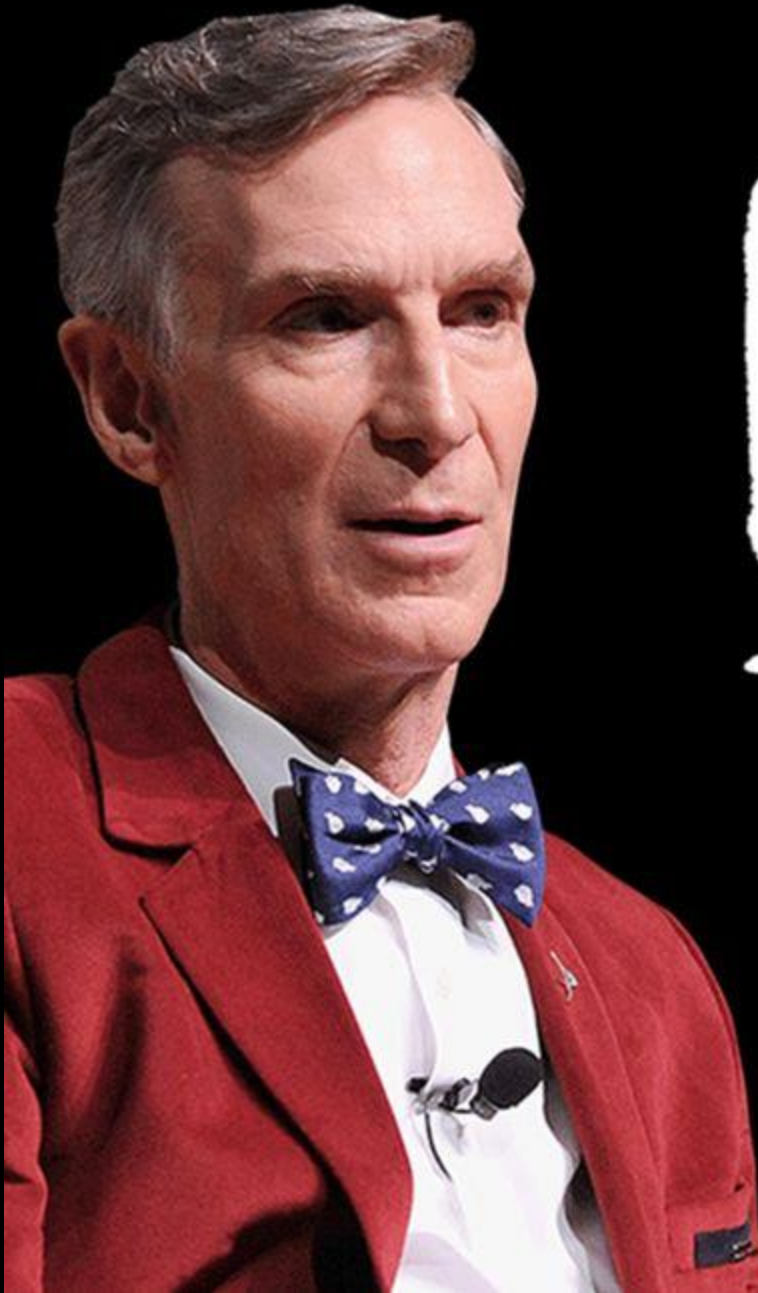
Todd Cherches

CEO, Leadership & Executive Coach at BigBlueGumball, TEDx speaker. Author of "VisuaLeadership." MG 100 Coaches.

[63 articles](#)

Among the many amazing elements of Dr. King's numerous classic speeches – including, of course, his iconic, "**I Have a Dream**" speech – was his incredible and intuitive use of visual thinking and visual communication -- and his talent and ability to paint pictures with words.

We are ALL storytellers.



BILL NYE

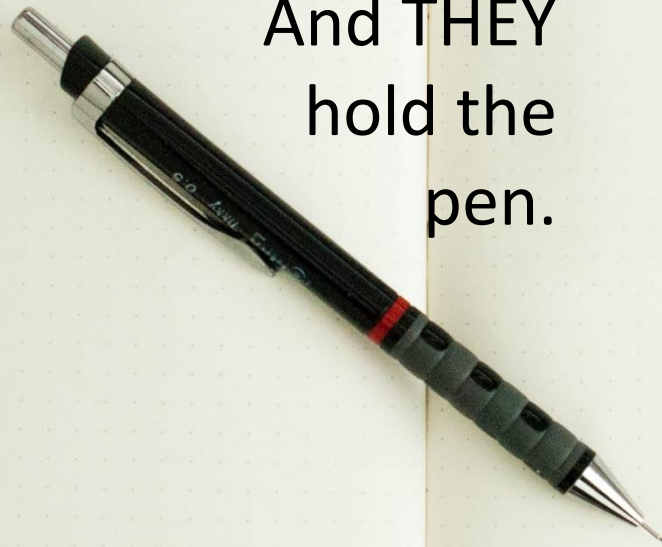
THE SCIENCE GUY

*"Everyone you will ever meet
knows something you don't."*

*And – as coaches –
we need to be good
“story-listeners.”*

When it comes to their life story...
the future is unwritten.

And THEY
hold the
pen.



Click for article

Forbes

Ways To Get Clients To See What You're Saying




Using visual language enhances our ability to get people to focus on what we're saying, increases ... [+] GETTY

These are emotional times and to attract high-paying clients you need to be a better storyteller. That means telling stories that prospects can see in their mind's eye.

Using innovative visual thinking techniques can help you to increase understanding of, and gain buy-in for, your ideas.

That's the advice of Todd Cherches, a TEDx speaker ("The Power of Visual Thinking") and the author of the book, *VisuaLeadership: Leveraging the Power of Visual Thinking in Leadership and in Life*.



In what ways do or can you incorporate
visual storytelling (and **humor** if/when
appropriate) into your coaching practice?

RECAP

Four Ways to Think and Communicate More Visually



Imagery & drawing

Models & frameworks

Metaphors & analogies

Storytelling & humor

Four Ways to Think & Communicate More Visually

Visual Imagery



Visual Imagery
&
Drawing



Mental Models
&
Frameworks



Visible
to the
eye

Visual Language



Metaphor
&
Analogy



Storytelling
&
Humor



“Visible”
to the
ear

“the magic combination”



*If we can help others to **see the invisible...**
we can inspire them to **do the impossible.***



And as you continue on your
“Visual Coaching” journey...



“INSIGHTS & ACTIONS”

What Was Your Biggest Take-Away?

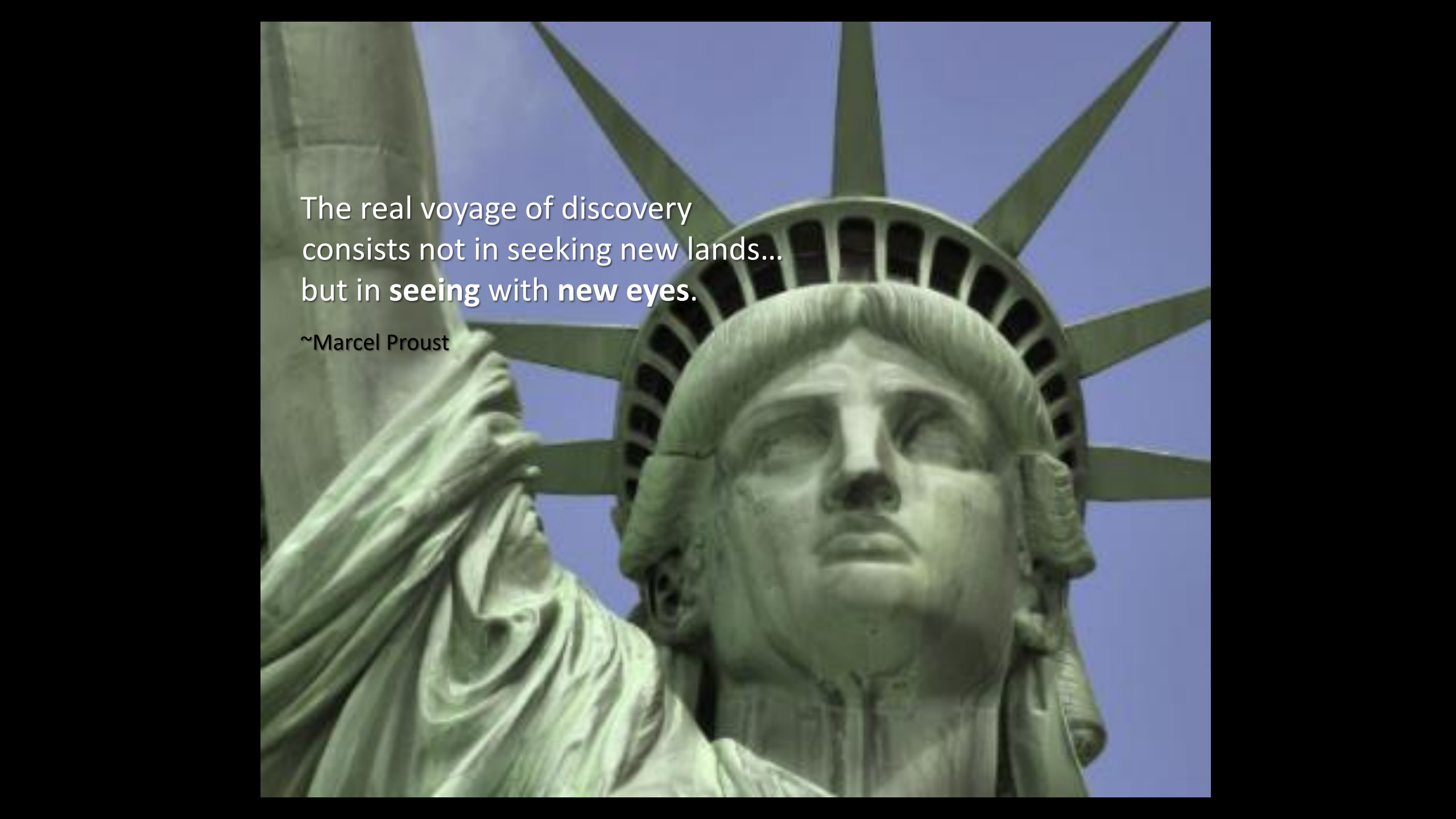
And what is one thing you will do going forward to be a more “visual coach”?



The real voyage of discovery
consists not in seeking new lands...
but in **seeing** with **new eyes**.

~Marcel Proust



A low-angle, close-up photograph of the Statue of Liberty's head and crown against a clear blue sky. The statue's face is looking slightly upwards and to the right. The crown's spikes radiate outwards. The statue's right arm is visible on the left side of the frame, holding a tablet.

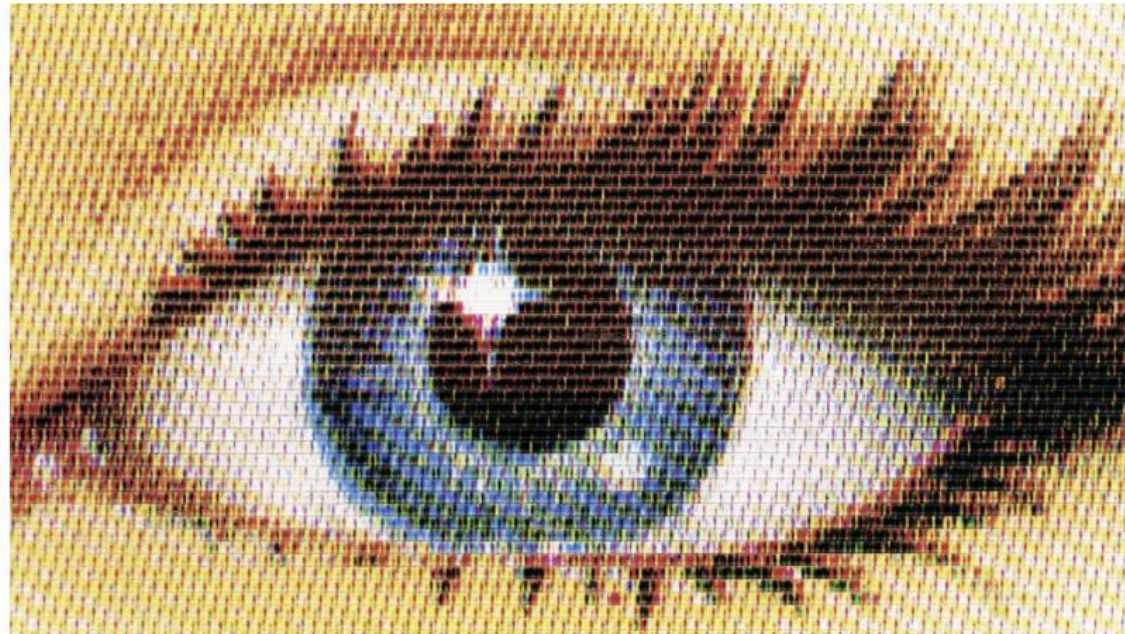
The real voyage of discovery
consists not in seeking new lands...
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Why Leaders Need to Focus on 'Flipping the Eye' If you want to make your vision a reality, you might benefit from looking at the world through a different lens.

BY TODD CHERCHES @TODDCHERCHES



Getty Images



Chief Learning Officer

How (and why) leaders can (and should) leverage the power of visual thinking

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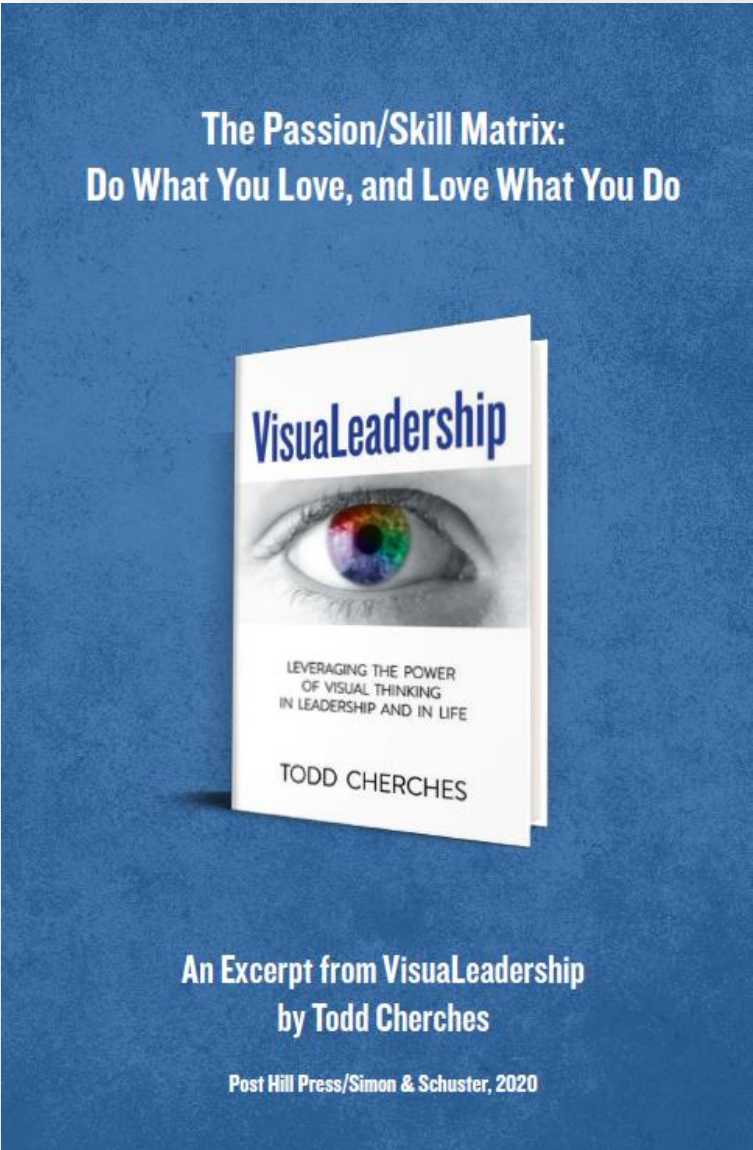


by [Todd Cherches](#)

May 27, 2022

Free chapter download

www.toddcherches.com/passion





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Book: <https://www.simonandschuster.com/books/VisuaLeadership/Todd-Cherches/9781642933376>



Visual Coaching:

***How Coaches Can Leverage
the Power of Visual Thinking***

Todd Cherches