

# WE ARE A VISUAL FACILITATION COMPANY

## HUMANS ARE HARD-WIRED FOR VISUAL LEARNING.

Every mark we make as a *graphic facilitator* is designed to increase engagement and understanding for your audience.

During live meetings and conferences, we capture your big ideas and visualize complex concepts to help people make better decisions.

**ALPHACHIMP®** | A visual facilitation company.



**ALPHACHIMP®**



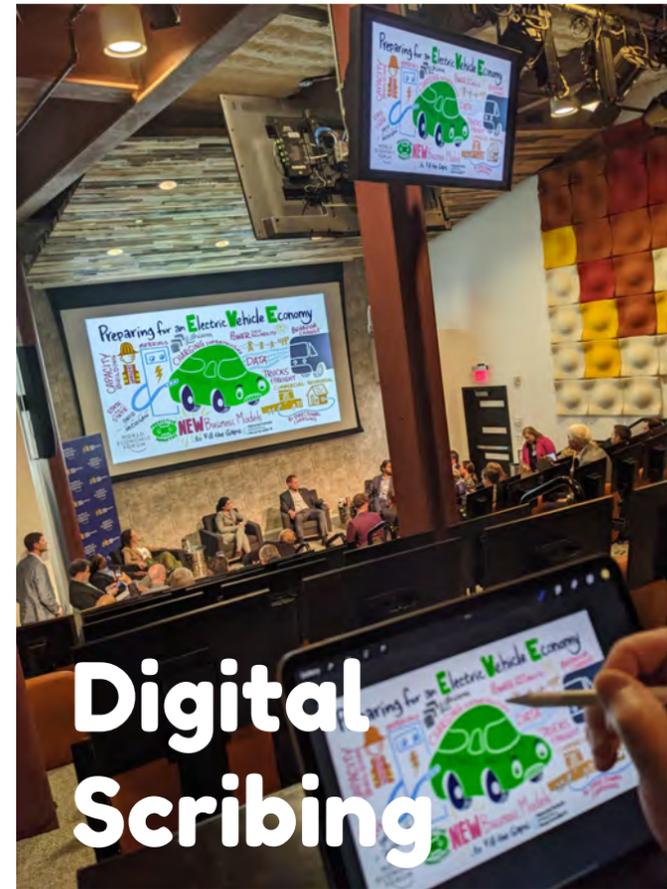
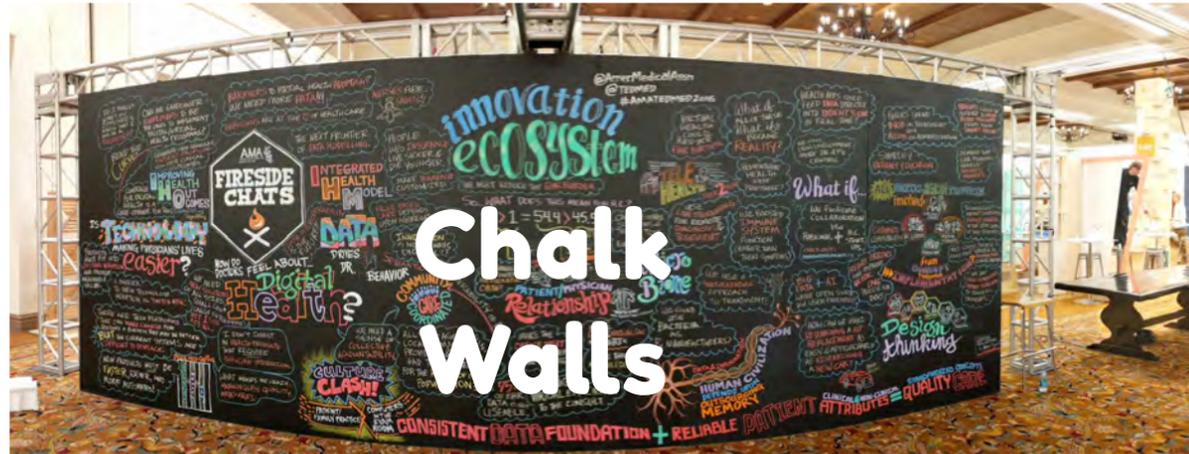
### CONTACT

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# SERVICES

Using the power of visual storytelling to illuminate ideas, we spark innovation, guide design thinking, and facilitate strategy development.



We create drawings, produce animations, and facilitate learning experiences to help people understand complex situations & make better decisions. We love to teach these skills, too!



**Explainer Videos**

# GRAPHIC RECORDING

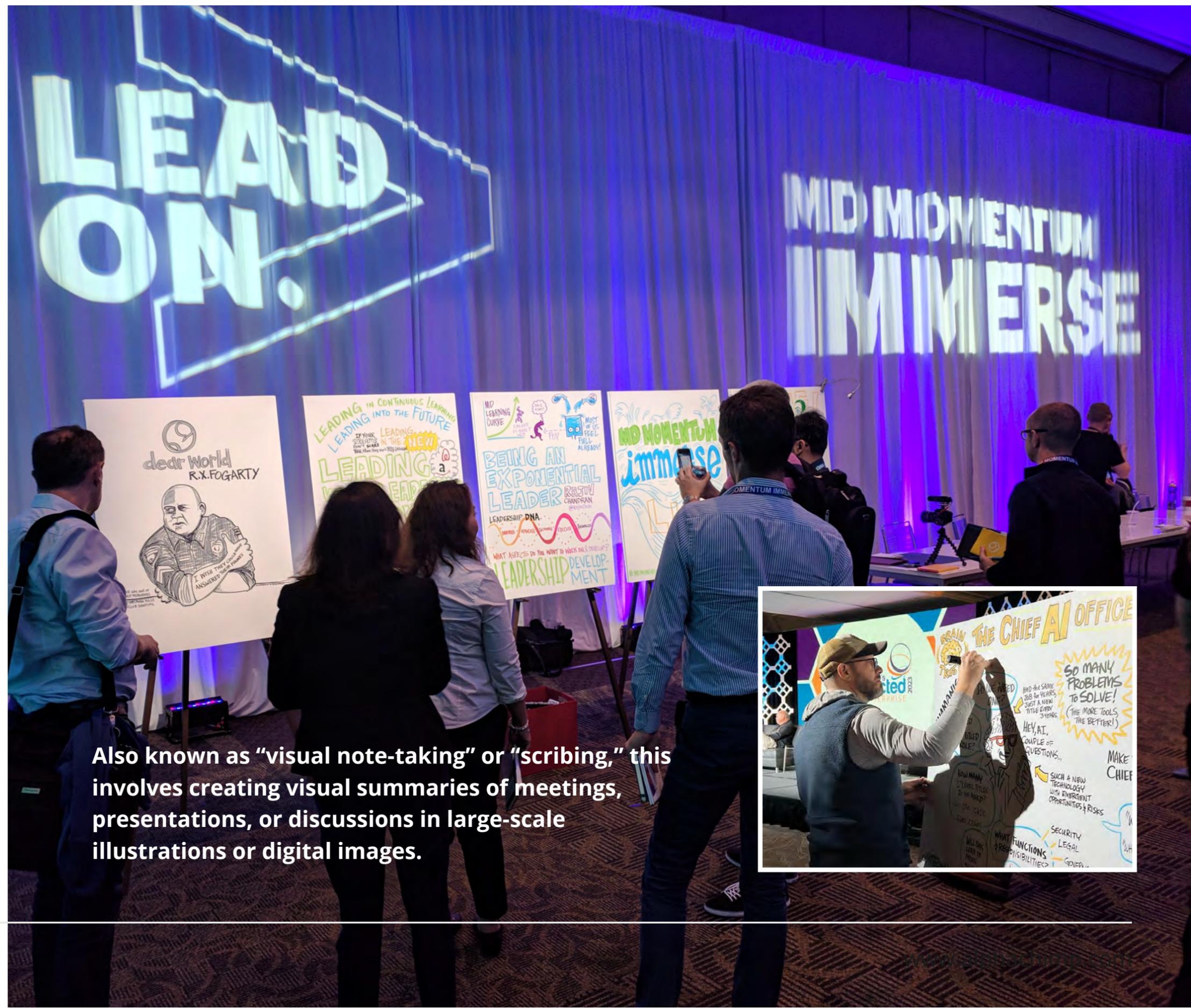
An effective tool for engagement.

**Graphic Facilitation** visualizes words and images during live events to capture and communicate ideas and stories.

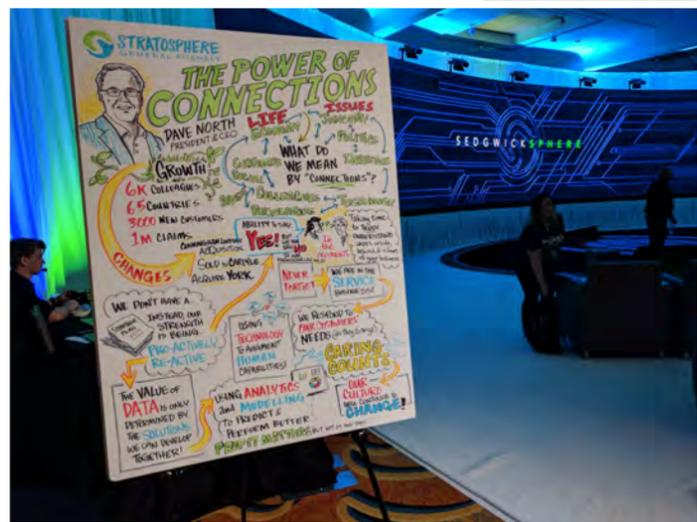
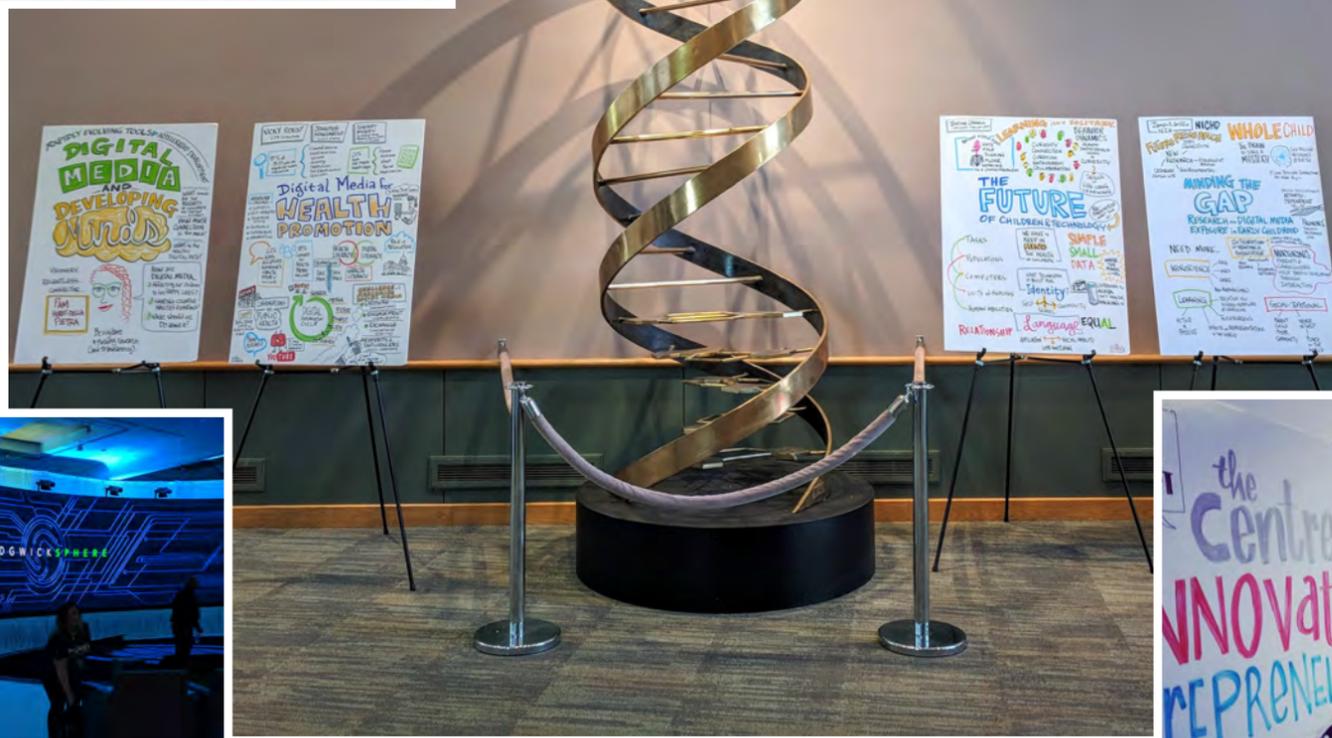
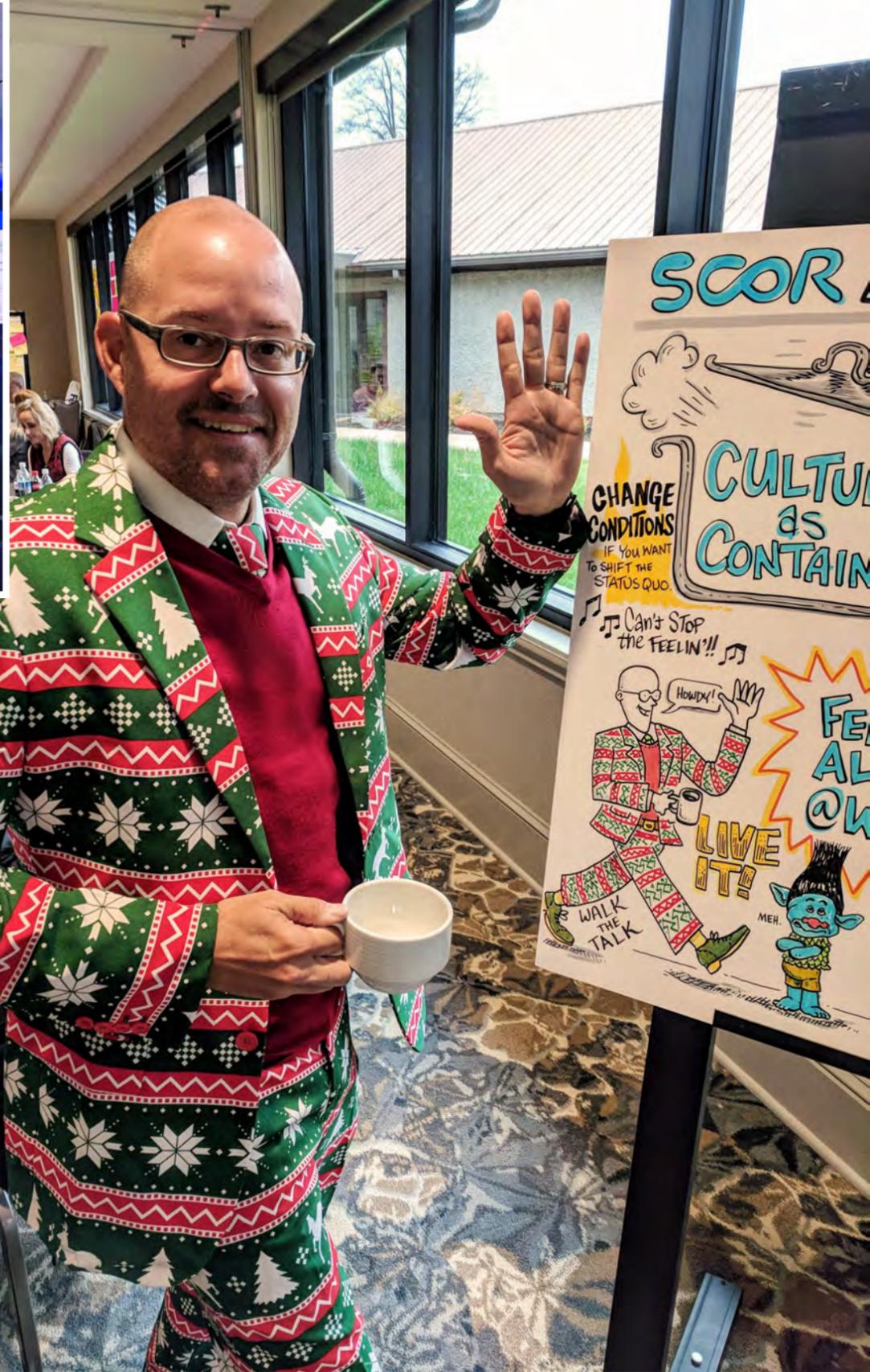
This visual methodology enables people to understand complexity and to make better decisions. It also serves as an effective tool with several functions:

1. **Creates** a conceptual map of a conversation.
2. **Connects** data and information to emotion.
3. **Visualizes** complex or abstract concepts.
4. **Aids** memory and retention of stories, facts, and connections.
5. **Guides** individuals and groups through a process.

Since its founding in 1998, Alphachimp has provided this service for hundreds of intimate brainstorming sessions and high-profile conferences for Facebook, Google, TEDx, TEDMED, Ciudad de las Ideas, the Consumer Banking Association, and PopTech.



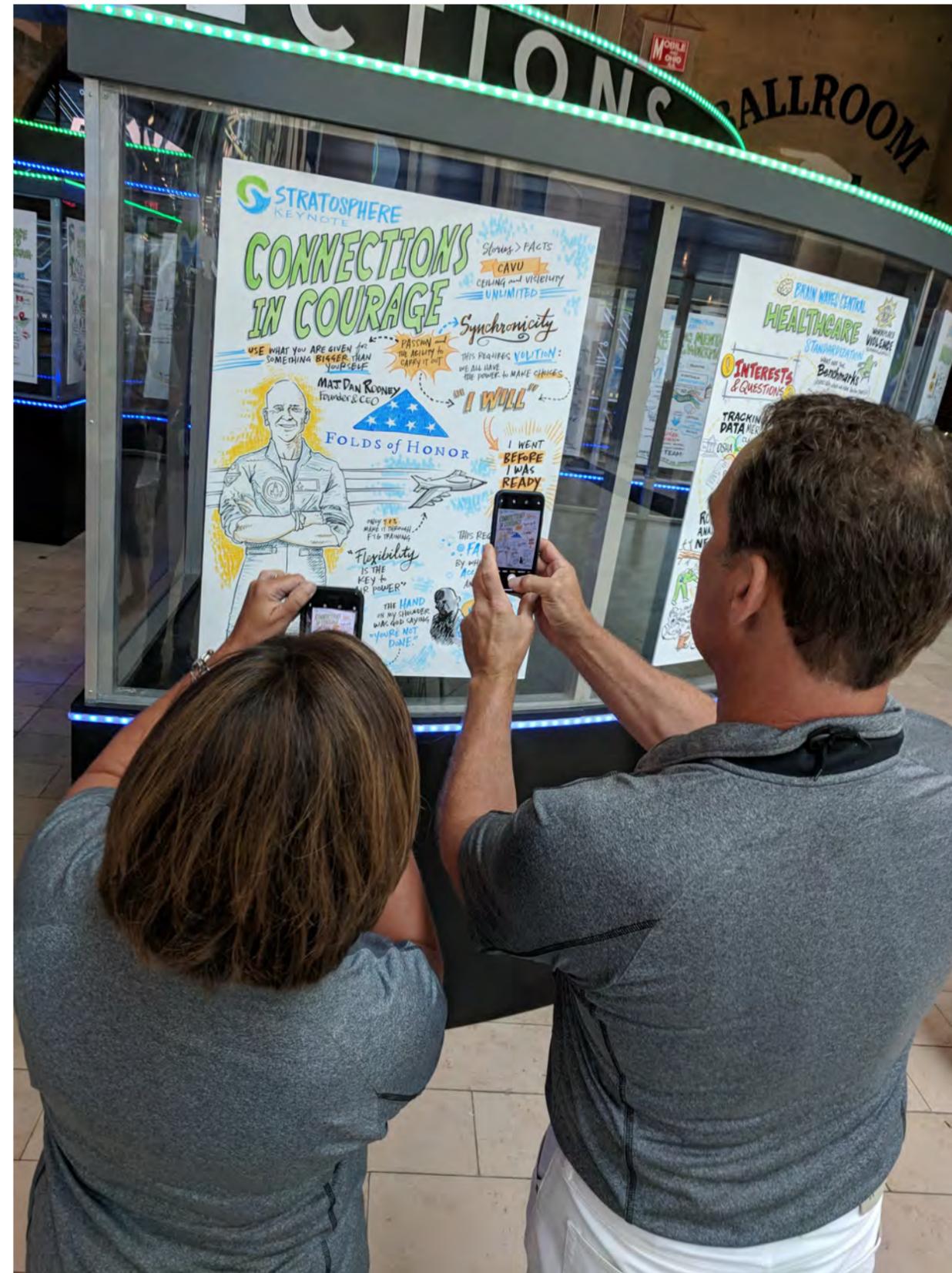
Also known as “visual note-taking” or “scribing,” this involves creating visual summaries of meetings, presentations, or discussions in large-scale illustrations or digital images.



# GRAPHIC RECORDING

Creative Content = Engaged Audience

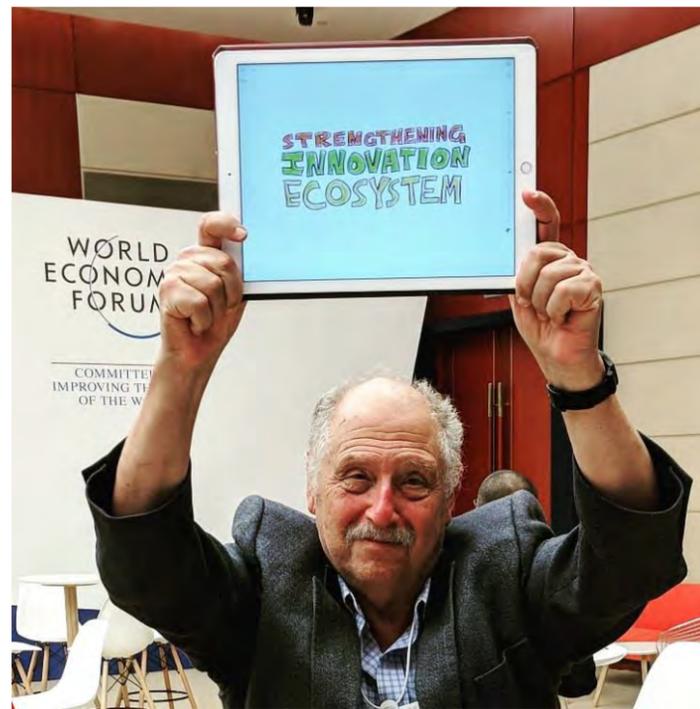
By providing stimulating visuals, relevant storytelling, and large-scale objects, Graphic Facilitation creates an environment for your audience to connect to content and each other. The resulting images make perfect content for social media, blog posts, articles, and videos.



ABOVE: Graphic recording on large foam core boards.

# DIGITAL SCRIBING

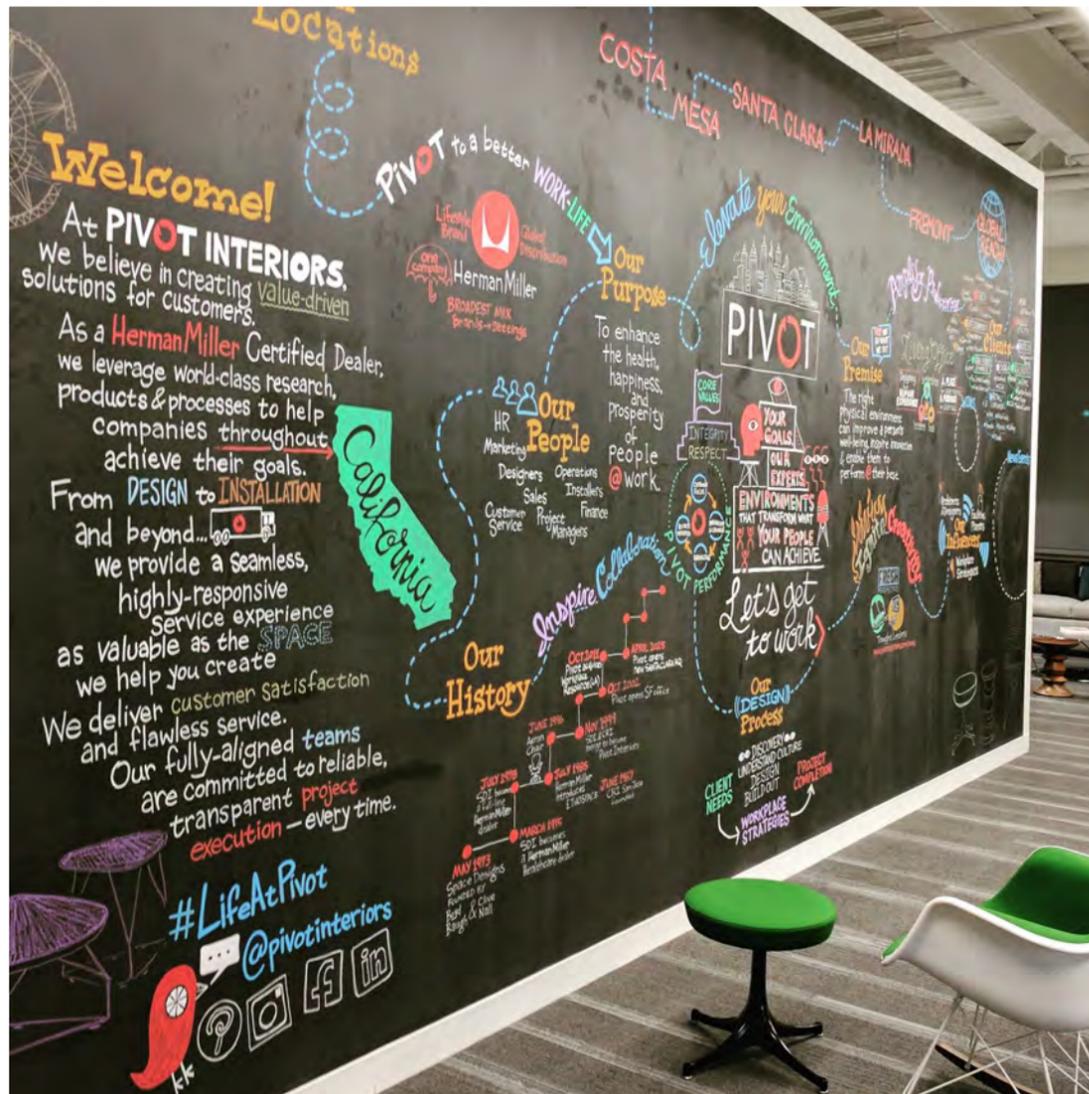
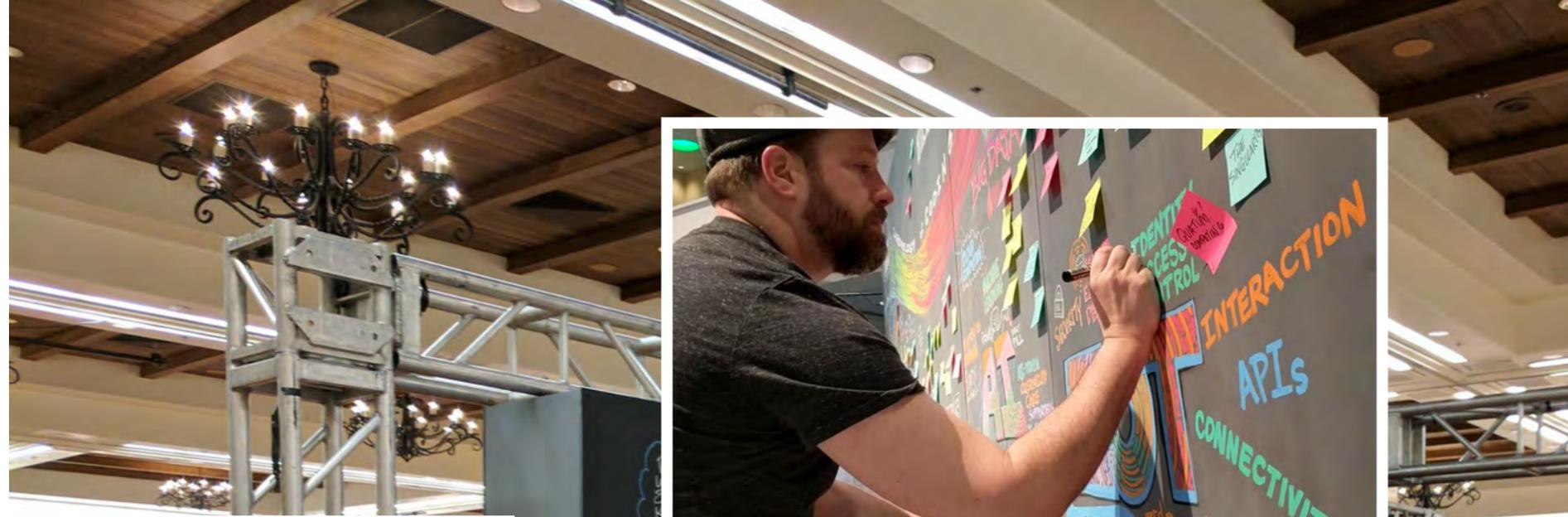
Digital Scribing brings a virtual meeting or live presentation to life.



We digitally draw illustrations to reflect the content of pre-planned presentations or live meetings using an iPad or large Wacom tablets.

# MURALS & CHALKWALLS

Creative Content = Engaged Audience



## ACTIVATE YOUR SPACE

Collaborative chalk walls created over several days with visionary CIOs and top-level executives and dedicated healthcare providers, knowledgeable informaticists, tech-savvy health IT professionals.

# MURALS & CHALKWALLS

Creative Content = Engaged Audience

Created live with other humans, these emergent “knowledge walls” are built from input and ideas over several hours or days.



# JOURNEY MAPS & TIMELINES

An essential part of the design thinking process, **Journey Maps** visually represent a user's path toward completing a goal. They are a tool to identify opportunities for improvement, highlight areas where user experience can be supported, and ultimately create better products and services.



**Timelines** are helpful for a group to record its history — or that of a specific industry or domain — as it designs for an unpredictable future.



Thanks to an adventurous and encouraging family, Peter was born in Kenya, grew up in the green hills of East Tennessee, and studied fine art, illustration, and industrial design in the US, France, and Poland. Because of this, he cannot imagine a life without traveling, learning, and creating with others. He strives to share his skills for making ideas visual, especially with those who work in healthcare, social enterprise, and radical innovation.

Since 2018, he has served as an adjunct professor at Northwestern University Pritzker School of Law, working with students on visual communication and presentation design in the multi-disciplinary Master of Science in Law program.

## Peter Durand

Artist, Educator & Founder  
Alphachimp, LLC