



Why diagramming can help you improve productivity across all teams in your company

We don't have time to read

The world is becoming more visual and time poor. We are bombarded with an ever increasing mountain of information, and we are pressured to spend less attention and time on taking everything in. We skim and scan our way through documentation, missing a lot of detail in the process. In fact, the Nelson Norman Group found that **people only read 25% of what was written on webpages**. They don't have the time or enough attention to spare to read long slabs of text.

In all departments and industries, there is intense time pressure to process mountains of information, and consider a wide variety of options, in order to make quick but well researched good decisions. This is one of the reasons why diagrams have risen in popularity – they present complex information in a concise manner, making it easier and faster to understand.

Visual communication has risen to become the dominant form of communication on the web. But why?



The majority of us learn visually

Approximately **60% of us think visually** – we see a series of pictures instead of words in our minds. **The human brain perceives differences between images more quickly easily**, and ensures we remember graphics more easily and thoroughly than written text.

Visual aids, especially in color, improve the audience's attention, comprehension, agreement, retention, and action, as well as their opinion of the presenter's credibility, preparation, and professionalism. Researchers at the University of Minnesota and 3M discovered that **presentations containing "good" graphics were 43% more persuasive than pure-text presentations**.

Visual IQ is increasing

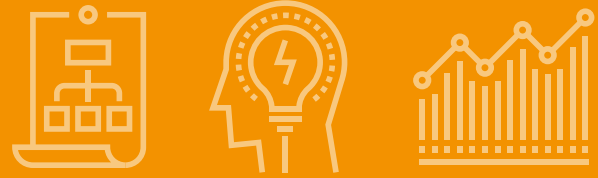
Our visual IQ is increasing more rapidly than our general IQ - we are getting better at recognizing patterns. It is unclear though whether this is the driving force behind the rising popularity of diagrams, or as a result of being increasingly surrounded by diagrams.

From mind-mapping for executive planning, modeling relationships in a business model, designing layouts for software interfaces, creating process diagrams to optimize business procedures, and mapping factory layouts for manufacturing, **diagramming has always been a part of exploring and optimizing solutions in some industries**. But all industries and all areas within businesses can take advantage of our increasing visual IQ.

Diagrams easily convey complex information

Imagine trying to convey an organization's management hierarchy with pure text, or describe a complex business process with many decision points without any supporting graphics. Even trying to explain a circuit board layout or a simple room layout using only text sounds like a nightmare.

Businesses are quickly becoming technically, procedurally, and organizationally more complex. Visualization is a great tool for communicating dense and complex information quickly.



How can we use diagrams to improve productivity?

Support visual learners

Present training or on-boarding material visually, in addition to traditional reports and presentations. New employees will be ready to be a productive part of their teams more quickly, and training courses will be more successful.

Tap into our improved visual IQ

Use your employees' improved spatial reasoning to solve a wide range of problems and to design better processes, structures, and workflows to improve your company's productivity.

Avoid language barriers

Workplaces are becoming more distributed, and teams are becoming increasingly multi-lingual. Diagrams get around the language barriers that are a big drain on productivity.

Present complex information in diagrams

Employees can understand diagrams more clearly, they can see dependencies and relationships quickly, they have fewer questions, make fewer mistakes, and are therefore more productive.

What do we need to do to support diagramming in our company?

Make diagramming available to everyone

To reap the maximum benefit, everyone should be able to create and modify diagrams. Instead of only a few people in an organization using a variety of specialized graphics tools, choose one general tool and enable everyone in the company to use it.

Have one central place for documentation

To cut down on duplication and wasted time, all diagrams used in internal and external communications must be developed and maintained in an intranet with all other documentation, not statically hidden on local computers and emailed around. This also improves visibility and supports collaboration both within and across teams and departments.



**draw.io for Confluence:
Company-wide, collaborative
diagramming**

Making diagramming available throughout the company, and integrating the diagramming tool with an environment that employees already use (their intranet), helps companies work faster and better than ever before.

Tools like draw.io for Confluence offer a powerful and easy-to-use solution that everyone in an organization can take advantage of both for development of ideas, as well as the presentation of information in a concise, memorable, and understandable way.



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