



In 1979, when I was thirty years old, I started creating diagrams of an analytic and personal nature that were an outgrowth of my professional role as a Management Consultant specializing in providing PERT/CPM methods of network analysis for planning, developing and implementing projects of all types, sizes and complexity. This was the initial stage of my journey of evolving the PERT/CPM methodology of process and project planning into a tool for examining written material and extracting the core elements or ideas into a visual diagram.

The following is an explanation of what is an IdeaGram.

### **IdeaGram: The Alchemy and Artistry of Ideas**

**IDEAGRAM:** (undefined in the Oxford Dictionary); A uniquely evolutionary approach to visual diagramming as a method to analyze and convey the intrinsic ideas, content and wisdom contained in written or narrative material.

The unique aspect of the IdeaGram charts is that they succinctly and graphically extract the core ideas from a narrative, in a visually sequential and legible manner.

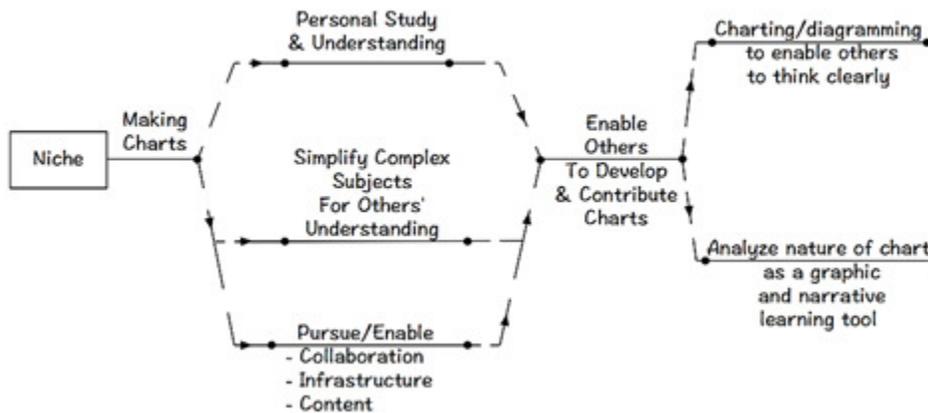
The reference to Alchemy is an acknowledgement that concentrating and focusing on ideas in this way helps initiate a change in one's understanding, perspective and perception. The concentration required to study and extract the information from a written narrative is unique, somewhat difficult to perform but exceedingly rewarding to undertake and accomplish.

The reference to Artistry is that the presentation to an audience of an IdeaGram prepared by another person provides a view into the mental framework and understanding of both the person who created the IdeaGram as well as an illustration of the thought that had been essential to development of the initial written narrative.

Who could be using IdeaGrams? My answer is, everybody! IdeaGrams have unlimited creative as well as professional application. They are useful in all areas of new learning, self-improvement, planning, time management and education. They provide us with a new model for creatively mapping any project, goal or understanding.

I'm sincerely interested in sharing the clarity of thinking that develops as a result of applying the techniques of critical analysis and concentration that are required to analyze a subject or narrative and create a chart that reflects the content of the process or written material.

**The following is a sample of an IdeaGram. In this case it is being used to explain the process itself.**



**The following paragraphs explain these ideas in greater detail.**

**Personal Study and Understanding:** The development of these charts and diagrams over the past forty years stemmed from a personal vision that sometimes resulted from the necessity of simplifying a complex series of ideas into a simple visual illustration. At other times the impetus was simply to capture what might have been a complete book into a simple chart.

**Simplify Complex Subjects for Other’s Understanding:** The initial movement in this direction stemmed from raising a child and observing and participating in the development of his knowledge growth from Kindergarten to Adulthood. Having encountered meaningful concepts that I feel others might appreciate I have begun a process of categorizing and exhibiting them as IdeaGrams.

**Collaboration:** To develop a platform for expansion of the “library” of IdeaGrams and enable others to share their creations and subject matter. Similar sites exist for “mind maps” but mind maps, in my opinion, are not easily read (i.e. left to right, top to bottom, visually organized in logic and categorization). The two concepts (MindMaps and IdeaGrams) are complementary in

that the MindMap is first and foremost a brainstorming tool while the IdeaGram chart is best suited for analyzing and presenting ideas in a methodical, sequential and inherently legible manner.

**Infrastructure:** To develop a tool that digitally enables creation of IdeaGrams in the diagramming format shown.

**Content:** To implement the creation of a significant volume of educational material to help others (from the young to the mature) to understand, experience and create similar documents and expand their understanding of various subjects.

**Charting and Diagramming to Enable Others to Think Clearly:** I believe that the clarity of thinking that is required to create an IdeaGram is special. This clarity develops as a direct result of the critical thinking and concentration that are required to analyze a subject and create a chart that reflects the content of a process or a piece of written material.

**Analyze Nature of Chart as a Graphic and Narrative Learning Tool:** Even as a picture is worth a thousand words, there is something special about an IdeaGram that conveys a special insight into a process or narrative. I seek a wider discussion of this concept. I know what the development and use of this process has contributed to my awareness, understanding and patience regarding my observations. I would like to better understand what effect this tool would have with others as they learn, explore and collaborate with the use of this tool.

As I write this chapter for Larry Jordan's book "Techniques of Visual Persuasion" I am seventy-one years of age and more and more interested in sharing these techniques with others. I have never stopped reading, learning, studying, diagramming and applying the process to my personal knowledge, understanding and development. I hope the reader will join me on this journey!!

**The following is a link to my IdeaGram website.**

<https://www.ideagram.co/>

**The following is a link to a playlist of Youtube videos relating to the IdeaGram process.**

[https://www.youtube.com/playlist?list=PL\\_QHzgPaBr9as78SnFqHxeQE4v4aJjTS](https://www.youtube.com/playlist?list=PL_QHzgPaBr9as78SnFqHxeQE4v4aJjTS)