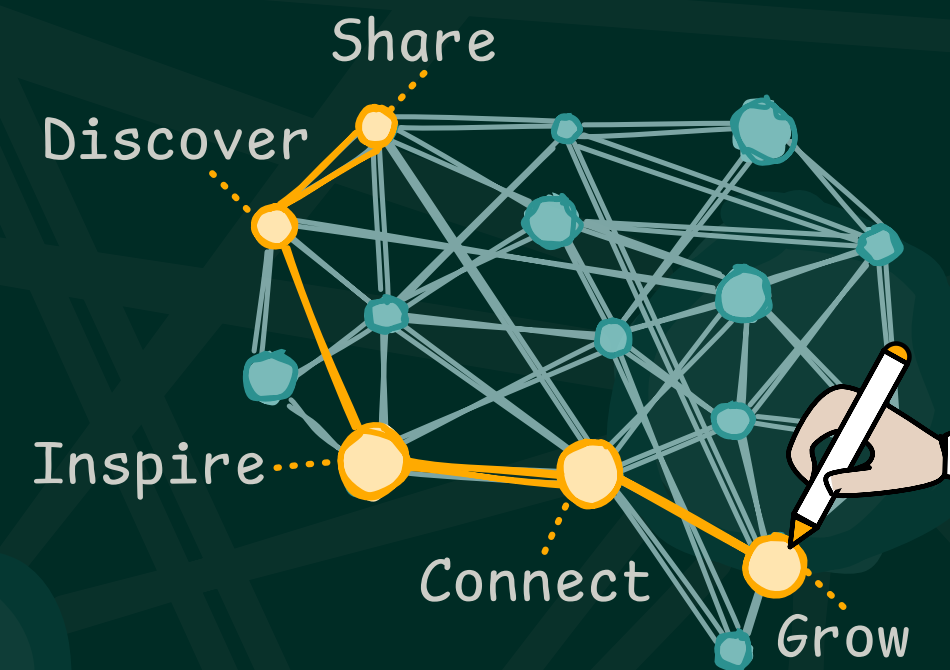




SKETCH YOUR MIND CONFERENCE

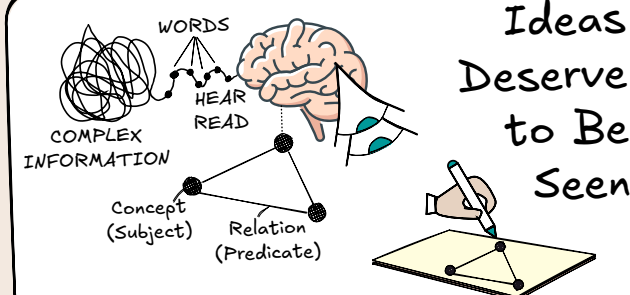


MANIFESTO

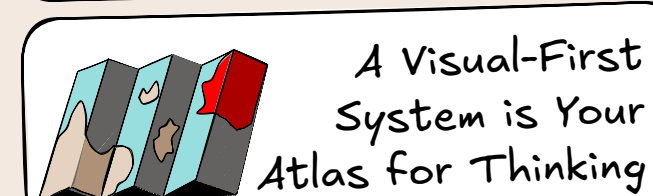
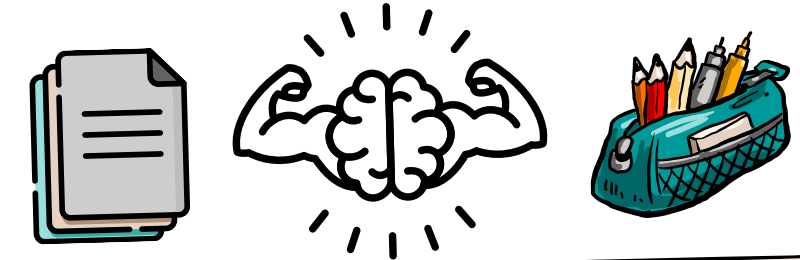
Knowledge is meant to be seen, shaped, and set free.

For too long, our notes have been trapped in walls of text—locked in folders, buried in bullet points. But our minds don't think in lines. We think in loops, shapes, color, and space.

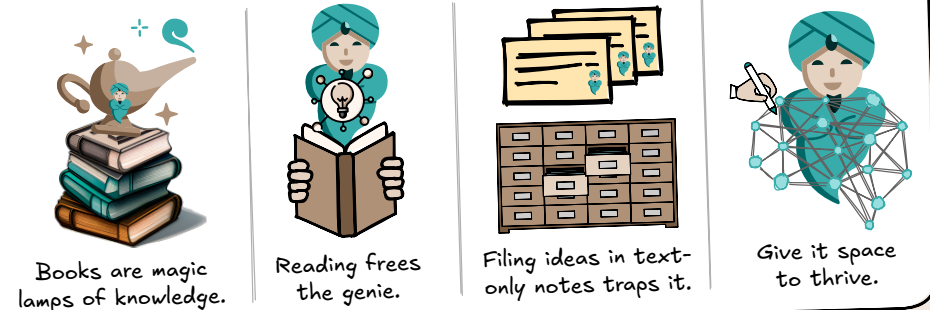
It's time to flip the habit. To stop storing and start exploring.



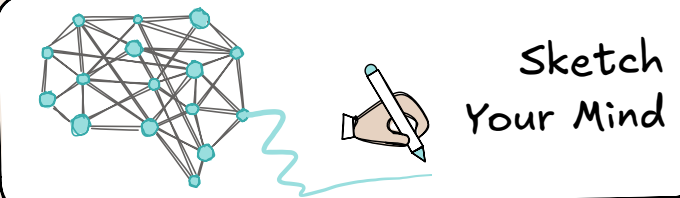
Text and Visuals Are Equal Partners



Knowledge is a Genie
Don't Trap It in a Bottle



Create
Explore
Play



Flip the habit. Free the genie. Make your knowledge visible.
Because once you do, there's no going back.



Writing is thinking.
Without the structure of
writing our brain goes
around in circles.

Tiago Forte



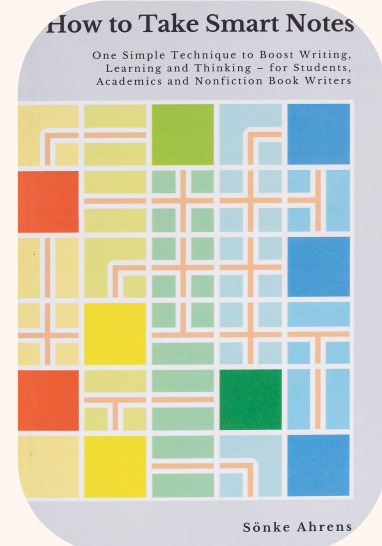
The best thing you can
do is teach people to
write, because there is no
difference between that
and thinking.

Jordan Peterson



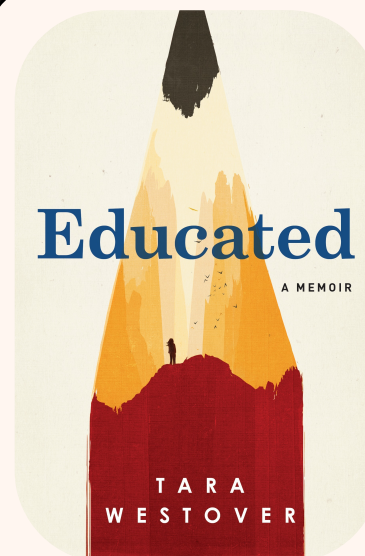
Writing itself makes
you realise where
there are holes in
things. I'm never sure
what I think until I
see what I write.

Carol Loomis



By writing we externalize
our thoughts. Only then
we can compare and
recombine those thoughts
into different narratives
and conceptual models.

Sönke Ahrens

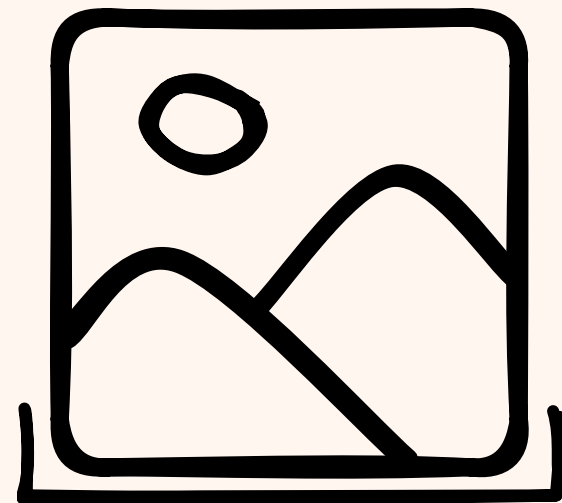


A poorly written
sentence is a poorly
conceived idea.

Professor Steinberg



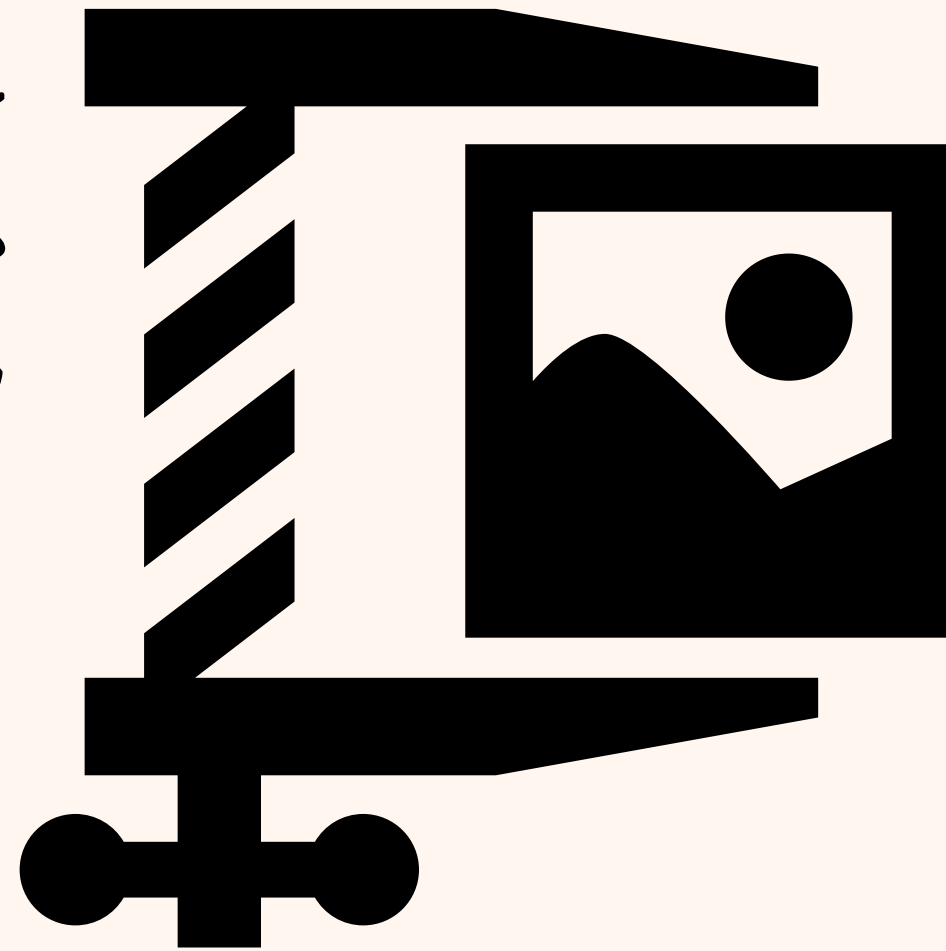
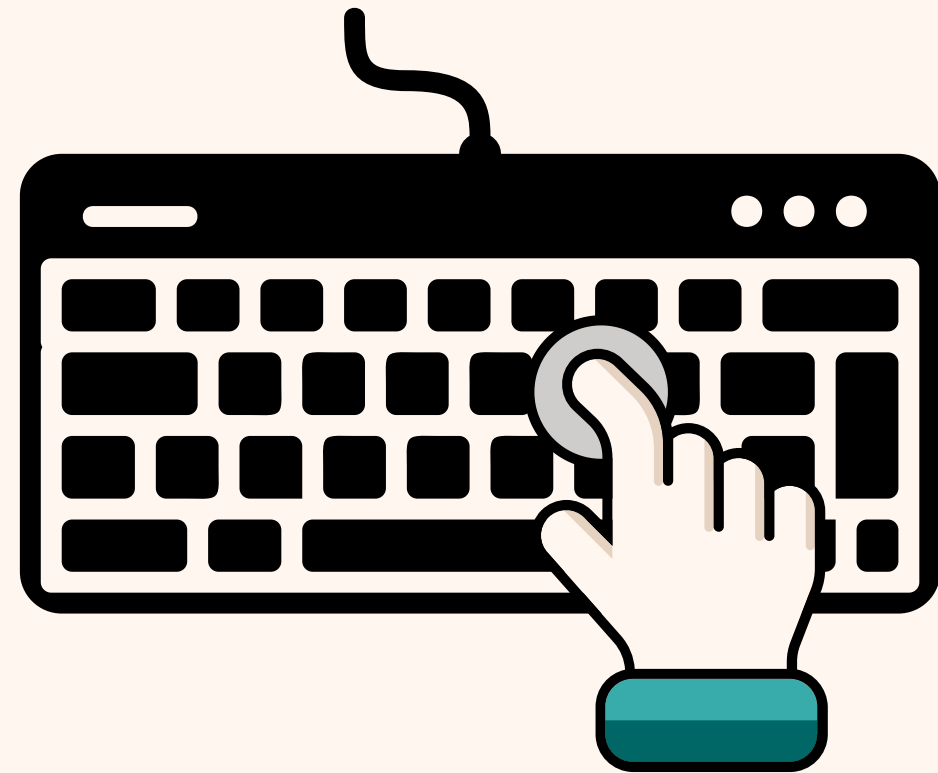
Writing is
thinking



Quintessential Serendipity Bucolic
Nebulous Labyrinthine
Ebullient Resplendent Sibilant
Sesquipedalian Surreptitious
Pulchritudinous Incandescent Effervescent
Halcyon Luminous Quixotic Whimsical Sonorous Ineffable
Incandescent Quixotic Ineffable Sonorous Susurrus
Verdant Sesquipedalian Cacophony Nebulous Serendipity
Incandescent Nebulous Susurrus Effervescent
Effervescent Ineffable Bucolic Ephemeral Petrichor
Sonorous Luminous Ebullient Whimsical
Bucolic Serendipity Cacophony Mellifluous
Verdant Ebullient Cacophony Verdant
Incandescent Nebulous Susurrus Petrichor
Effervescent Halcyon Quixotic Halcyon
Sonorous Ineffable Ephemeral Verdant
Luminous Whimsical Petrichor Mellifluous
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Ebullient Quixotic Quixotic Ebullient Cacophony
Effervescent Incandescent Nebulous Ineffable Bucolic
Susurrus Luminous Sesquipedalian Ineffable Ephemeral
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Incandescent Luminous Whimsical
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Effervescent Ephemeral Sesquipedalian Quixotic
Quixotic Petrichor Verdant Ebullient Cacophony
Mellifluous Incandescent Nebulous Susurrus
Verdant Halcyon Cacophony Effervescent Ineffable Bucolic
Halcyon Halcyon Luminous Whimsical Petrichor
Ebullient Quixotic Serendipity Mellifluous
Sonorous Ephemeral

One picture is worth
a thousand words

Illustrations are
a compressions
of meaning



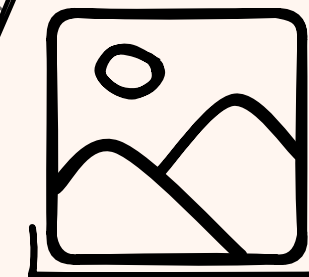
Effective bitrate
increases with
compression



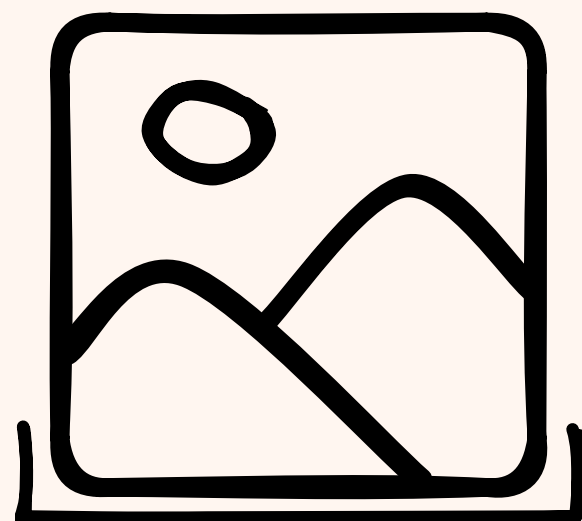
Text is one-finger typing; visuals are ten.

Our ancestors didn't survive
on the savanna by reading bullet-point lists





One picture is worth
a thousand words

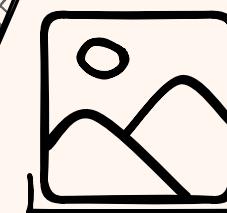
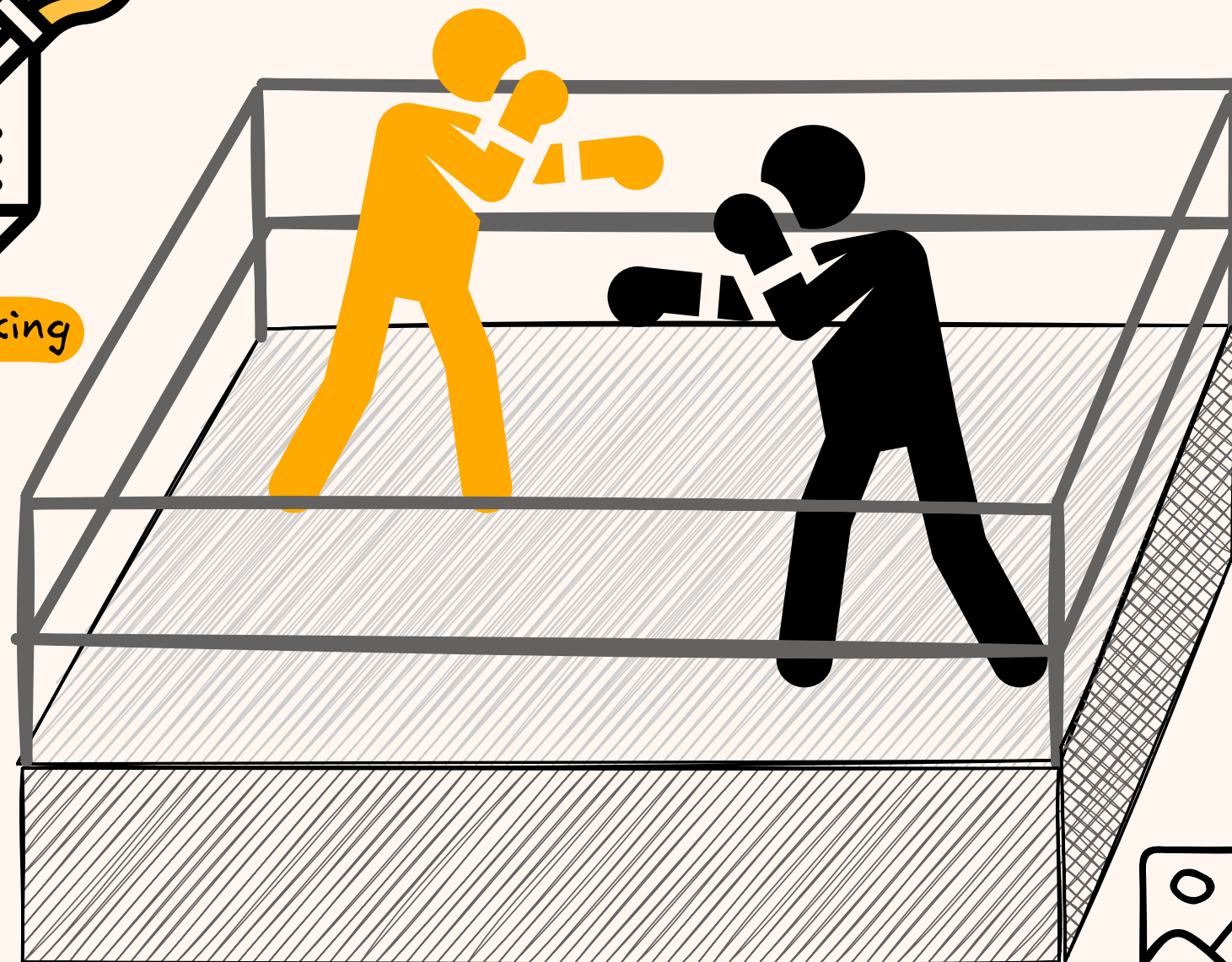


Quintessential Serendipity Bucolic
Labyrinthine
Resplendent Sibilant
Ebullient
Nebulous
Sesquipedalian Surreptitious
Pulchritudinous Incandescent Effervescent
Halcyon
Luminous
Quixotic Incandescent Whimsical Sonorous Ineffable
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Verdant Ebullient Cacophony Nebulous Serendipity
Incandescent Susurrus Ephemeral
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Sonorous Luminous Ebullient Ephemeral Petrichor
Whimsical
Bucolic Serendipity Cacophony Mellifluous
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Quixotic Ebullient
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Effervescent Incandescent
Susurrus Sonorous Luminous Sesquipedalian Ineffable
Serendipity Whimsical
Ephemeral Incandescent Ineffable Bucolic
Quixotic Luminous Whimsical Petrichor
Effervescent Halcyon Serendipity Mellifluous
Quixotic Ephemeral
Petrichor Sesquipedalian Quixotic
Bucolic Verdant Ebullient Cacophony
Mellifluous Incandescent Susurrus Ephemeral
Verdant
Halcyon Cacophony Effervescent Ineffable Bucolic
Nebulous Halcyon Sonorous Luminous Whimsical Petrichor
Ebullient Halcyon Serendipity Mellifluous
Sonorous Ephemeral

"One picture is worth a thousand words. Yes, but only if you look at the picture and say or think the thousand words."

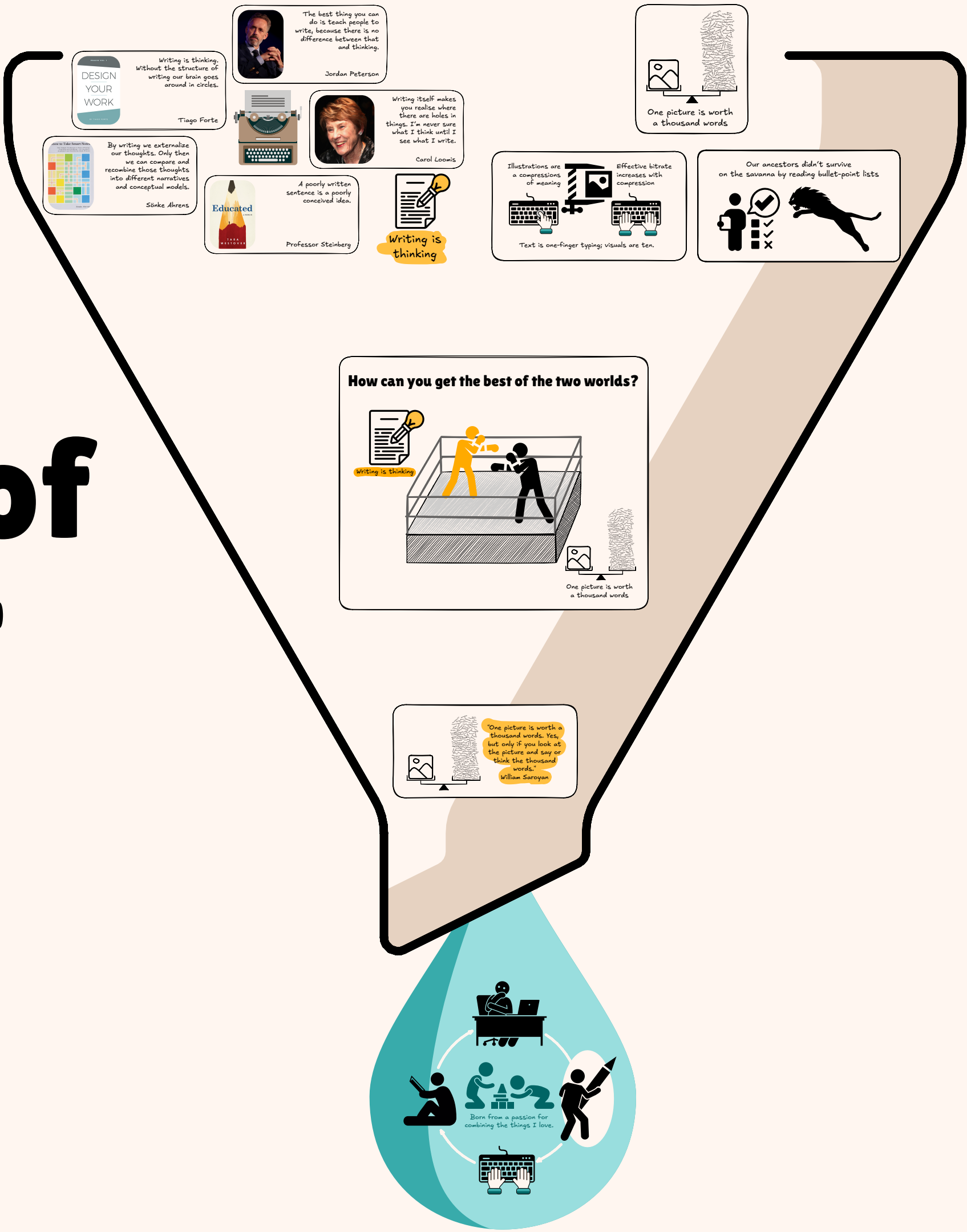
William Saroyan

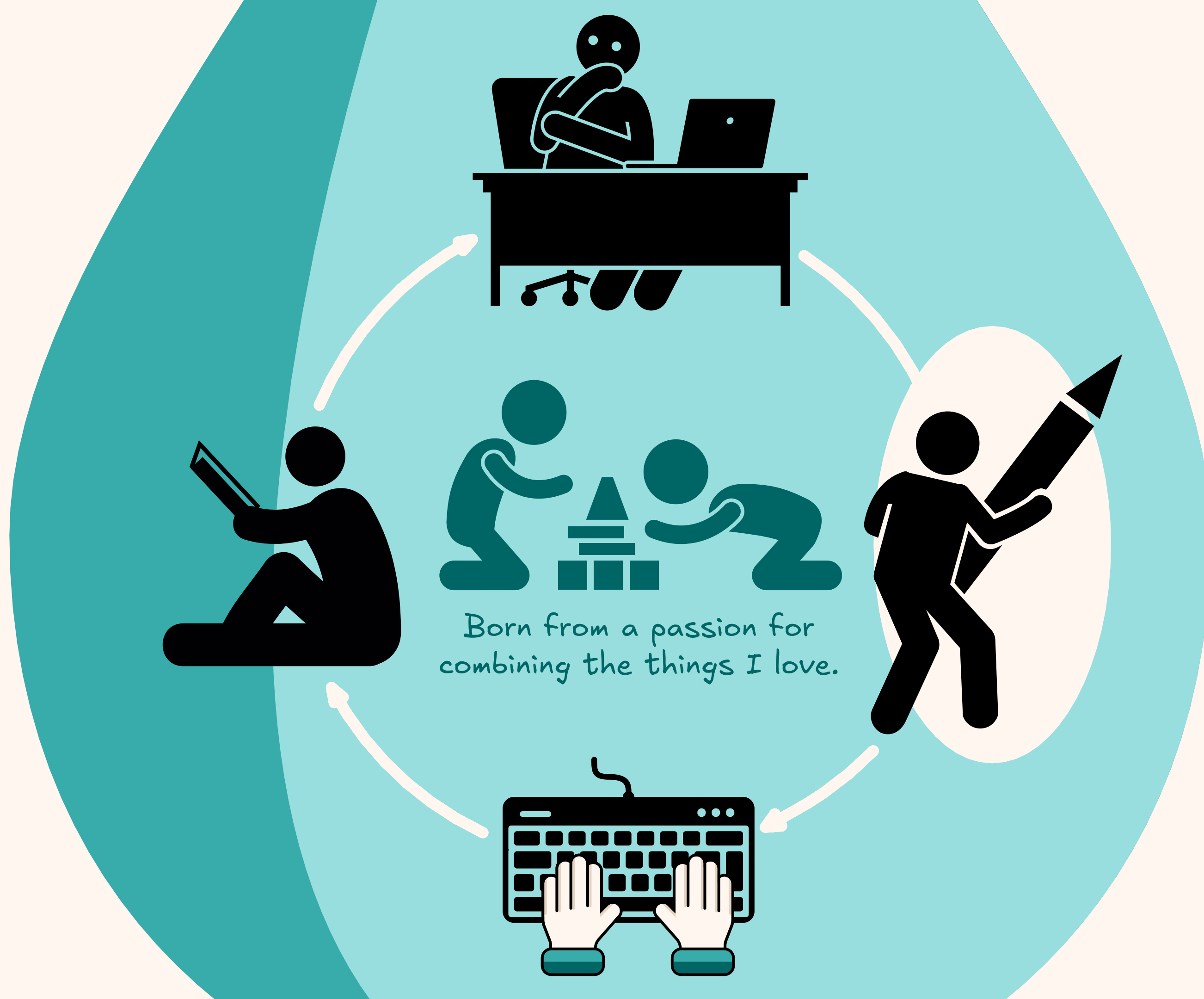
How can you get the best of the two worlds?



One picture is worth
a thousand words

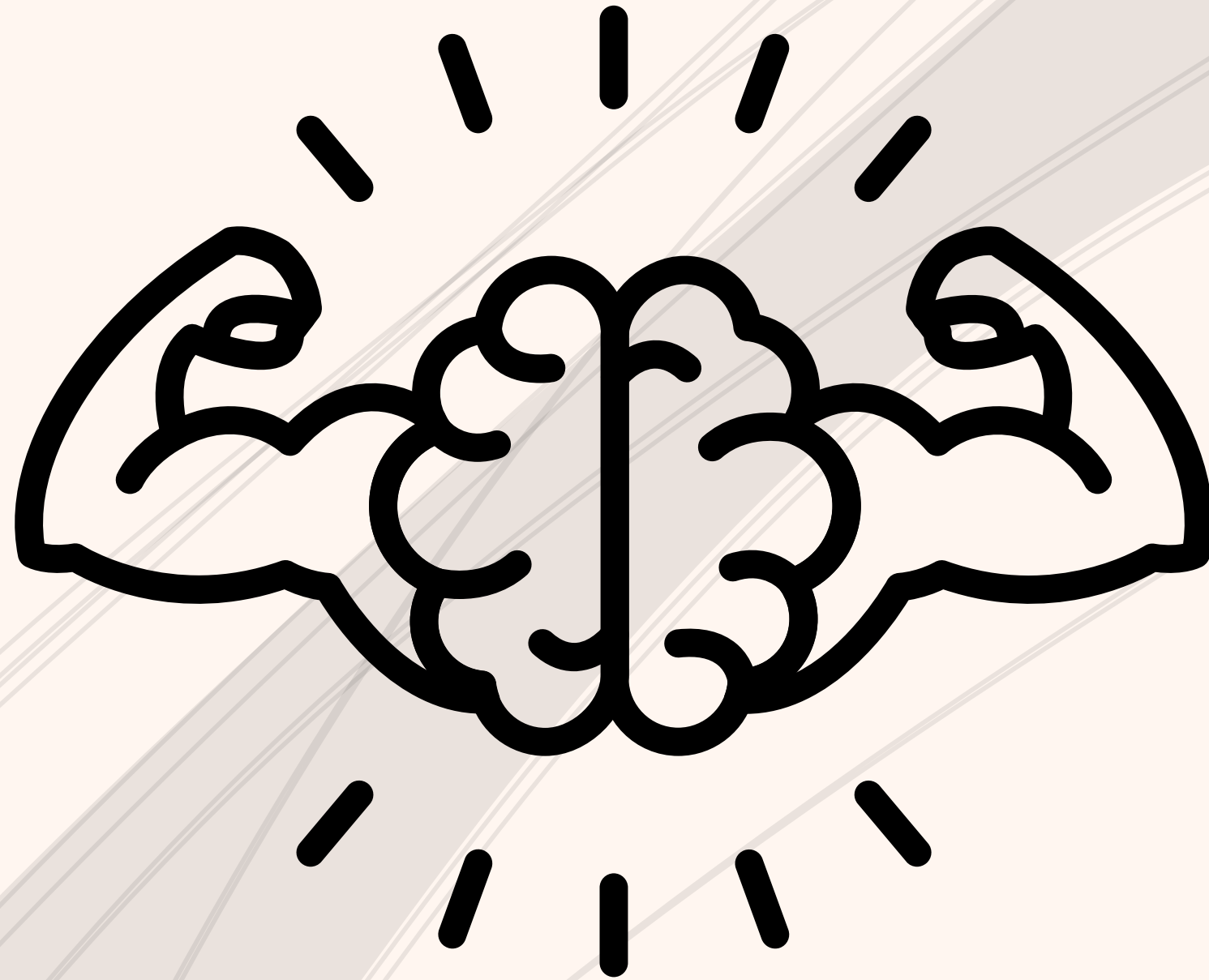
The inception of The MindSET Framework

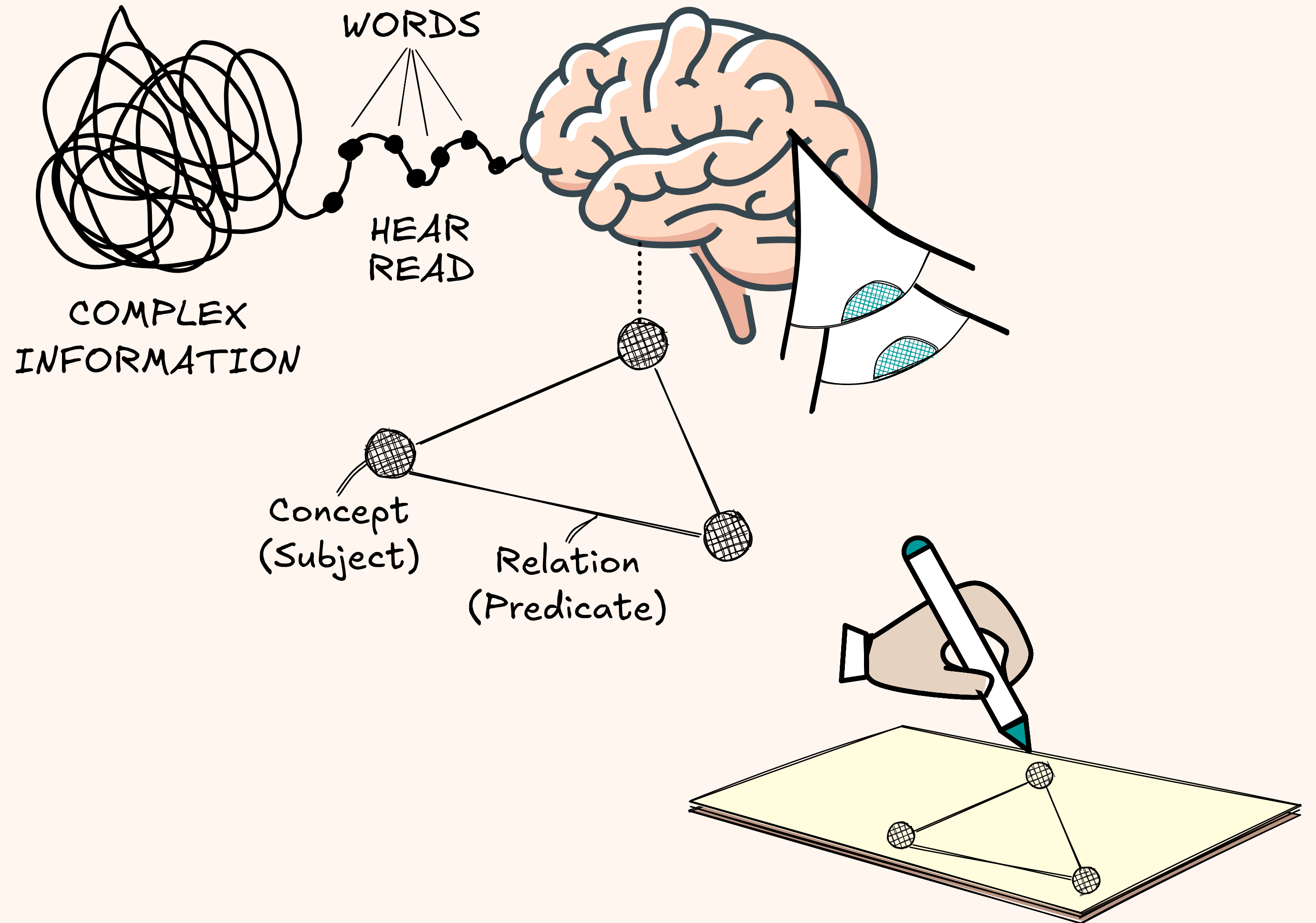


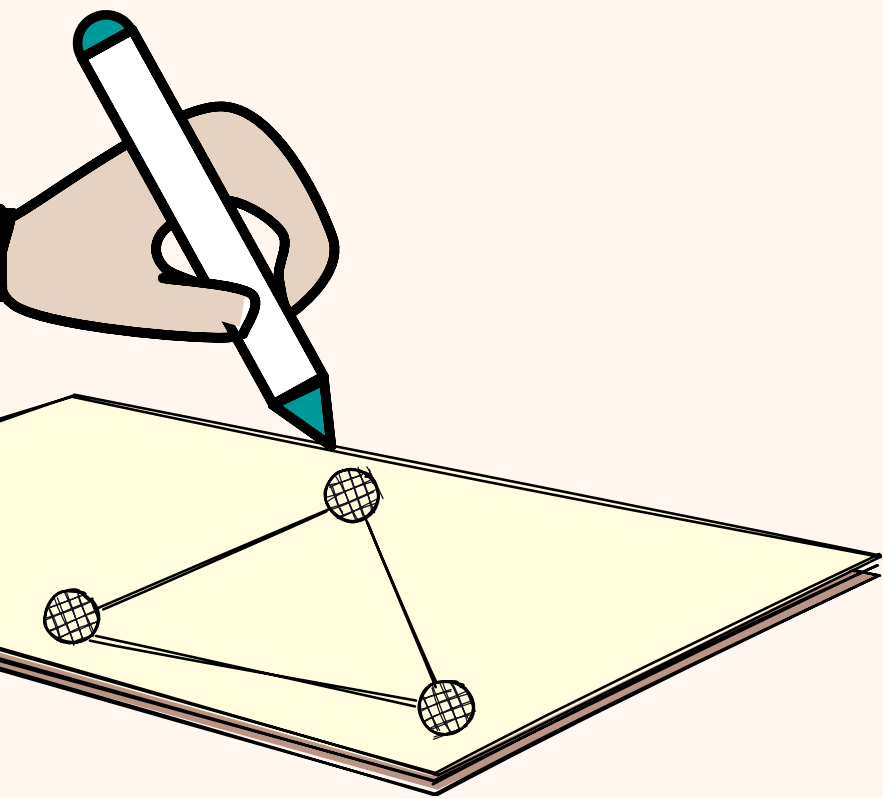


Born from a passion for
combining the things I love.

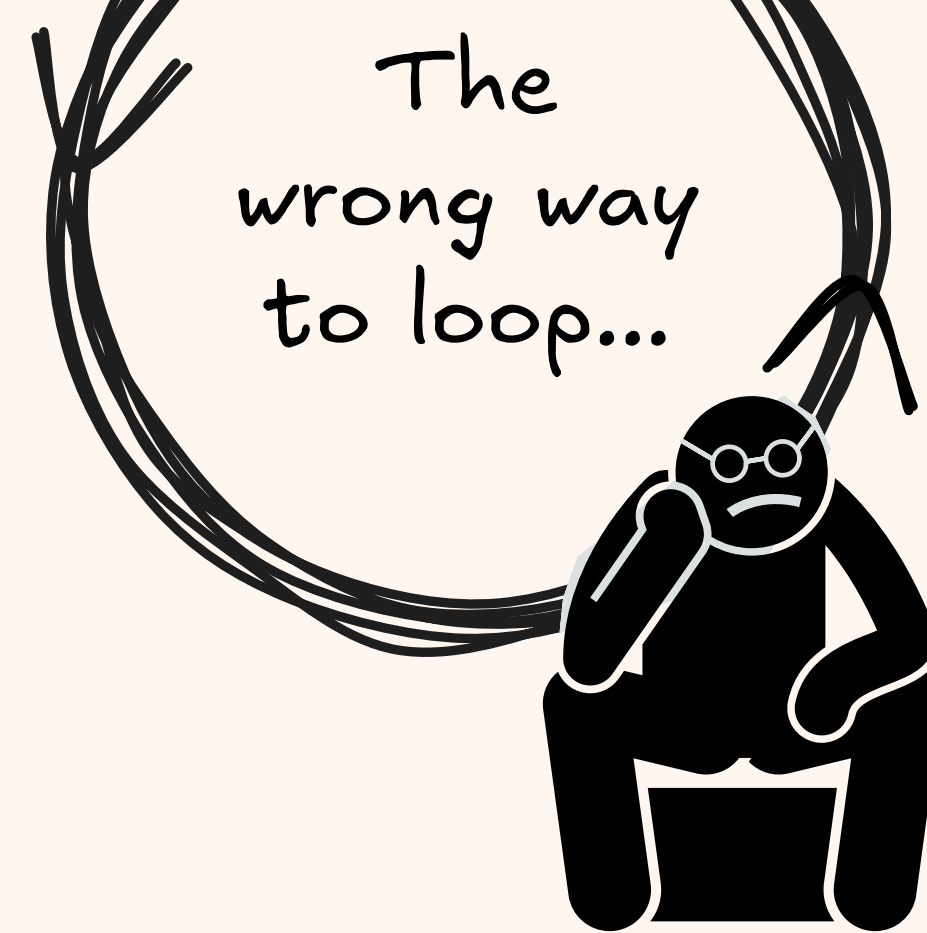
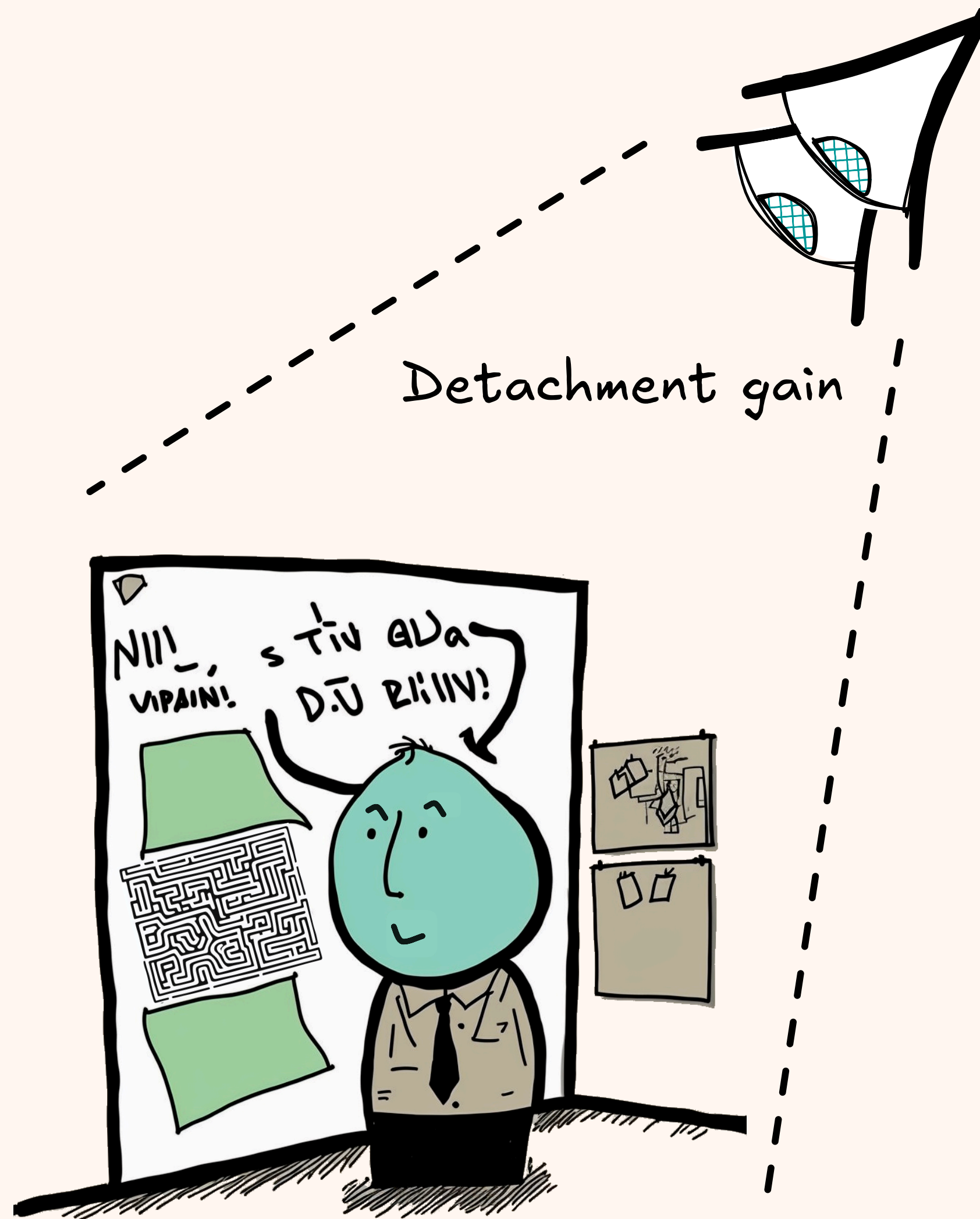
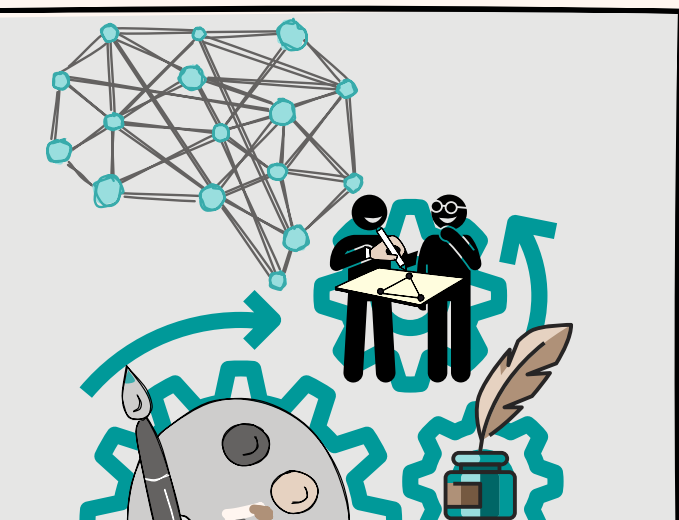
Text and Visuals Are Equal Partners







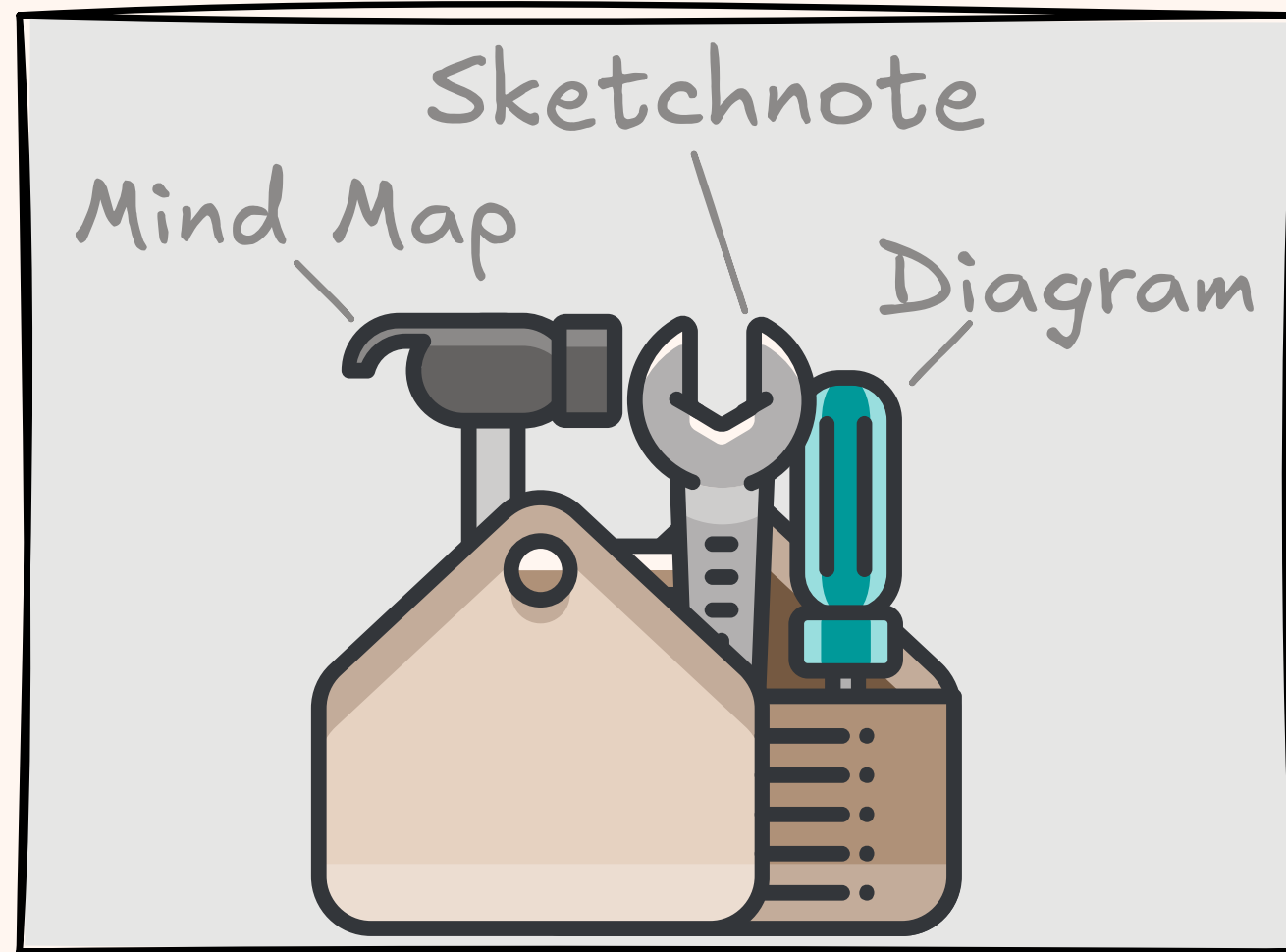
Thinking



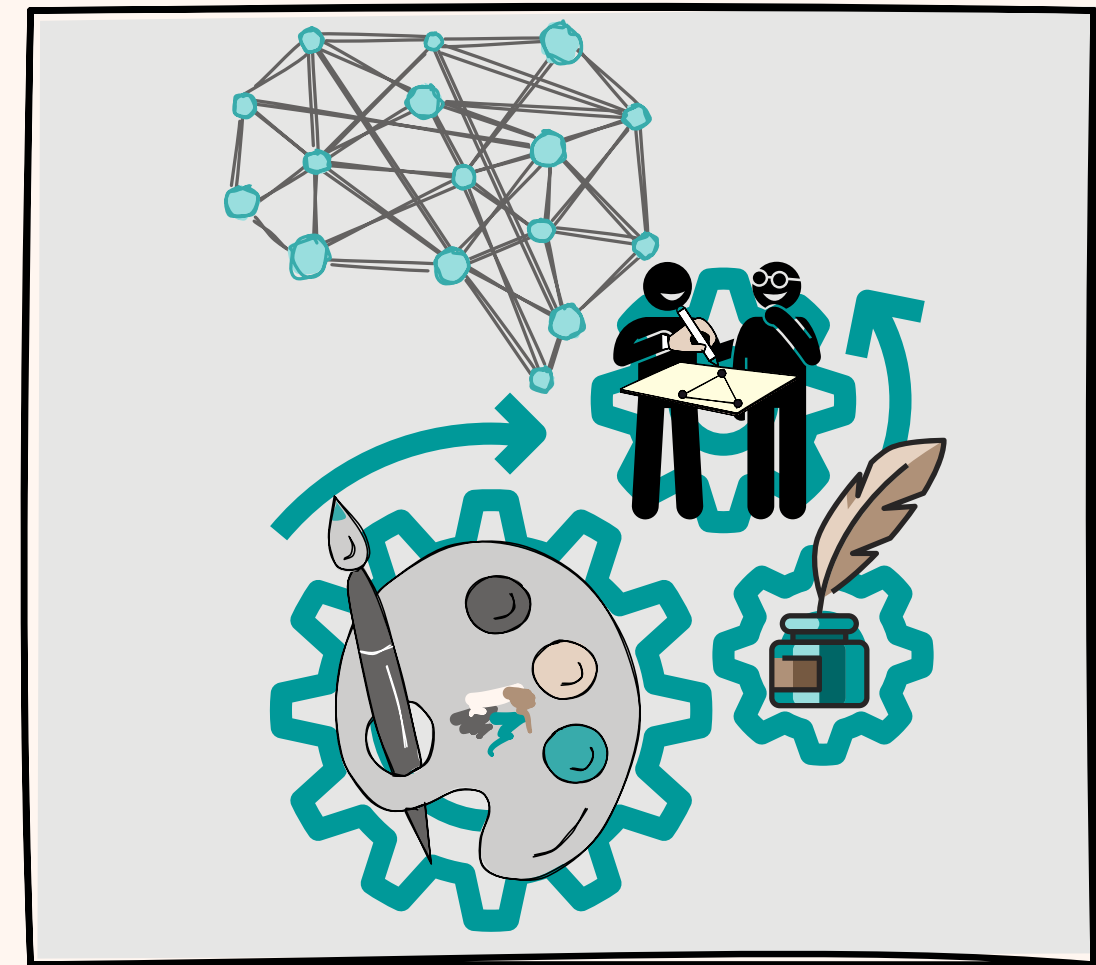
Text an



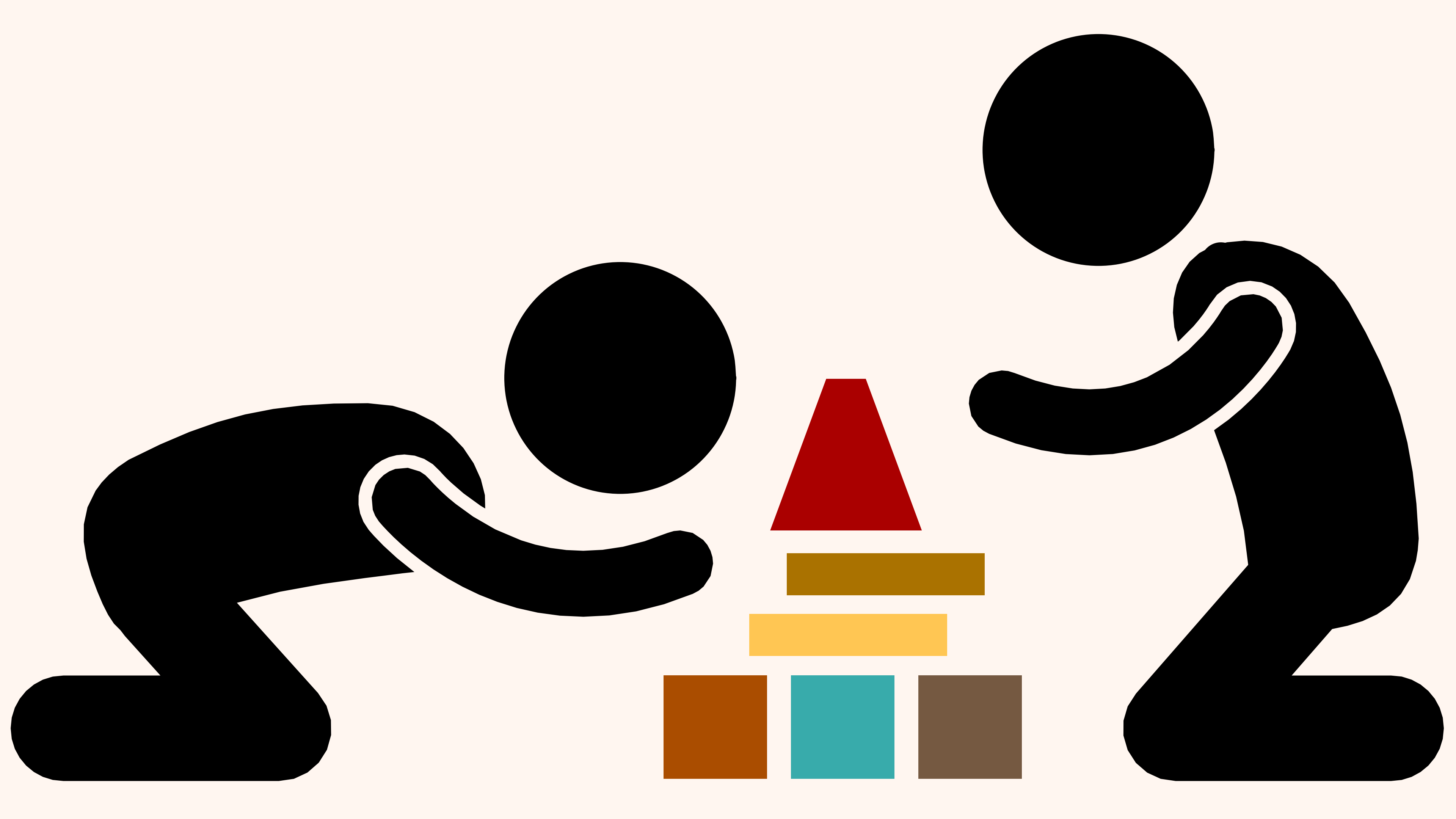
Shift from Visual Thinking



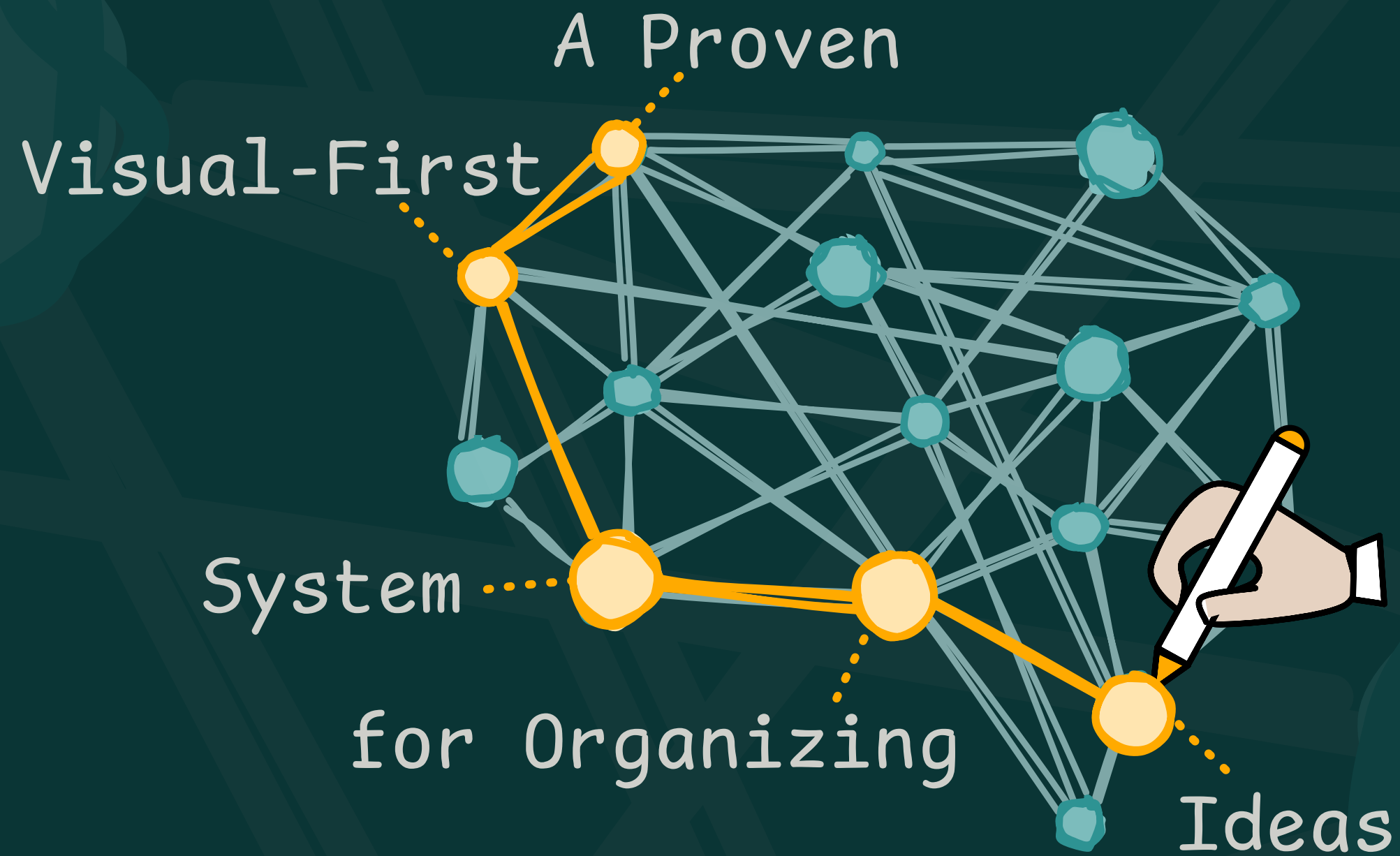
as a **TOOL**



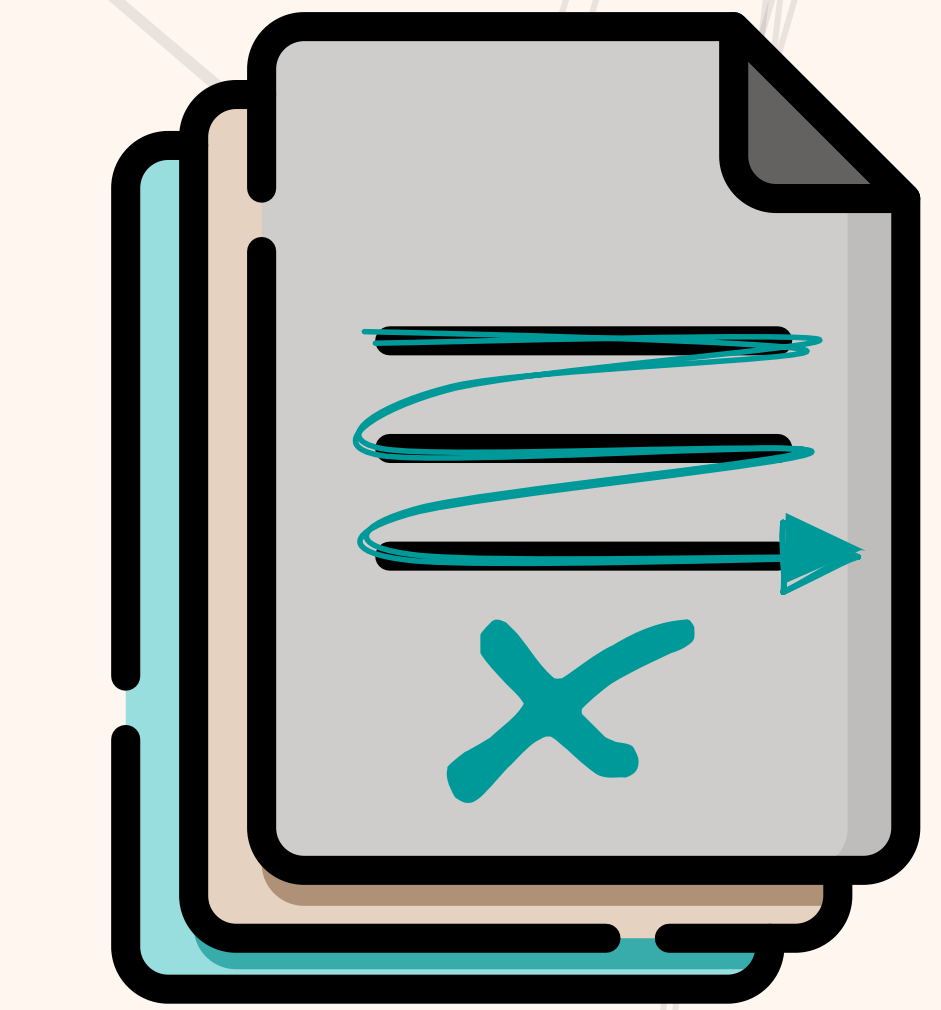
to as a **SYSTEM**



and Creative Brain



ZSOLT VICZIAN



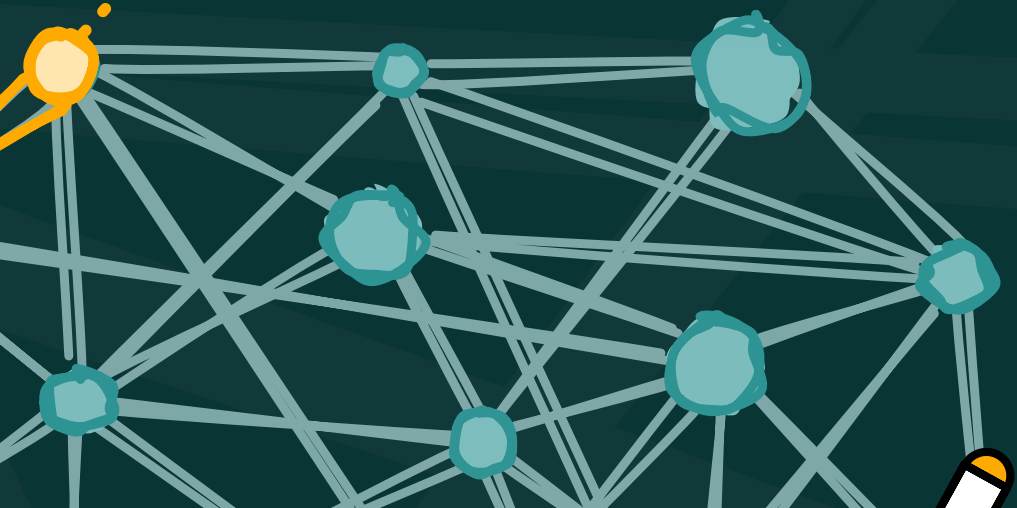
1D

You jot things down,
Easy to capture,
but hard to reuse.
Disconnected. No
big picture.

ETCH R MIND

re a **Playful**
reative Brain

A Proven

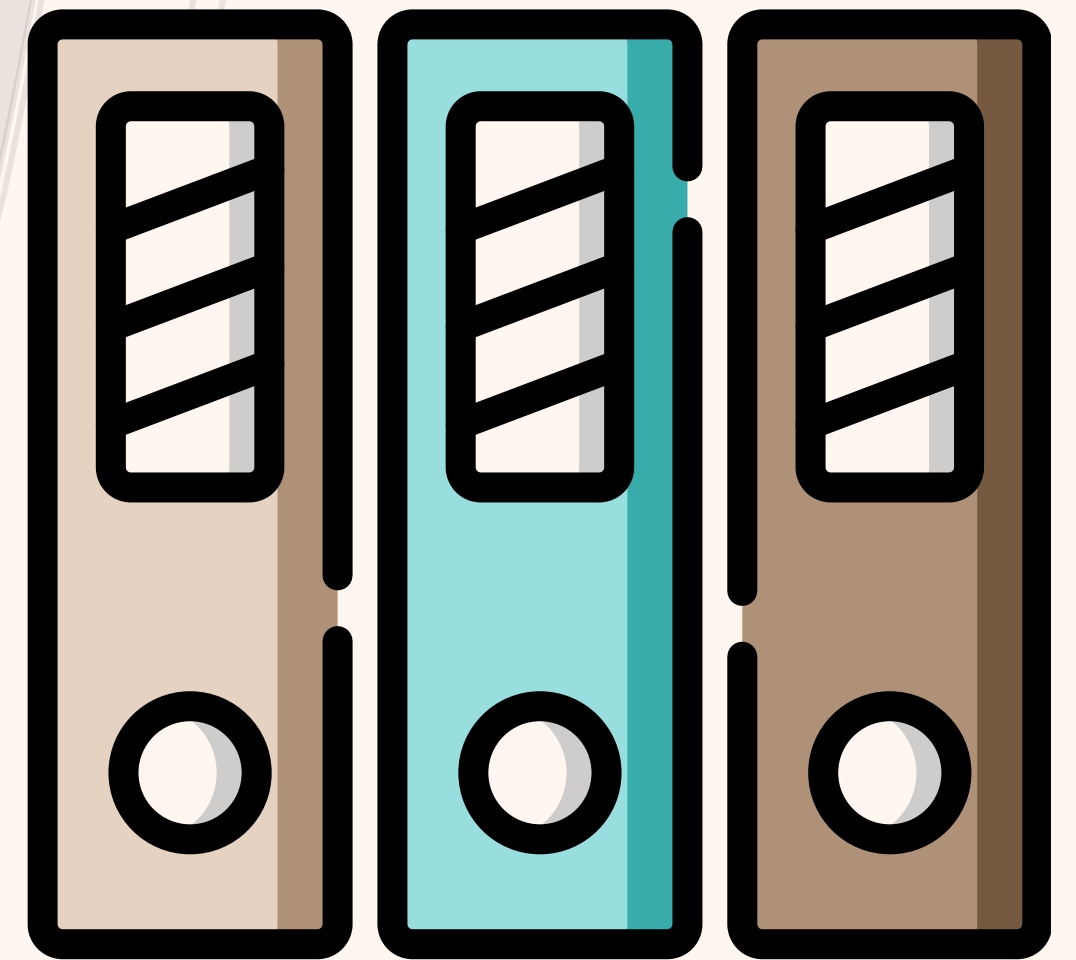
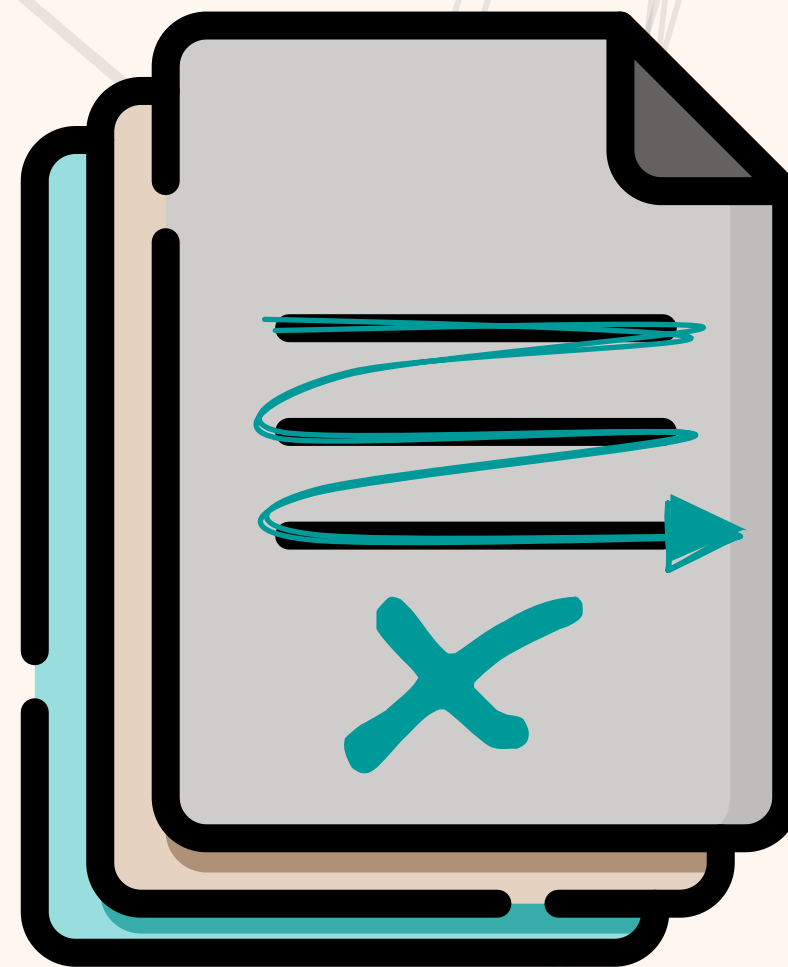


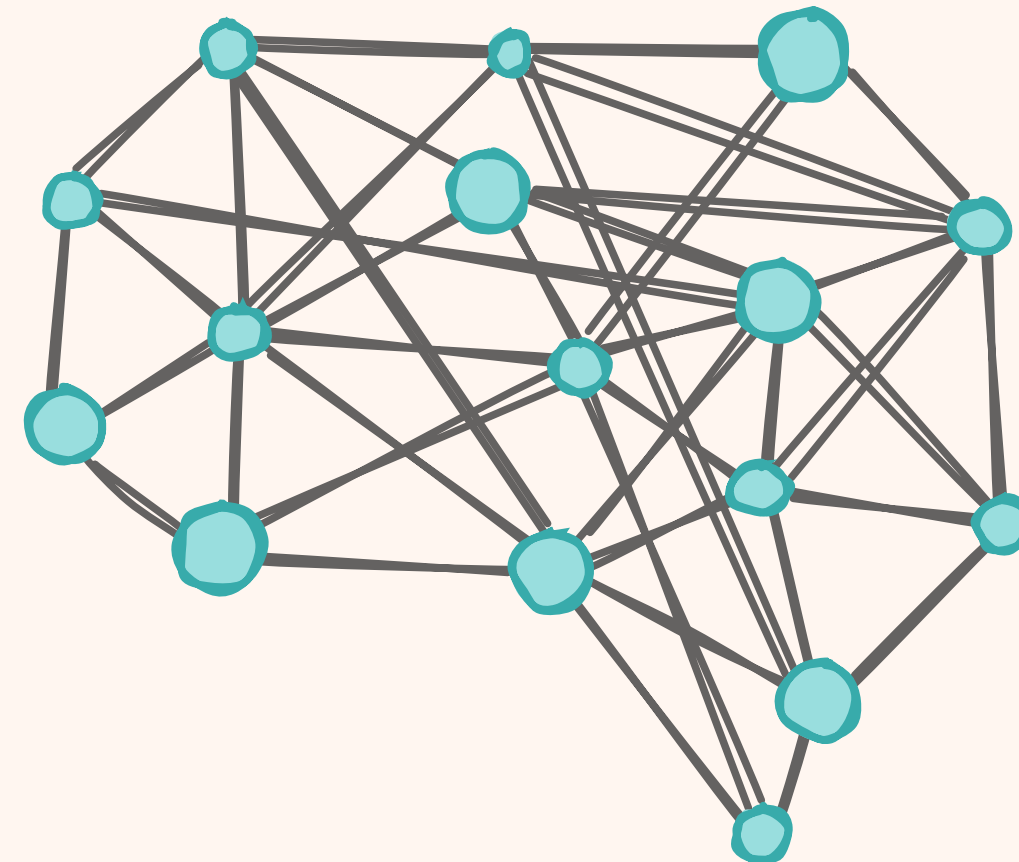
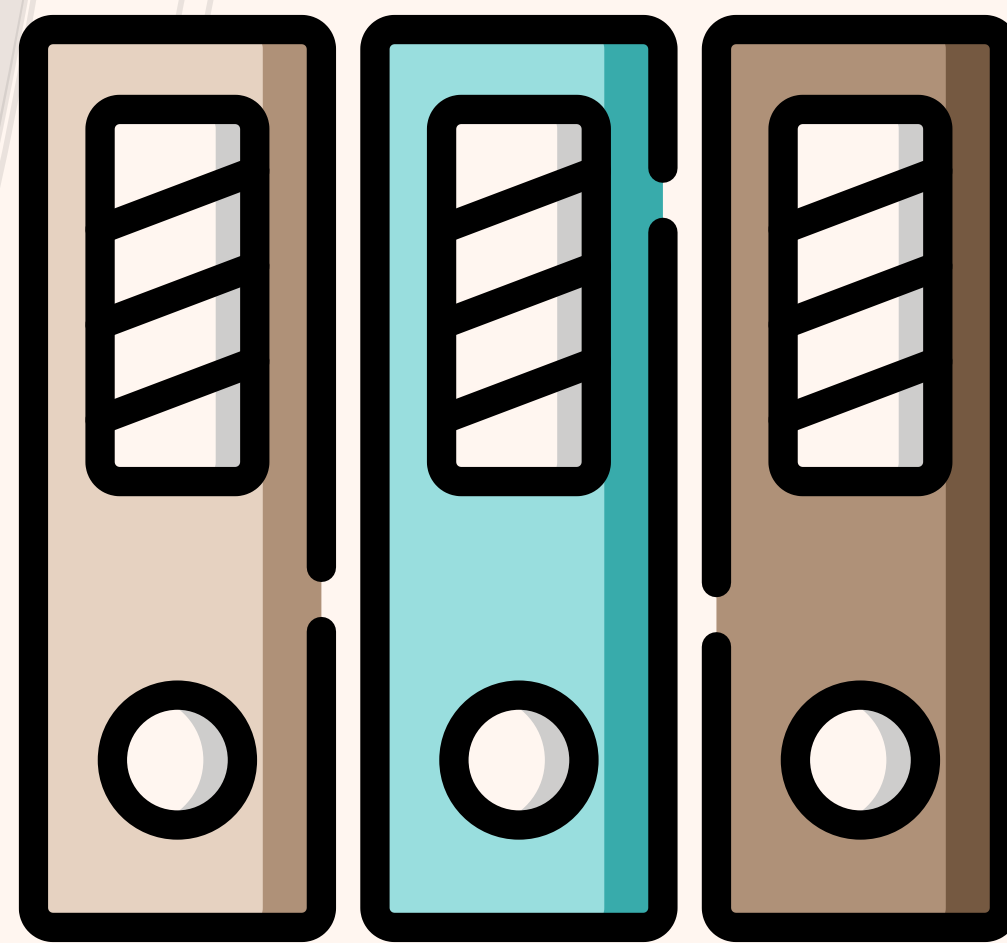
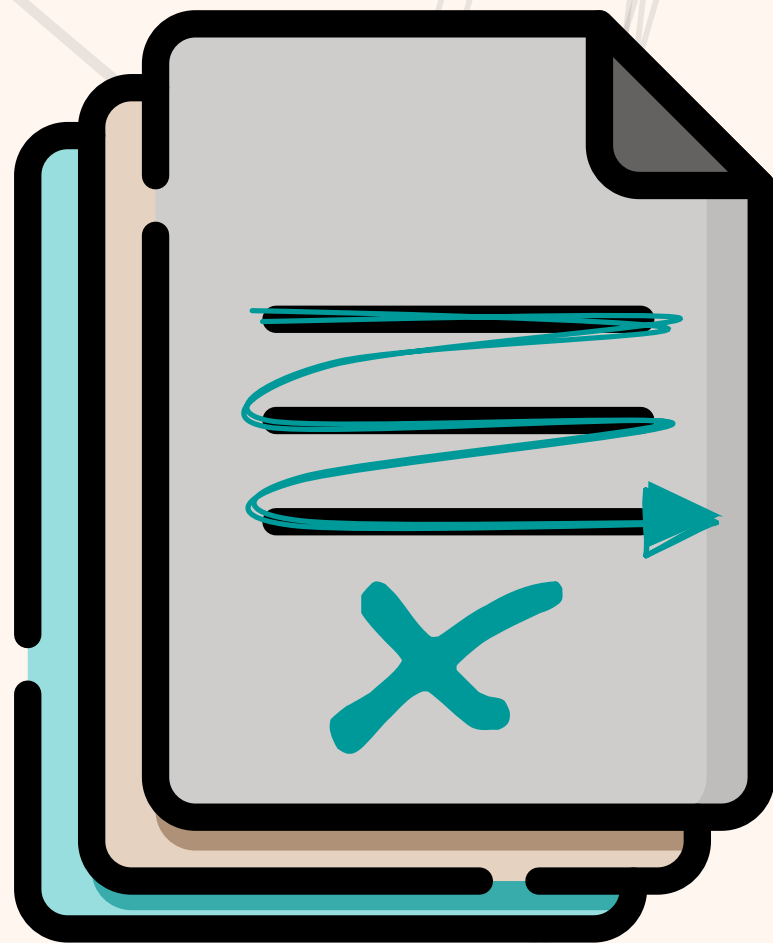
It's a filing
system, not a
thinking system.

Linear text

2D

Documents



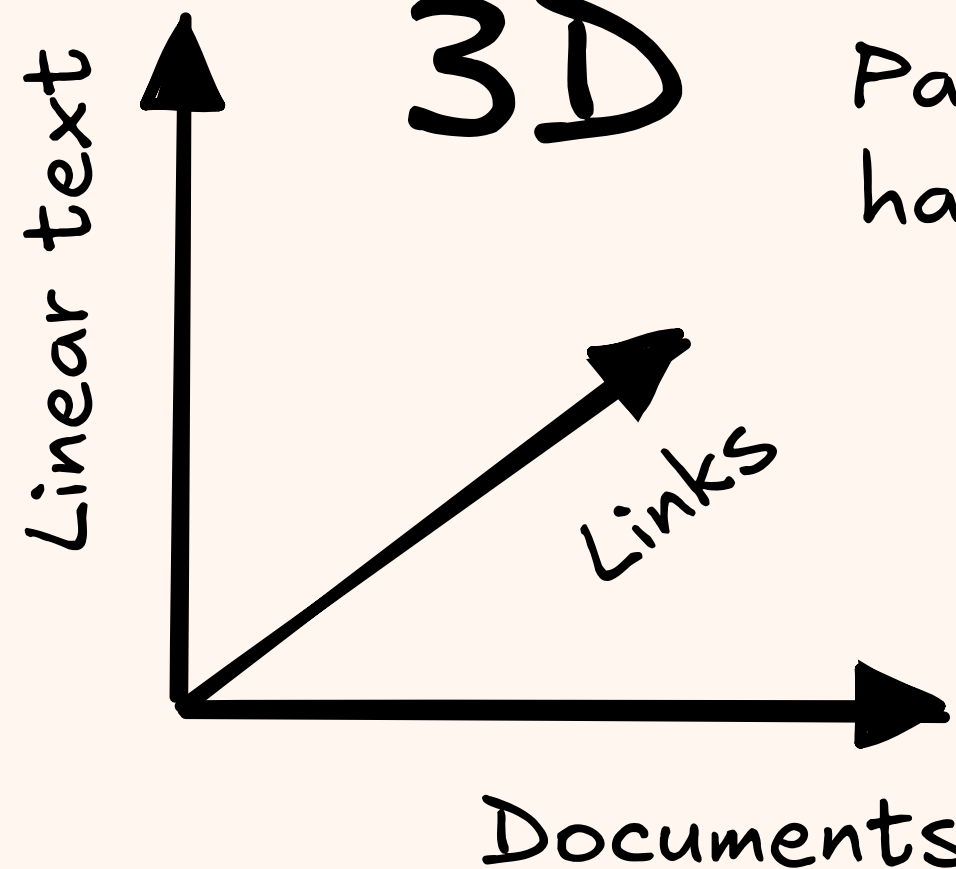


1D

You jot things down,
Easy to capture,
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Disconnected. No
big picture.

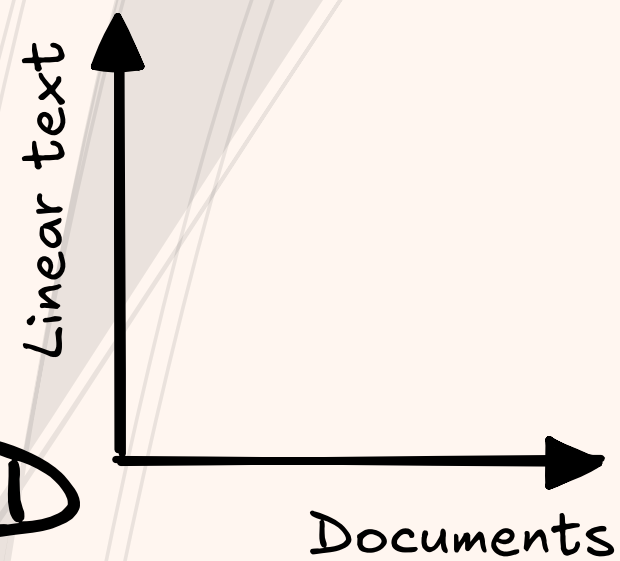
3D

Linked notes, mostly text.
Patterns emerge, but only
half the brain is engaged.

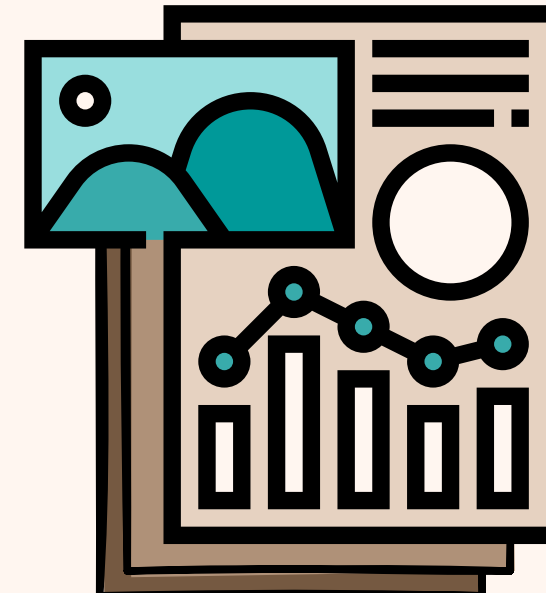
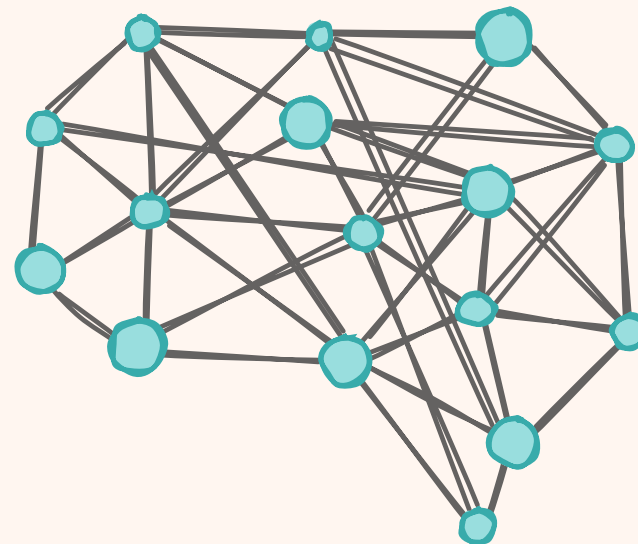
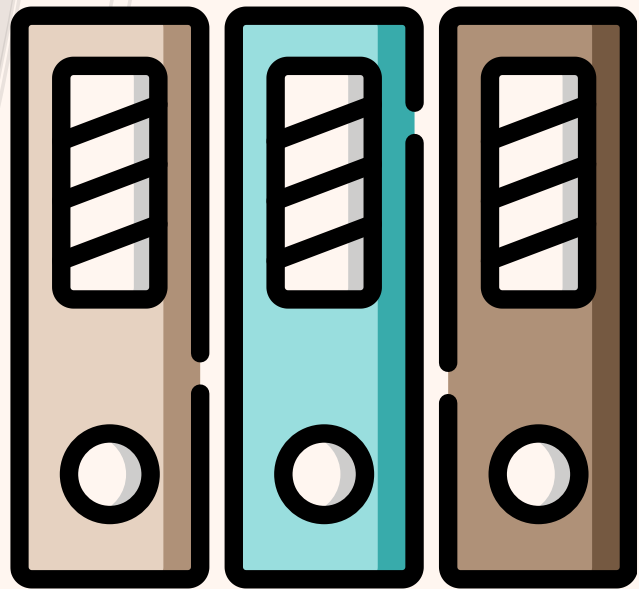
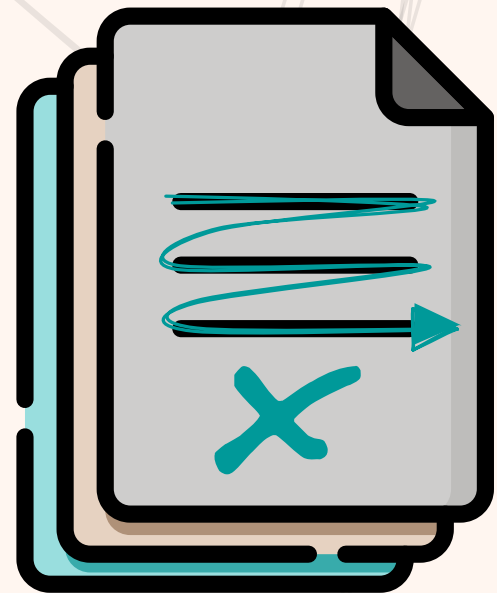
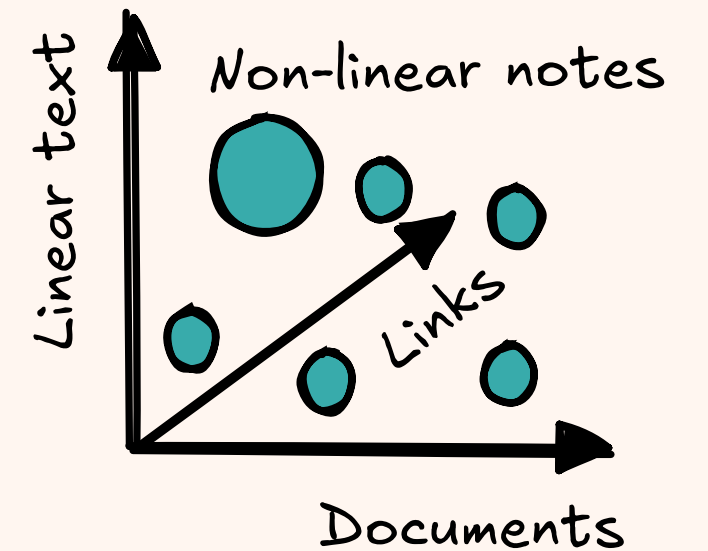


It's a filing system, not a thinking system.

2D

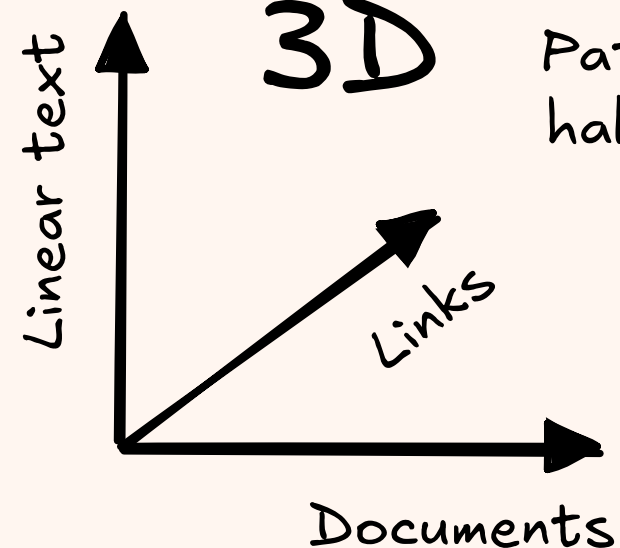


4D PKM
Visuals first, text added clarity.



1D

You jot things down,
Easy to capture,
but hard to reuse.
Disconnected. No
big picture.

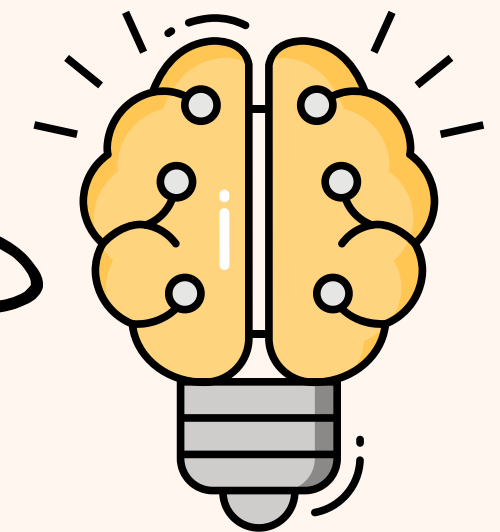


3D

Linked notes, mostly text.
Patterns emerge, but only
half the brain is engaged.



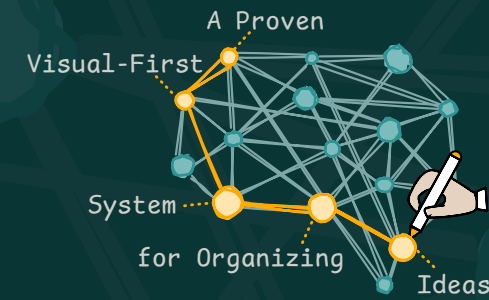
4D



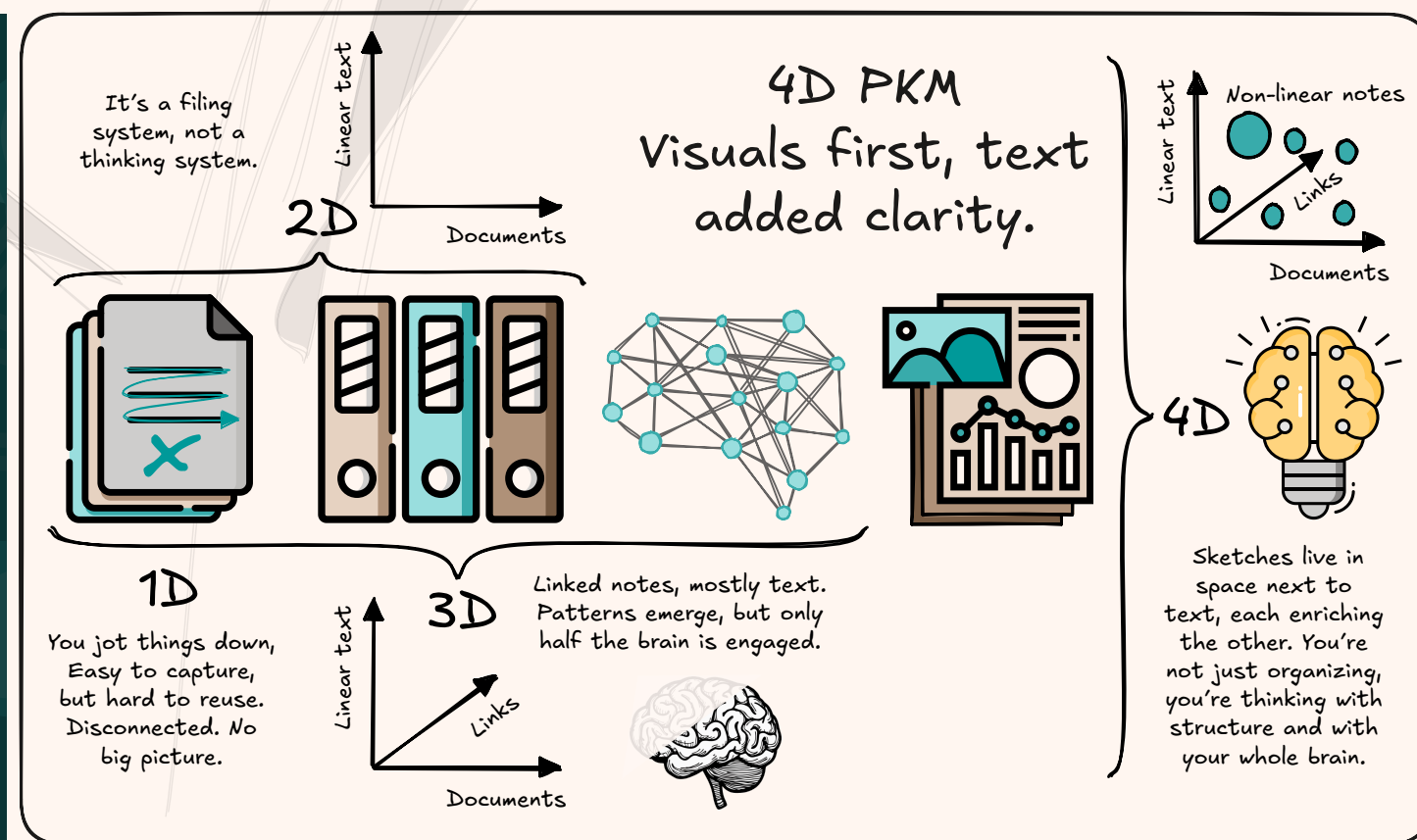
Sketches live in
space next to
text, each enriching
the other. You're
not just organizing,
you're thinking with
structure and with
your whole brain.

A New Paradigm for Thinking

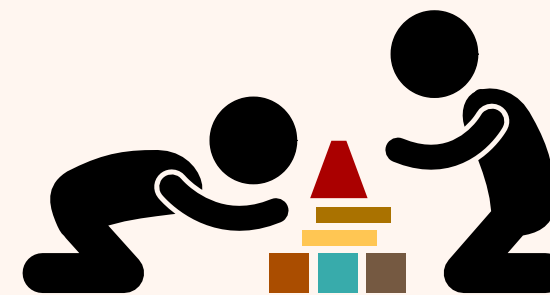
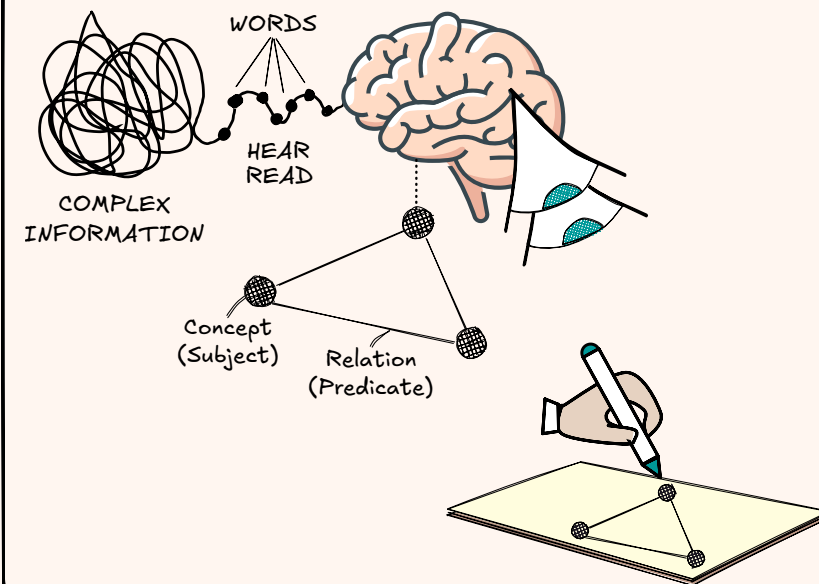
SKETCH YOUR MIND
Nurture a **Playful** and Creative Brain



ZSOLT VICZIAN

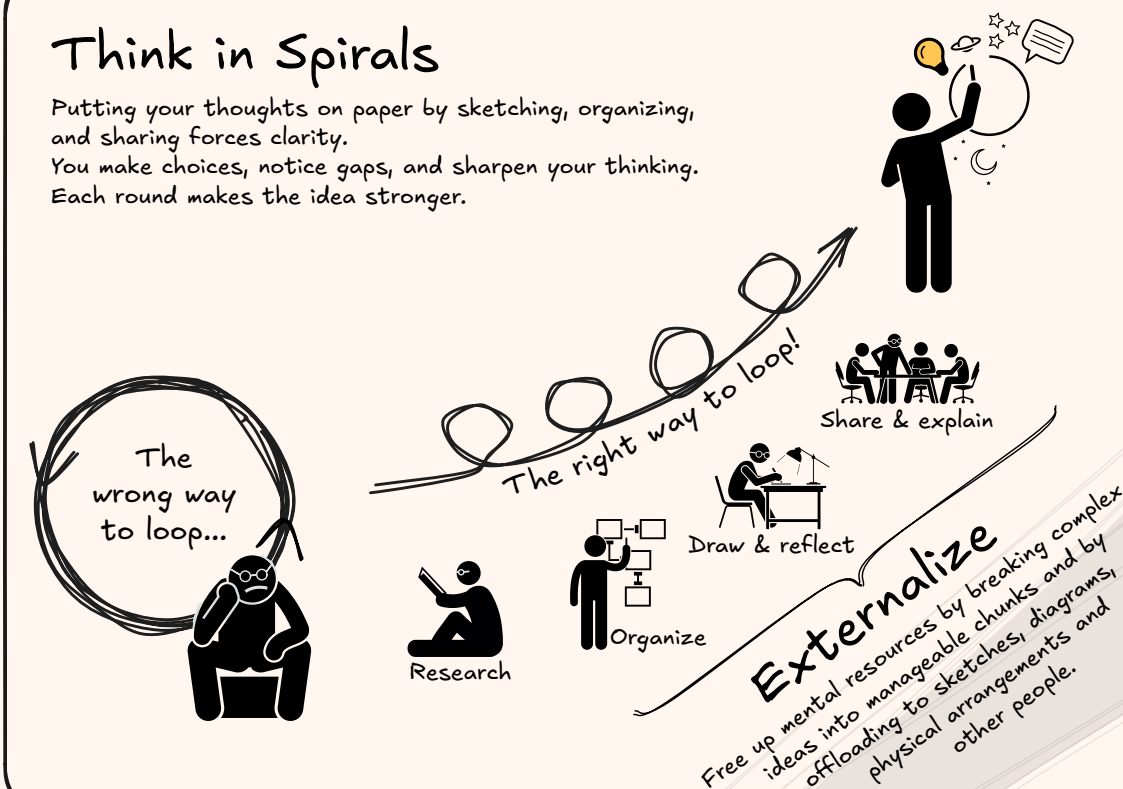


What is Visual Thinking?

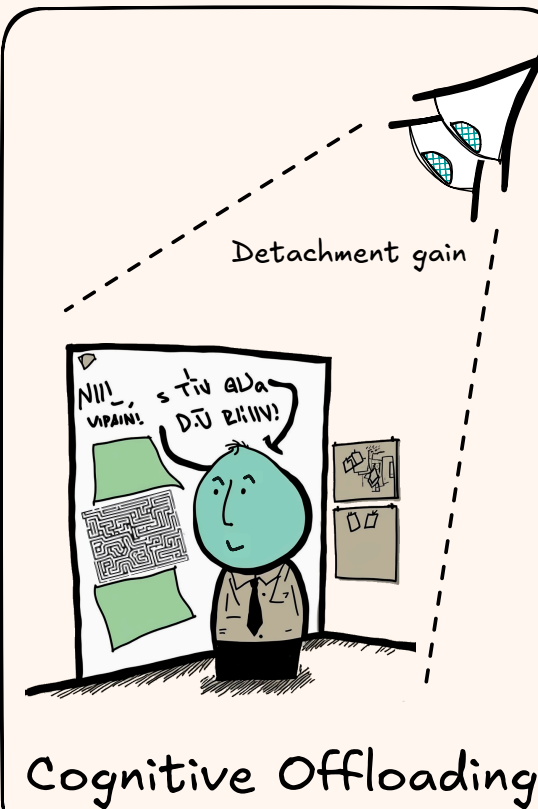
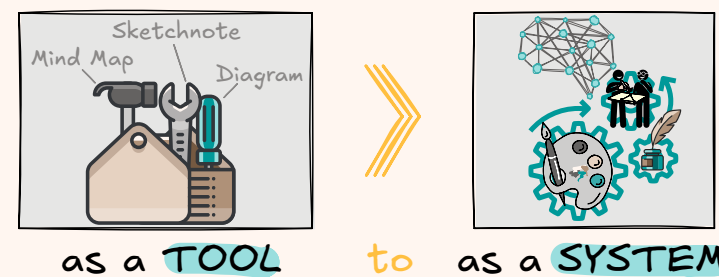


Think in Spirals

Putting your thoughts on paper by sketching, organizing, and sharing forces clarity. You make choices, notice gaps, and sharpen your thinking. Each round makes the idea stronger.

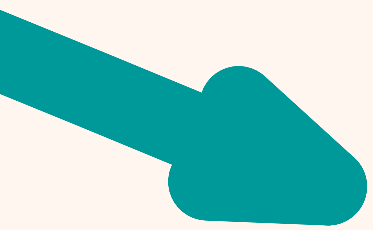


Shift from Visual Thinking



Text and Visuals Are Equal Partners

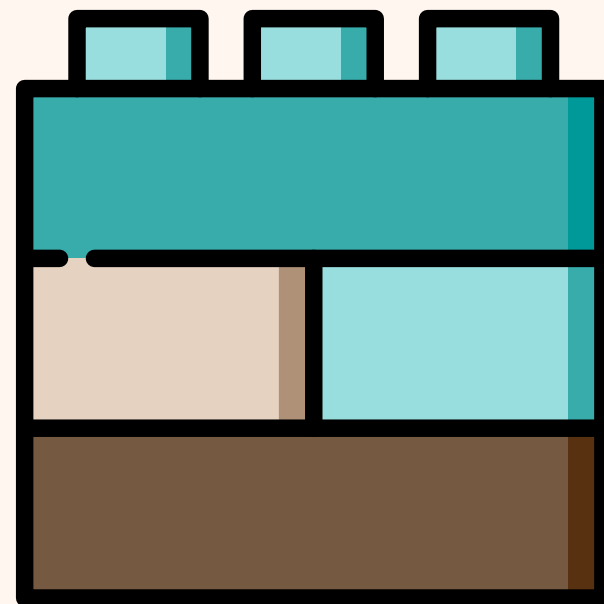




Chapter 2: The LEGO Approach to Playful Thinking



Simple icons



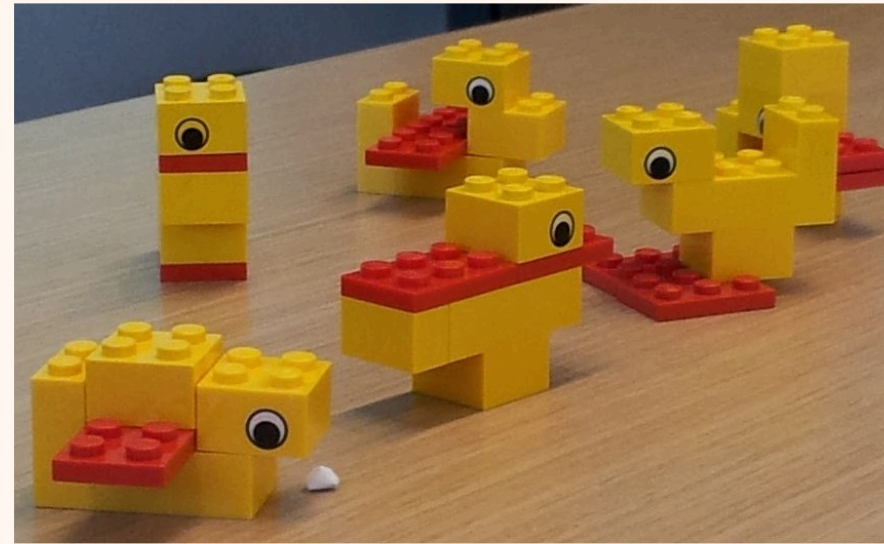
Concept visuals



Idea Integration Boards



Storyboards

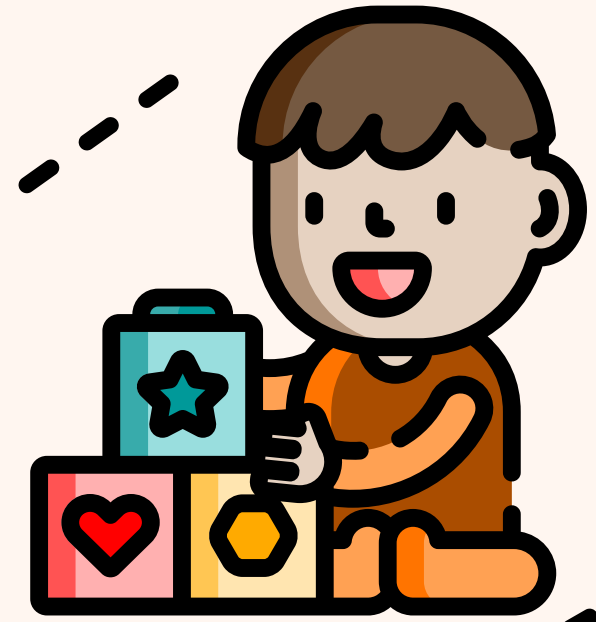


The LEGO approach turns thinking into a playful creative process, where mistakes are just steps in the design.

Difficulty

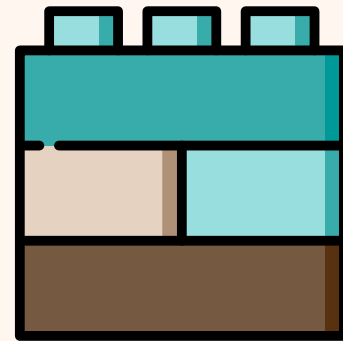
State of Flow

Level of Skill





Simple icons



Concept visuals



Idea Integration Boards



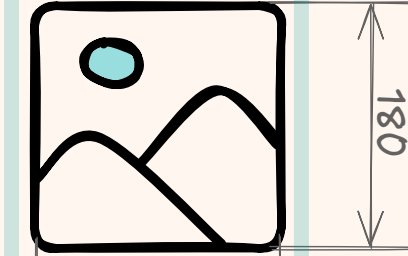
Storyboards

Section heading (XL)

Sub-section heading (L)

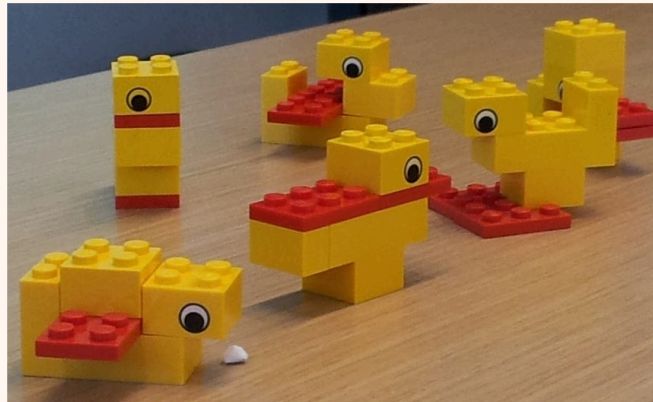
Secondary sub-section heading (M)

Text detail (S)

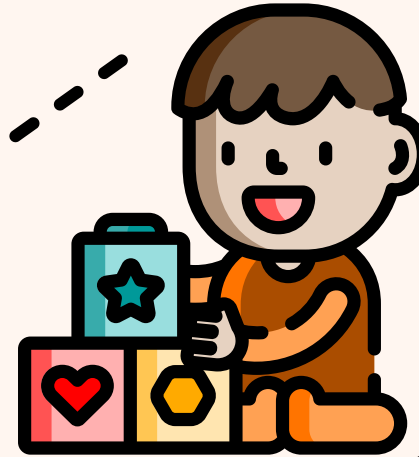


180

180

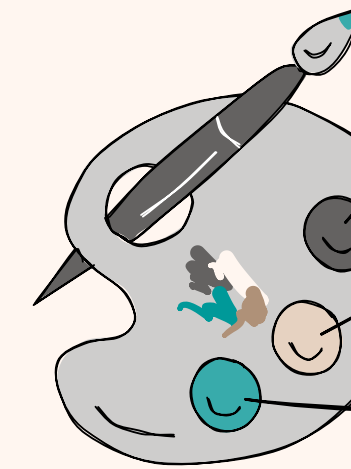


The LEGO approach turns thinking into a playful creative process, where mistakes are just steps in the design.



State of Flow

Level of Skill

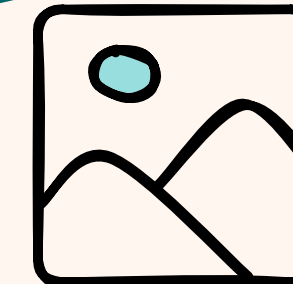


Primary color for outlines and text

4 supporting color for details

An accent color for highlight

Title

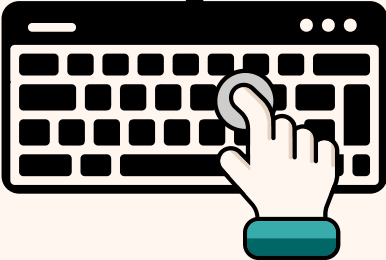


Key Points

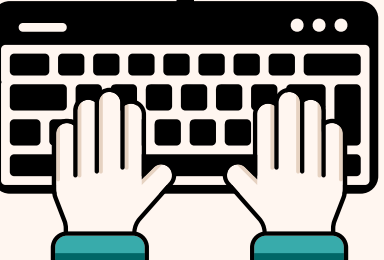
- Idea 1
- Idea 2
- Idea 3

Chapter 3: Hybrid Notes

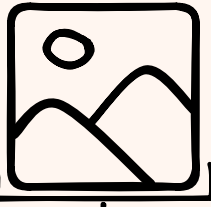
Illustrations are a compressions of meaning



Effective bitrate increases with compression

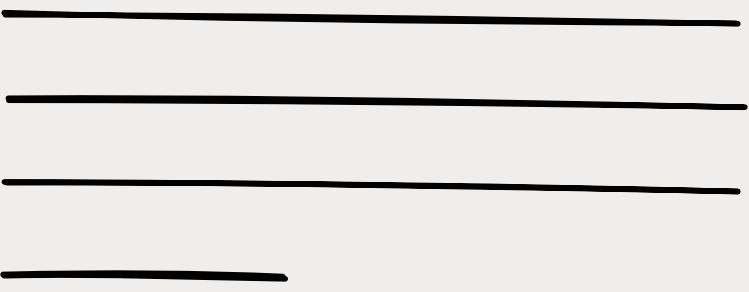


Text is one-finger typing; visuals are ten.



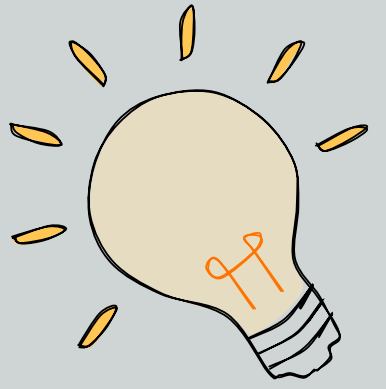
"One picture is worth a thousand words. Yes, but only if you look at the picture and say or think the thousand words."
William Saroyan

Notes and References



BACK

Visual Main Note



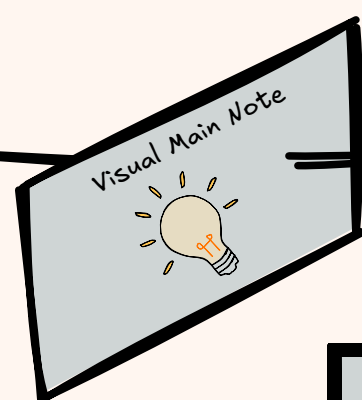
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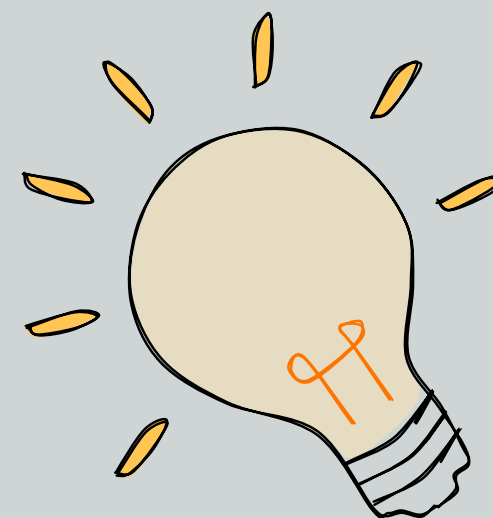
Notes and References

BACK



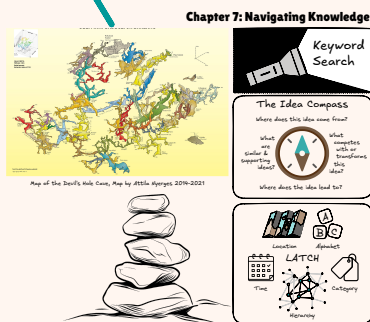
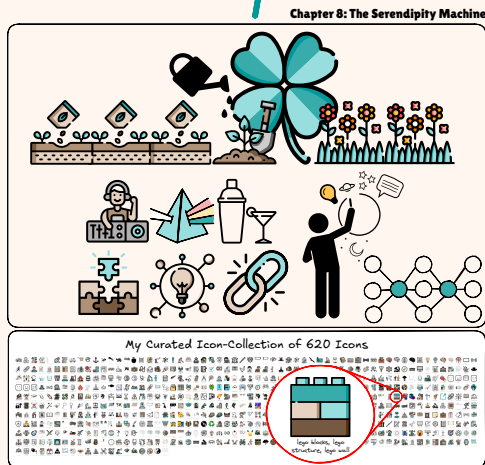
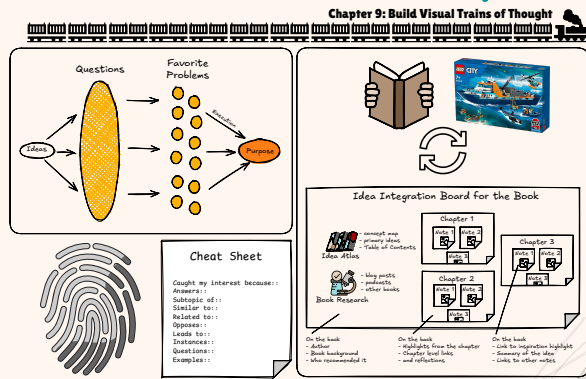
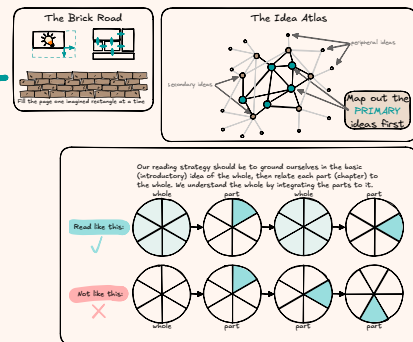
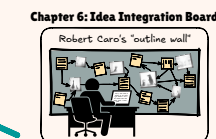
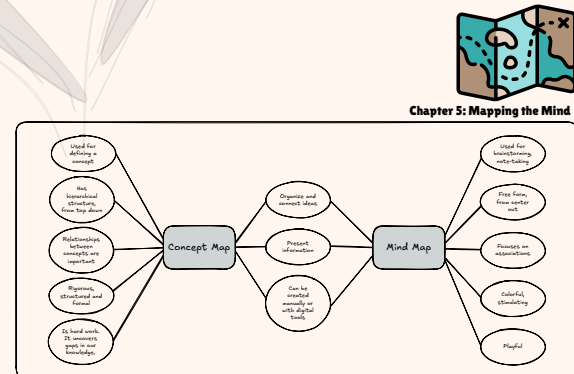
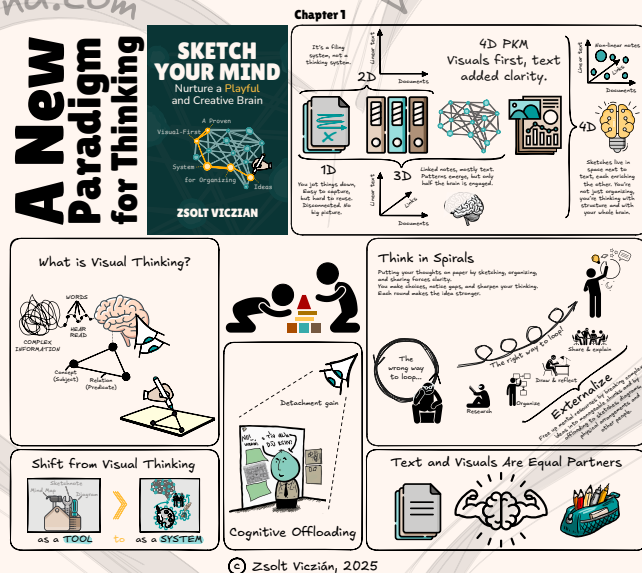
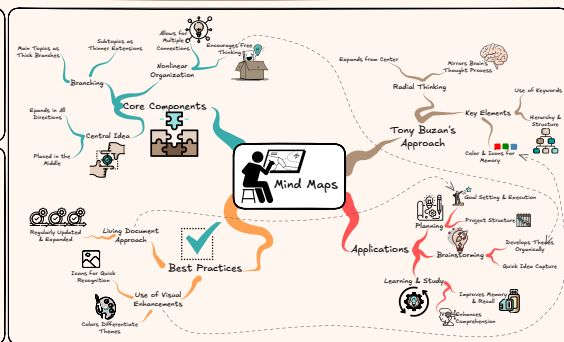
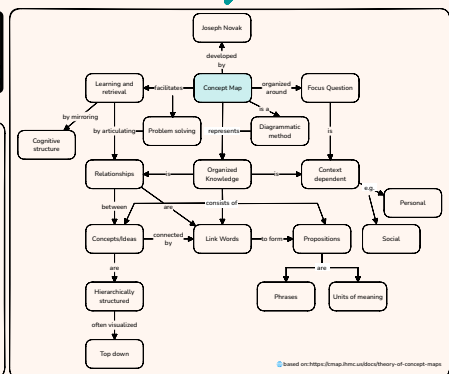
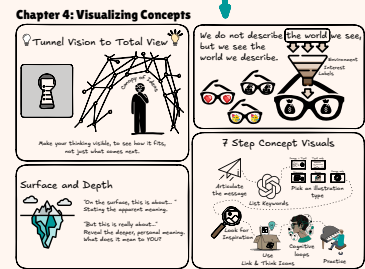
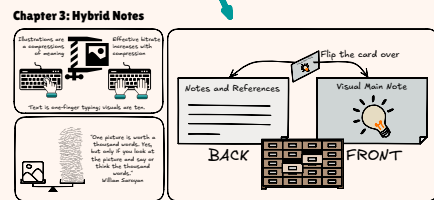
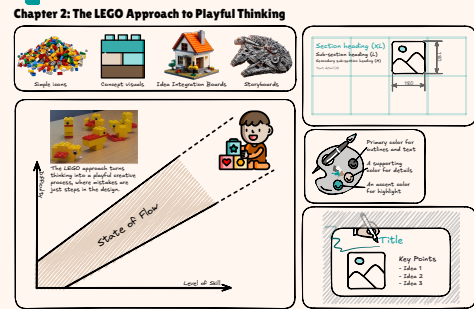
Flip the card over

Visual Main Note

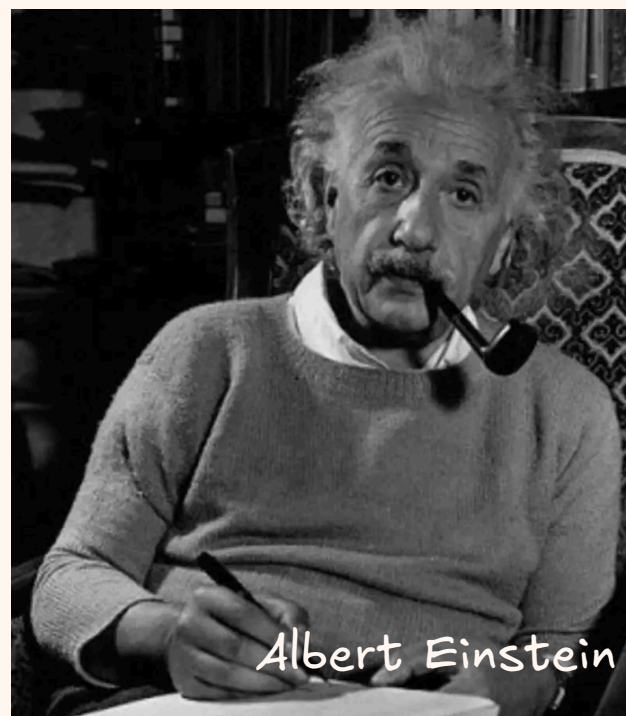
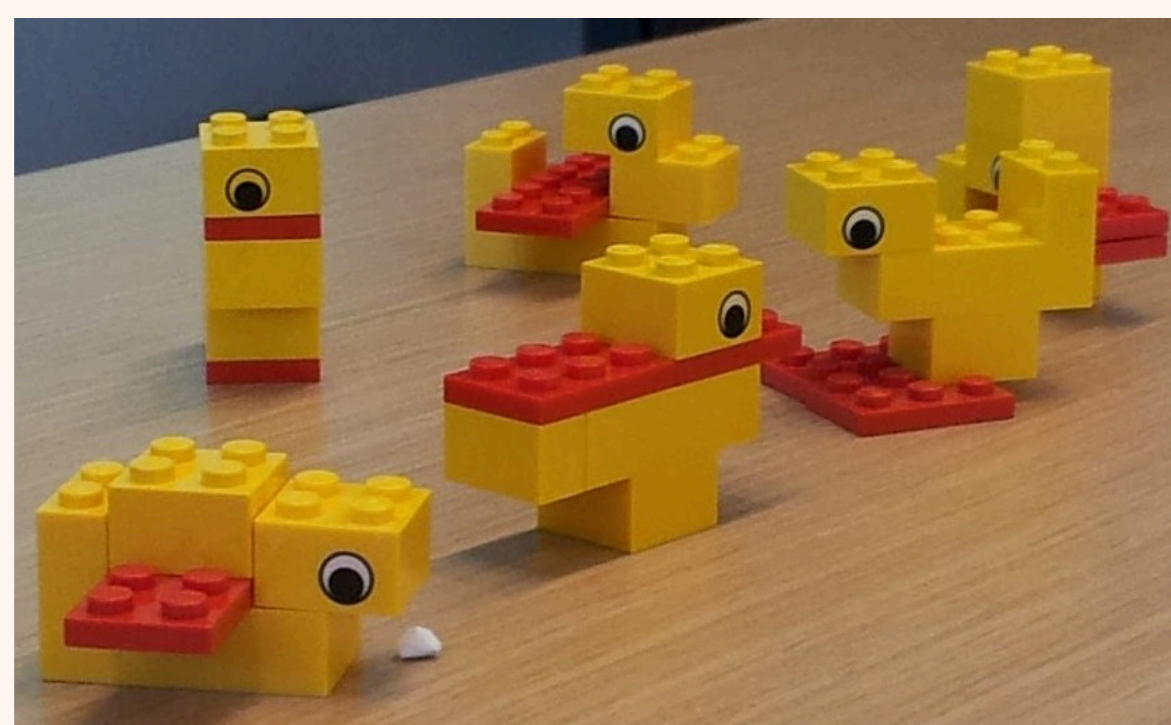


FRONT





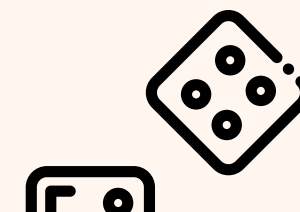
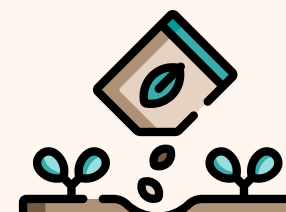
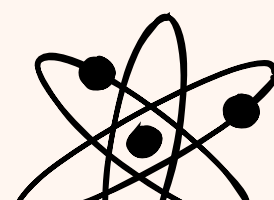
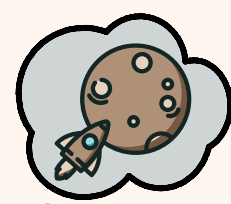
Let's Play



Play is the
highest form
of research.

Instructions

- You can pan the canvas by holding down the **SPACE** and the left mouse button, or by holding down the **mouse wheel** and dragging the mouse.
On a touch screen, you can drag the canvas with a **two-finger touch**.



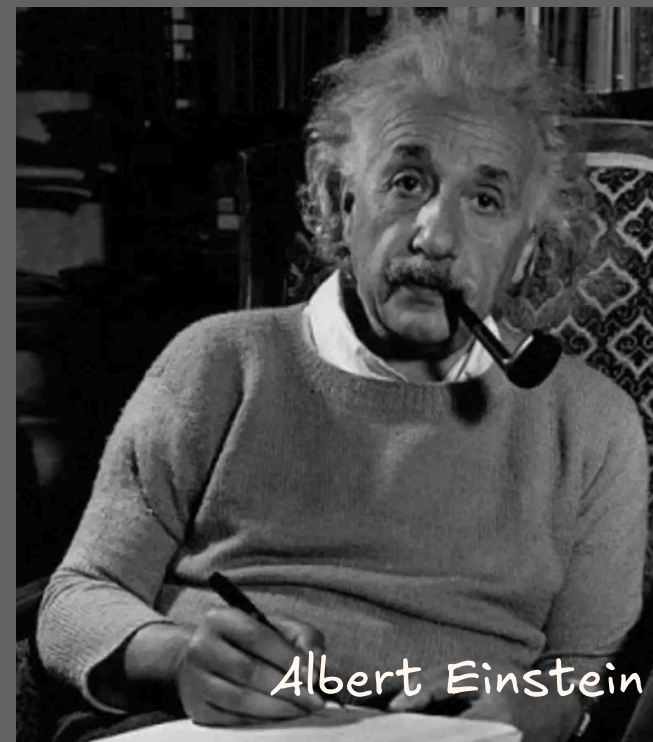
Surface and Depth



"On the surface, this is about..."
Stating the apparent meaning.

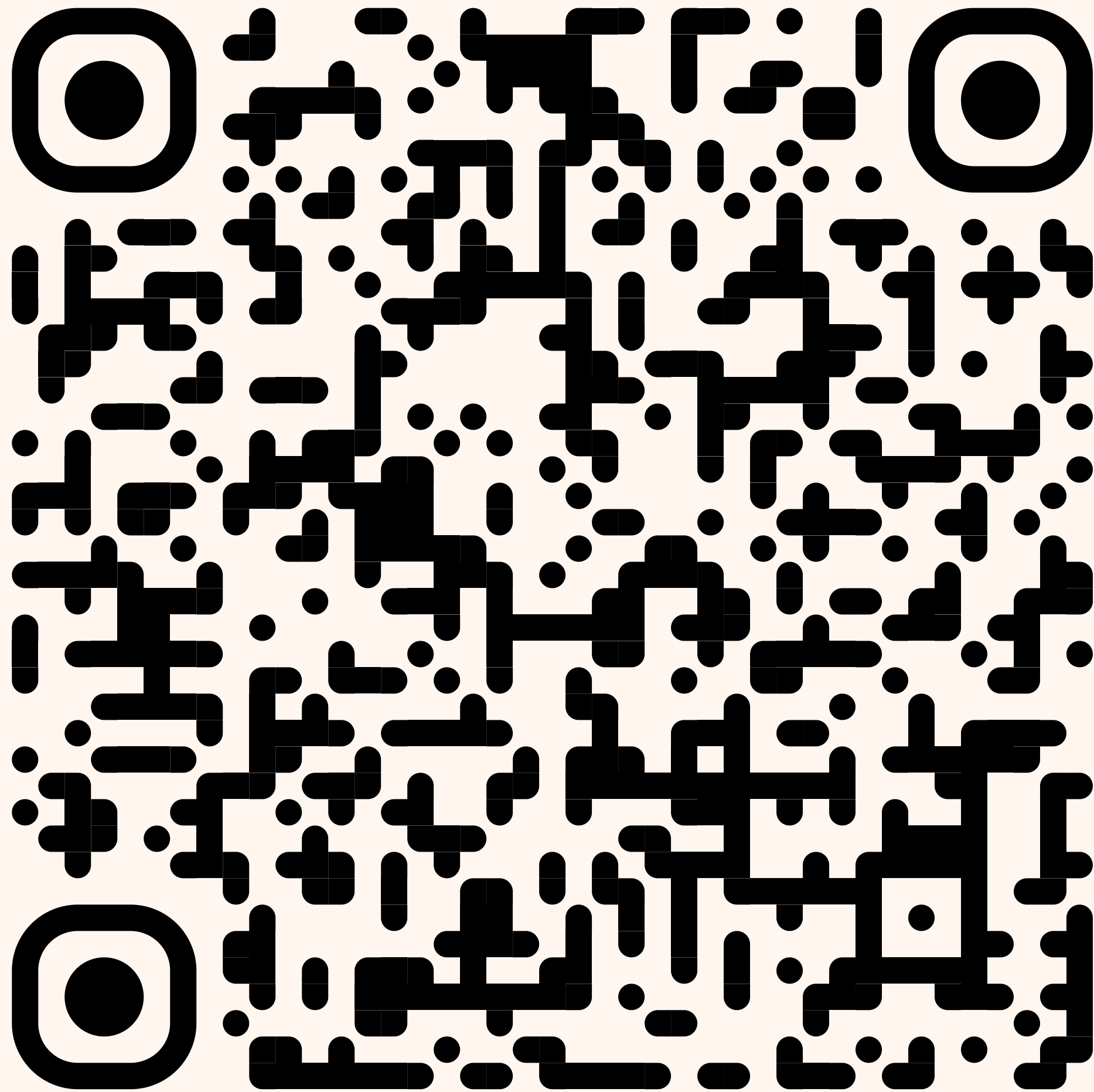
"But this is really about..."
Reveal the deeper, personal meaning.
What does it mean to YOU?

Example



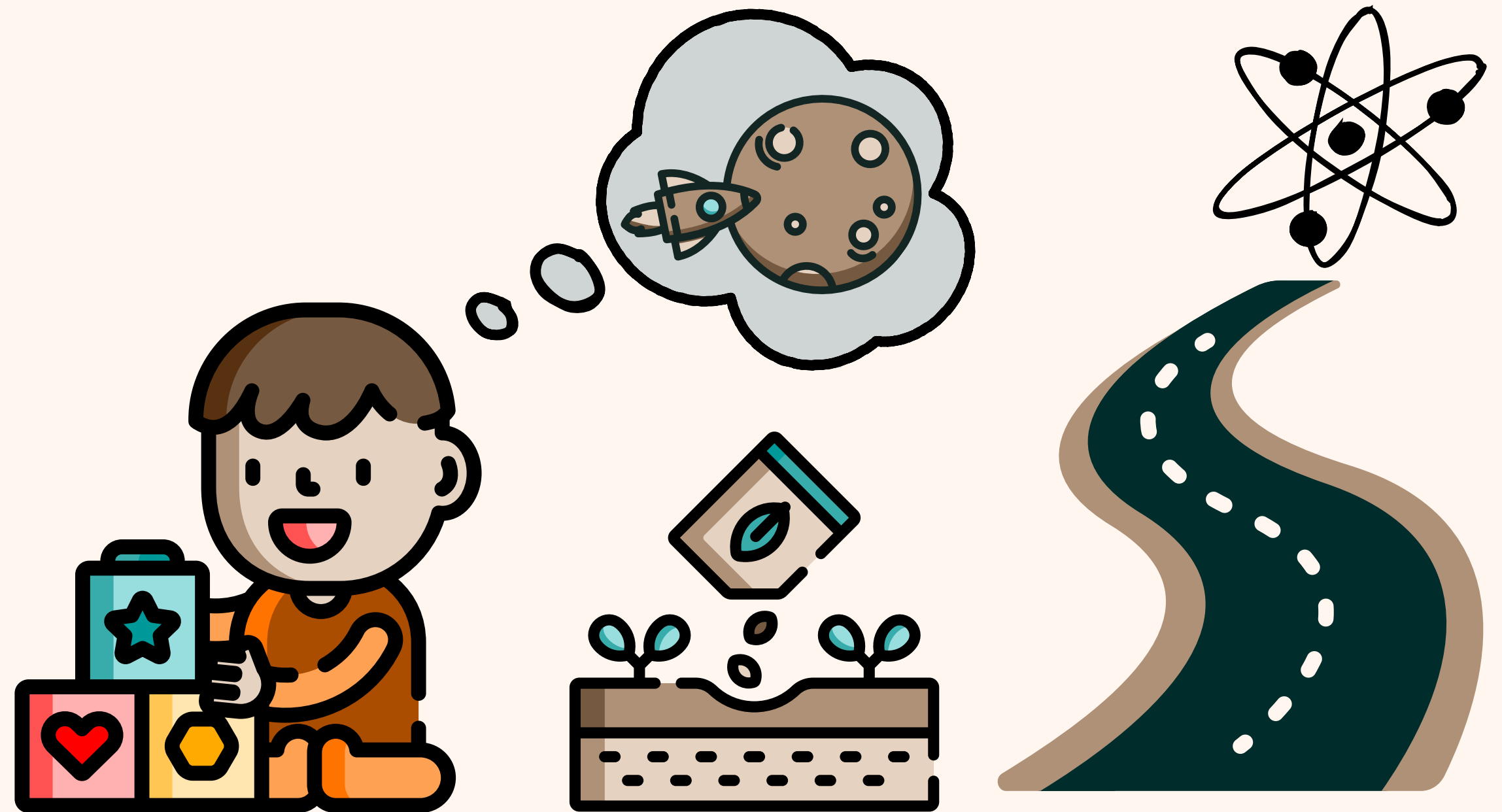
Albert Einstein

Play is the
highest form
of research.



<https://excalidraw.com/#json=drECQSeuuklimh3hOoYJC,RApiQM8ZANNysgtB3-FJdw>

The seeds of a new idea are often born when we allow our imagination to wonder, that's when we have lateral thoughts (see also: Edward De Bono). These thoughts are like seeds we sow. As they grow and develop over the years, at the end of this journey of exploration and play are the world's big discoveries.



Play is the highest form of research.

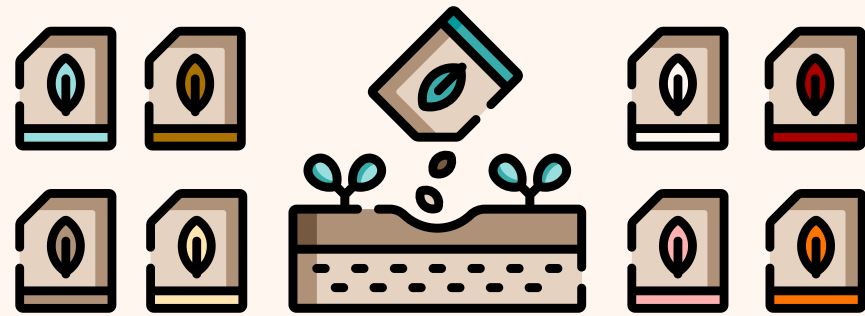
Albert Einstein

Play



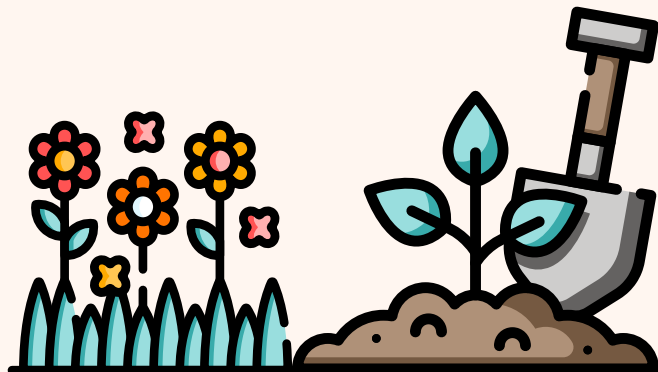
If a four-year-old loses interest in an activity, they simply move on to something new. Don't get stuck with a decision you made five minutes ago.

Seeds



Gather as many seeds as possible. Don't judge which seed is better than the others. Plant them, water them and wait to see which develops into something that you love.

Experimentation



Cultivate ideas like a gardener, following the excitement they generate. A craftsman executes a known goal; an artist begins with a question and discovers the path.

The seeds of a new idea are often born when we allow our imagination to wonder, that's when we have lateral thoughts (see also:: Edward De Bono). These thoughts are like seeds we saw. As they grow and develop over the years, at the end of this journey of exploration and play are the worlds big discoveries.



Play is the

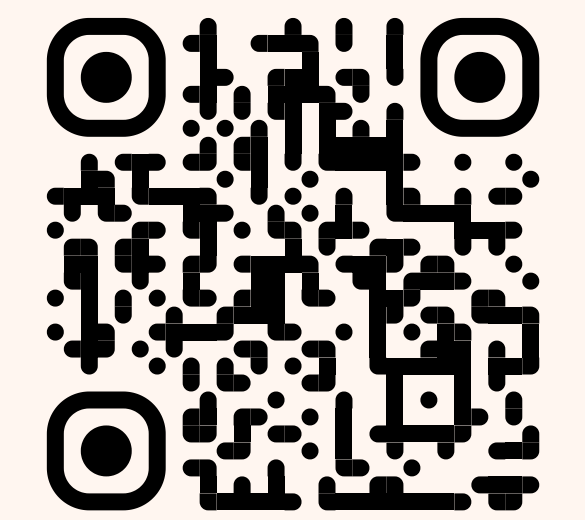
Thank you!

SKETCH YOUR MIND

Nurture a **Playful** and Creative Brain

ZSOLT VICZIAN

<https://sketch-your-mind.com>



SKETCH YOUR MIND NEWSLETTER

Thinking in public, one sketch at a time

ZSOLT VICZIAN

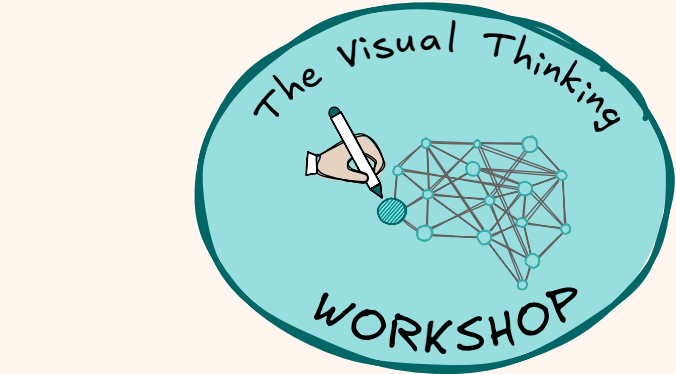
<https://sketch-your-mind.com/newsletter>

SKETCH YOUR MIND

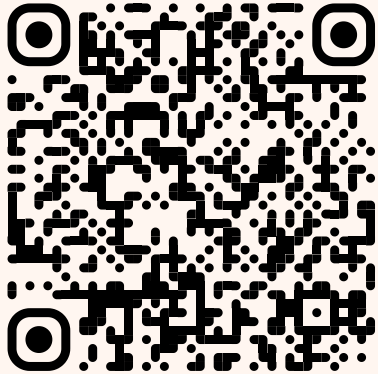
Zsolt's Visual PKM

ZSOLT VICZIAN

<https://www.youtube.com/c/@visualPKM>

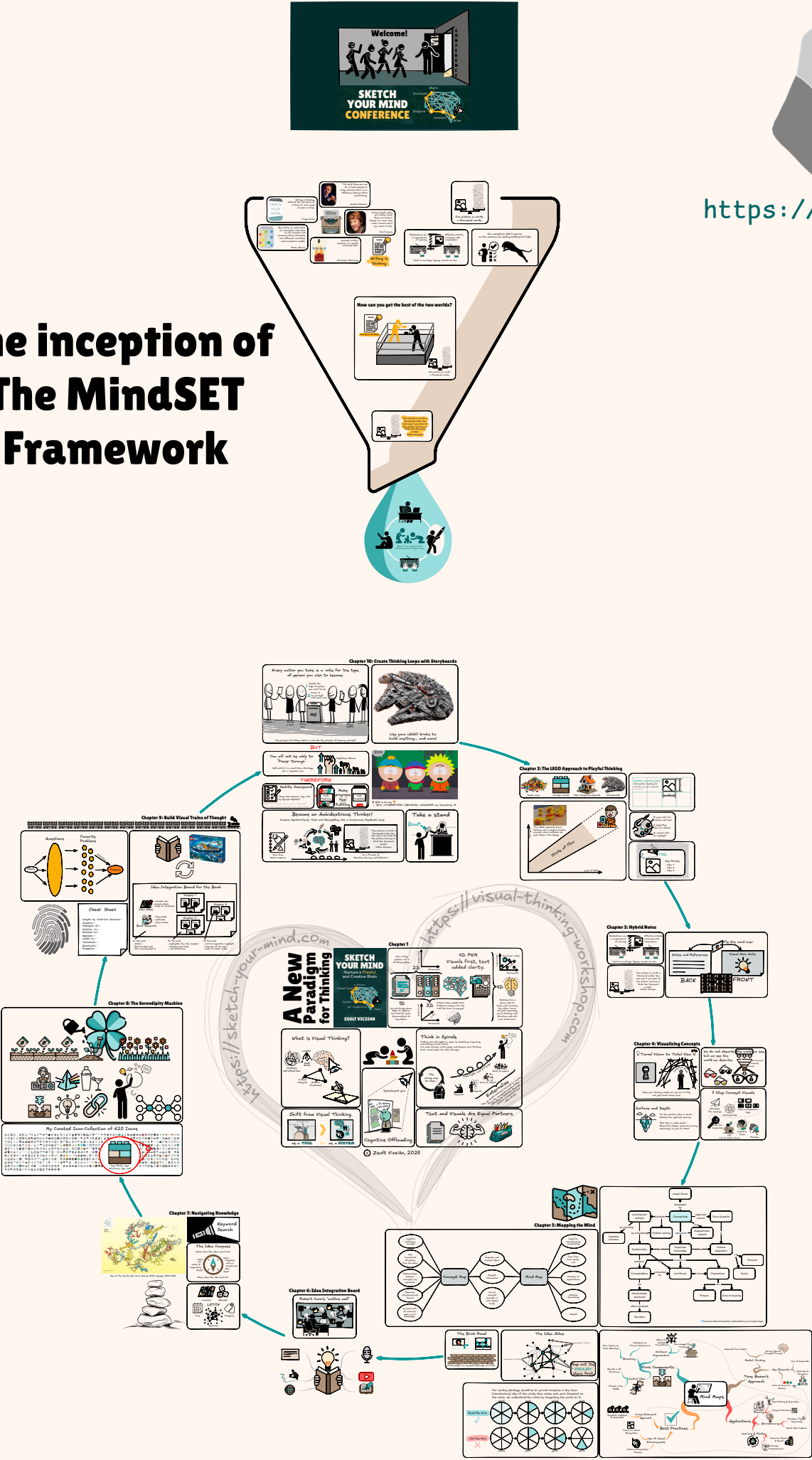


<https://visual-thinking-workshop.com>



35% Discount on Cohort 15 if you sign up before Sunday 19 October

The inception of The MindSET Framework



Let's Play

Play is the highest form of research.

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