



# Doodle Revolution

*Sunni Brown*

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## **Doodle Revolution** Sunni Brown

A fearless guide to awakening your mind using simple visual language.

What do Einstein, Edison, Richard Feynman, Henry Ford, and JFK have in common? Like virtually all heavy-hitting thinkers, they looked beyond just words and numbers to get intellectual and creative insights. They actively applied a deceptively simple tool to think both smarter and faster: the doodle. And so can the rest of us-zero artistic talent required.

Visual thinking expert Sunni Brown has created *The Doodle Revolution* as a kick-starter guide for igniting and applying simple visual language to any challenge. The instinctive and universal act of doodling need only be unleashed in order to innovate, solve problems, and elevate cognitive performance instantly.

## **Doodle Revolution Details**

Date : Published April 16th 2014 by Adams Media (first published September 12th 2013)

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Author : Sunni Brown

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# From Reader Review Doodle Revolution for online ebook

## Mary Lee says

Blog review upcoming.

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## CharityJ says

This was a refreshing take on building creativity and visual literacy. It's about doodling not 'drawing' but the general idea of this book and the exercises are helpful for getting you out of your own head when it comes to putting images on paper. The first half was very good and the second half of the book is more for anyone in a setting where they're needing to make notes and do group work. Recommend for anyone who wants to feel more confident about doodling and simple drawing.

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## Lissa Johnston says

I've had this book for ages and am just now getting around to marking it as 'read'. It's wonderful. I highly recommend it not only to those of you in the business world, but to any creatives - especially those of you who, like me, have a dominant left brain. It has improved my ability to gently pry open the door to my right brain by expanding the amount of doodling and images I include in my mind mapping, bullet journaling, and brain dumps. People, this really works. I have a sketch pad and felt tip markers left over from my kids' school days. When I get stuck on something, I get out the pad and markers and go to work free associating ideas symbolically. This is a judgement-free zone, bc believe you me, I am a horrendous artist. But something about including the symbols frees up my mind to wander in new directions. I started by copying drawings, which the author recommends. Now I'm able to do some rudimentary sketches on my own as well. It's extraordinarily useful.

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## emma says

So much information on visual note taking and mind mapping. I love it. I appreciated that it's easy to read the book out of order according to your needs/wants. Good for building confidence and ideas for how to take notes in a more visually meaningful way. Would also return to if I needed to lead a collaborative project as it has a plethora of methods to capture collaborative thinking. Love it.

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## Anna White says

I wanted to like this book, because I agree with the premise that visual literacy is lacking and also very important. Ultimately though, it was not for me. I actually felt like I was being 'talked to' and condescended, not inspired to pick up a pencil. I compared it with another doodle book, Craft-a-Doodle which I am buying and which had a much more fun vibe.

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## **Stefan Kanev says**

I really enjoyed this book.

It makes a simple claim: visual thinking is under-appreciated; it's a powerful learning and communication tool that should be employed more. It walks you through your initial anxiety to try it, then shows you specific ways in which you can apply it and finally it explains how it is applicable to teams and/or the workplace.

If you're half as passionate as me about taking notes, you should give this book a try.

I have two main takeaways.

First, I should use more visual/graphic elements in my note-taking. This is consistent with the ideas in the Mind-Mapping book, although not as specific as the ones there. I should not be afraid to share those notes, even if they look ugly – they are not an object of art, but means of communication.

Second, meetings can benefit a lot from having a game-like structure. This is very consistent with the ideas in Agile Retrospectives. Having activities like brainstorming, dot-voting, roadmaps and so on brings structure that makes things more effective and more efficient. The alternative, having everybody talk in free form for hours, can get very tedious and headache inducing.

On the down side, the book is a bit too chatty (although I like that) and doesn't have enough advice on how you can improve the "artistic" aspect of your doodles if you want to.

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## **Molly Ho says**

A bit heavy on the text, but there's some good information and tools in there. I skimmed through some parts in the beginning and skipped most of it, because I didn't find the writing style to be engaging or interesting so I just read the parts that seemed interesting. (Her main points are in a bigger red which is nice.) I wish the content was more doodle based than text based; it would've made more sense that way too.

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## **Carmaine says**

The Doodle Revolution: Unlock the Power to Think Differently by Sunni Brown

Sunni Brown dedicated her book The Doodle Revolution: Unlock the Power to Think Differently to those who gave her “courage, creativity, and compassion.” What a fitting tribute to a prankster, a thinker, a teacher, a voice, a martial artist, and a visionary! Since the world is filled with images, brands, and icons, visual language is appreciated by today’s learners. In an effort to dispel negative rumors about doodling, Brown makes the case for not only allowing drawing but also encouraging scribbling. For those who regarded doodling as wasteful or distracting, this book provides the significant impact visual language has on the ability to “identify, understand, interpret, create, communicate, and compute” various formats of print

materials.

If you cannot draw, have never successfully completed an art course, or are not considered creative, you will learn how drawing can relax, inform, help retain information, and provide pictorial elements. Doodling can transform your thought process, increase comprehension, and help you maintain focus.

Defying stereotypes suggesting doodling is a “mindless” activity is one of book’s goals. Known as a changemaker, Brown’s guide immerses learning through “multiple modes.” Since infographics provide a wealth of details in a concise bundle, an “infodoodler” is encouraged to package illustrations in a memorable fashion.

The book’s format contains a clear and simple layout with black and red lettering in easy to read fonts. Pictures, drawings, examples, and flowcharts are pellucid. Individual and group games, activities, and assessments for personal or professional use enhance projects with mindmaps, flowcharts, and other visual explanations.

Customer service examples to avoid alienating people are brought to life with a process map, rather than an archaic lecture or convoluted directions. Group infodoodling can transform the manner in which people work, because it involves “curation, visual structures, and problem-solving techniques.” Dispelling myths and supplying examples prove these innovative and creative techniques magnify the perks of doodling. An empathy map focuses on the customer and supports social, emotional, and character development.

In a Do-It-Yourself (DIY) world, avoid only lateral thinking and expand your horizons with these best doodling practices. Doodling can spark conversation, ignite thought, stimulate innovation, and inspire visual storytelling. Assumption checks and continuums guide the reader who wishes to clarify preferences or understand a level of confidence. Feedback checking is more interactive than a checklist.

Whether you are or are not a scholar, inventor, designer, artist, educator, student, entrepreneur, financier, or comic book collector, you will find at least one section of this book valuable. Sunni Brown states, “Doodling is thinking in disguise!” If you wish to “survive and thrive” in the near future, consider applying one of these techniques in your personal or professional world. Alvin Toffler is revered for his vision, “The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

Carmaine Ternes

May 2017

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## **Carla says**

\*\*\*\*\* This is a First Reads, Thank You Goodreads \*\*\*\*\*

The way we think sometimes can lose sight of what we hold creatively - this book, filled with insight, breakdown, and plenty of exercises challenges that.

When looking at a problem and seeing only the same solution, what if you took it creatively, unlocking the potential within yourself, your brain, within your doodles - this book helps you re train your thinking, your problem solving, your techniques. I felt myself challenged at times but knew that if I pushed through I would gain a very important lesson for my "toolbox" that I could carry not just into a professional life, but my

personal life. I think that is what makes this book so great, the challenge, the lessons, the fact that it asks the reader to step out and re train the brain and then the skills are there, lessons learned in a fun way.

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## **Emily Counts says**

Sunni has written a very accessible and easy-to-follow instructional book for those who have little to no experience expressing thoughts or transcribing ideas into a visual form - doodling. For readers already prone to doodling when thinking, reading, listening, much of the book will feel tedious and extraneous. The most engaging and interesting part of this book came near the end in chapter 5 when Sunni actually demonstrated how to convert doodles in process and systems maps and showed how you could actually break down thinking into tangible pieces. I would recommend this book purchase for readers who are hesitant or who shy away from conceiving of or sharing their doodles with others. For those already comfortable with doodling and sharing ideas with friends and colleagues, borrow this from the library and create a map of the highlights near the end.

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## **bacabuku says**

i read until the first quarter of the book. it was all fine, until the irony struck me. why this book is so thick, when it preach about doodling to simplify points?

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## **Ryan says**

This is a really detailed book about Infodoodling, aka Sketchnoting.

If you check the date on my reading of this book, you'll see it took me 3 months to finish. That could be a good thing or a bad thing, depending on your perspective:

Why it could be a good thing: This book has so much content! Wow, the author packed this book full of ideas and tips and techniques and background and sidebars. And all the exercises! Man, so much stuff. It is 239 pages including notes, in really...really...small type.

Why it could be a bad thing: man, this book was kind of daunting to ever try and finish. Really it was just about impossible for me to read the entire thing. To be honest, it's probably most appropriate as a textbook for a semester-long class in college. Alternatively, I suggest setting up yourself with a 6-month learning plan to read a section, then do all the exercises, then go to the next one.

Side gripe: Do authors of hardback books really need to include blank pages for the reader to doodle in? Who would do that? It would totally ruin the book. Brown isn't alone in this: the Sketchnote Handbook and others fall prey to this temptation. My suggestion: for the exercises, just instruct the reader to grab some scratch paper or a sketching pad to have beside the book.

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## **Alexander Fedyunin says**

It is the Great book!!! It's very resourcefulness and inspirational and there are a lot of good examples, exercises and explanation for readers. And the best one is a pray of beginners (at p.46) - Forgive me, Father, for I know not how to draw - it helps me every day for my practice in the doodling. Thanks Sunni Brown for that book!

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## **Diego Parada Herrera says**

Great book that provides a handful of useful techniques for note-taking, infographic creation and meeting moderation. It contains not only theory, but practical exercises. It has given me a new light on the power of visual language and it has sparked in me the need to use it at a personal level, professional level and even on my classes as a teacher. This is a book that will add real value to your daily life.

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## **CT Lin says**

I like drawing on white boards. As an introvert, I often delay making comments during meetings. Sometimes I doodle in my note taking (which I've started to do more on paper, moving AWAY from Evernote, or OneNote or other online phone-based or laptop-based tools; more on this another day). This book has emboldened me to take my not-ready-for-prime-time doodles and put them up in public (or at least on white boards in committee meetings).

What I do like about meetings is hearing viewpoints, especially those well-thought-out points. I like noodling on them, considering alternatives, categorizing parallel conversations, and problem-solving in my head as the meeting progresses. I'm not one to jump in with both feet and steer things, as I like watching things evolve.

Sometimes meetings have a good leader, or a good participant, who will actively steer the conversation toward a concrete and productive resolution, and I am happy to keep quiet, and if it is a team-member, I give them kudos for a well-run and productive meeting.

Sometimes, we get together and the wheels threaten to come off the bus. People are arguing, stating points of view repeatedly, or adding new topics when existing discussions aren't even clear yet, and soon we have 4 or 5 buckets of discussion and we're talking past each other. I used to hate these meetings, which sometimes ended up with "seems like we need another meeting to resolve this." In recent years I've learned that I can step in, and make a summary statement, when I feel like most of the viewpoints have at least been initially aired. Then my favorite part begins.

"So, it seems like we have 4 buckets to discuss. First, the timeline for this change, second, that not all participants are in agreement, third that the software isn't really ready to handle 2 special conditions, and fourth that the proposed mobile version just does not work at present. Are there any other buckets I have not considered so far?" This usually shuts everyone up, while they consider that SOMEONE has been listening and not just yammering. I enjoy this. Then I play air-traffic control: "OK, so lets start with bucket 1 and defer the others for a moment. Can we agree that the timeline should have a kickoff on March 12? That part seems straightforward. OK?" And then parse the discussion down into buckets and walk through them one at a time. This works reasonably well.

Well, having read this DOODLE book, I find that we can kick this up a level. I do enjoy a good doodle when brainstorming at home, but this book is empowering, and breaks down doodling into component ideas. Practice shapes! Here are some ideas for organizing frameworks with convenient sketch-equivalents! How to draw a simple expressive face! how to draw a human and not be (too) embarrassed about it! How to represent lots of ideas visually! How to group and link ideas so that everyone can follow (or add their own ideas)!

So, now, I've taken to standing up during the middle of meetings and heading to the white board while others talk. I don't LIVE-SKETCH like I've seen YouTube videos do of important discussions, but I can sure draw and crudely illustrate my buckets. I've found that people start gesturing at the board during the rest of the meeting, that some get up and make additional helpful marks, and we can come up with better ideas with a shared vision. Only a few weeks into this change, and I can say it has made my work life better. Maybe even helped the organization.

CMIO's take: learn to Doodle. Use it. Enjoy it. Join the revolution. Clarity needs all the friends it can get.

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