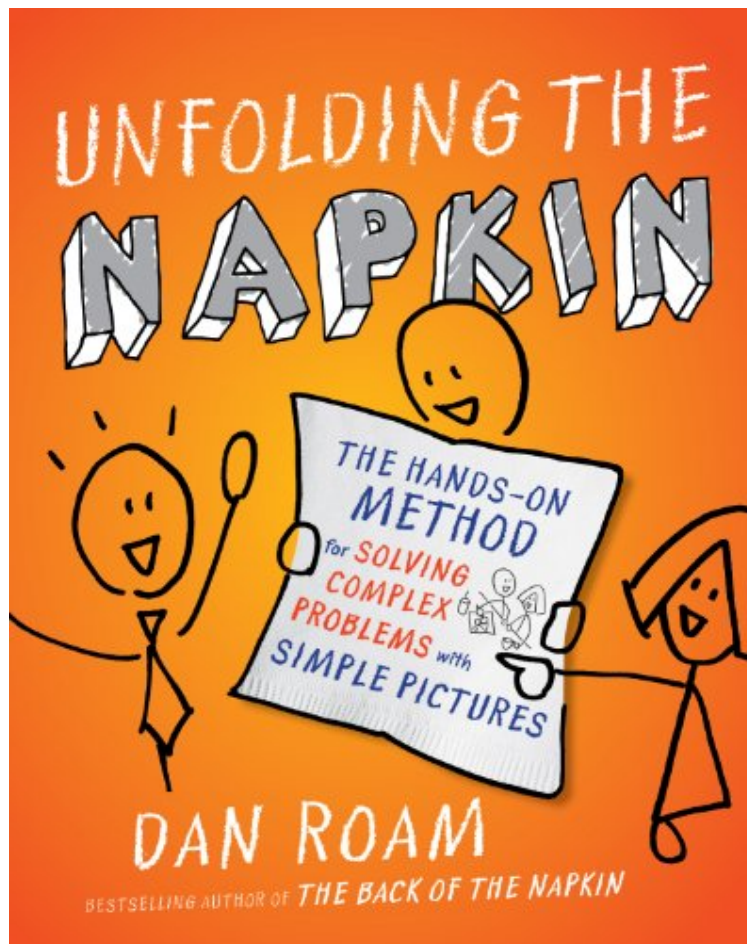


[Download ebook] Unfolding the Napkin: The Hands-On Method for Solving Complex Problems with Simple Pictures

## Unfolding the Napkin: The Hands-On Method for Solving Complex Problems with Simple Pictures

Dan Roam

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**Dan Roam : Unfolding the Napkin: The Hands-On Method for Solving Complex Problems with Simple Pictures** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Unfolding the Napkin: The Hands-On Method for Solving Complex Problems with Simple Pictures:

8 of 8 people found the following review helpful. Quick, fun, and useful read By Aaron U. Bolin Dan Roam is really cool; I really enjoyed this book. Yes, the pictures are kind of corny. Yes, the examples are kind of cartoonish. Yes, the exercises seem like they are from kindergarten. But somehow Roam has taken corny, cartoonish, kindergarten tasks and turned them into something really useful. I read this book and enjoyed it, but I didn't get the full value of the content until I went back and worked the exercises. Though I don't remember what SQUID stands for or any of the other organizing schemes that Roam uses, I really did learn something from his very original presentation of simple visual thinking tools. In the process of working through the exercises in the book, I distilled the complexities of my

work into four intuitive pictographs. My boss at the time hated these pictographs for some reason, but the value of the pictographs was demonstrated conclusively a few weeks later. I was presenting an overview of our processes and methods to a group of visitors from Turkey. Although they all spoke English as a second language, all of the text-based materials fell flat. The lightbulbs of understanding lit up all around the room when the discussion turned to those four silly pictographs though. Unfolding the Napkin is a quick, fun, and useful read. 2 of 2 people found the following review helpful. Great book, the digital version has some issues...By Nicholas Conrad It's a fun book, and a quick read. However the digital Kindle Edition was not well formatted with regard to the many images and doodles throughout the book, sometimes causing confusion, and all the images were low quality. When I tried to zoom in to see details they immediately pixilated. There were also several typos in the book, which I can't believe got through any editor, so I assume these are also related to the Kindle Edition. 2 of 2 people found the following review helpful. The 2nd Gets Lost In The Middle By Life Is Good! I really enjoyed the authors first and third book. The ideas are simple and almost common sense. Useful for those who find it difficult to see options, sell ideas, or present data in simple form. The author provides a membership web site with videos if you find the contents of his books too complicated. For this reason alone. I am giving just 3 stars. If the author can't get his point across in a book and by using what he teaches, there is a problem. Maybe it is greed. Maybe, he needs 3 books to get the point across. Maybe what he is teaching isn't as easy, usable or workable as the author wants us to believe? The books are good, but according to the author courses, seminars and online video subscriptions are needed in order to understand how to use simple drawings.

An original workbook companion to the acclaimed business bestseller *The Back of the Napkin* Dan Roam's *The Back of the Napkin*, a *BusinessWeek* bestseller, taught readers the power of brainstorming and communicating with pictures. It presented a new and exciting way to solve all kinds of problems—from the boardroom to the sales floor to the cubicle jungle. The companion workbook, *Unfolding the Napkin*, helps readers put Roam's principles into practice with step-by-step guidelines. It's filled with detailed case studies, guided do-it-yourself exercises, and plenty of blank space for drawing. Roam structured the book as a complete four-day visual-thinking seminar, taking readers step-by-step from "I can't draw" to "Here is the picture I drew that I think will save the world." The workbook teaches readers how to: **Improve their three "built-in" visual problem solving tools.** **Apply the four-step visual thinking process (look-see-imagine-show) in any business situation.** **Instantly improve their visual imaginations.** **Learn how to recognize the type of problem to choose the best visual solution.** If *The Back of the Napkin* was a guide to fine dining, *Unfolding the Napkin* is the cookbook that will soon be heavily marked up and dogeared.

"In 2008, Roam's *The Back of the Napkin* soaked up some book-of-the-year love from *The Financial Times*, *Businessweek* and *.com*. Roam's point was that problems can be better solved by drawing simple pictures, regardless of artistic ability. It's easier to see solutions visually, and it's also the revealing process of physically diagramming a problem, the argument goes. To discover truly breakthrough ideas, intuitively develop those ideas and share those ideas effectively with others, we need pictures," Roam writes. Since then, the management consultant and his Sharpies have conducted workshops at an impressive list of organizations, including Boeing, Pfizer, Google, Microsoft, Walmart and the U.S. Senate. Now, with *Unfolding the Napkin*, Roam squeezed his four-day workshop into a workbook so everyone can follow along. It's a simple concept, but when Roam arrives at a solution for last year's economic crisis by drawing intersecting circles representing financial services, the auto industry and declining energy supplies, it's clear that *Napkin* is nothing to sneeze on. -USA Today, Jan. 4, 2010  
Whoever draws the best picture of a problem is the most likely to solve it. Dan Roam offers a simple explanation about how to draw a problem/solution picture. Draw a circle in the upper left corner of a sheet of paper and label it me. Draw a cloud-shaped circle in the lower left; label it my problem. Draw the shape of a closed Swiss army knife on the center of the page. Add and label "blades" (what you see, what to look for, what if..., how, when, where, why, how much, etc.) that deal with me and my problem. Those blades help you think of others that will help identify the problem, alternatives and solution. What Roam drew on one page took me 90 words to describe, by the way. -The Dallas Morning News, Dec. 26, 2009  
About the Author Dan Roam is the internationally bestselling author of five books on visual communication, including *The Back of the Napkin*, *Blah Blah Blah*, and *Show and Tell*, and is the founder of the Napkin Academy, the world's first online visual-thinking training program. He has helped leaders at Microsoft, Boeing, eBay, Kraft, Gap, IBM, the US Navy, the US Senate, and the White House solve complex problems with simple pictures. Dan and his whiteboard have appeared on CNN, MSNBC, ABC, CBS, Fox, and NPR.