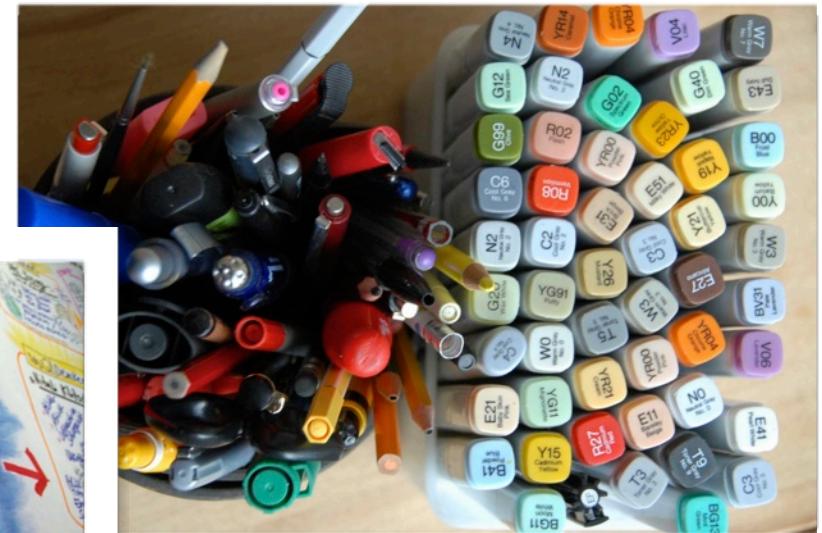


QUALIFICATIONS PROFILE 2010-2011

Graphic Recording



Graphic Recording

Your message communicated.

**A visual event protocol,
unforgettable for your audience.**



During your conference, workshop or event we create large image composition walls (graphic recording), hand-painted live and synced to your event schedule.

The incredible gain of insight and perspectives is contributing to sustainably communicate a message in the organization or to document your event through the actual physical image.

The results are ready at the end of your event to-the-minute synced with your event management team, ready to be introduced and presented to your audience. The visual result will be handed over, ready to live on in the company and to be used far beyond the actual event.

A highly innovative event documentation with an extra sustainability effect!



Selected Clients

PENTAX



BertelsmannStiftung



Pentax Europe GmbH

GS-1 Germany / Köln

Evonik Industries GmbH / Essen,

**Deutsche Gasrusswerke GmbH & Co Kg /
Dortmund**

FutureChallenges.org

Bertelsmann Stiftung, Gütersloh

Konrad-Adenauer-Stiftung, Berlin

dropping knowledge e.V., Berlin / San Francisco

Swiss Economic Forum, Interlaken

Milupa GmbH / Friedrichsdorf

amazon.de, München

**Austrian Economic Chamber / EU Parliament Brussels,
Allen & Overy LLP / Hamburg/Paris/London, UN FCCC**

More clients and personal references upon request.

„ I've worked with Mathias Weitbrecht and have known his work for over decade. His ability to translate complex, abstract topics into a clear message is remarkable. As the business world gets more and more complicated, being able to see the big picture is increasingly crucial. Integral Information Architecture gives organizations the overview needed to connect the dots and ultimately succeed. „
James Kalbach, Lexis-Nexis

„ Mathias Weitbrecht worked for us as a presenter and visualization specialist. We have immensely benefited from his talent to visualize complex issues in an understandable and presentable manner. His artwork are an essential part of our deliverables and still have value for our customers today. They help to understand difficult processes and stand out as a "human art" in the computerized monotony of our competitors. „
Bernhard K.F. Pelzer, Pelzer Associated Partners

„ Mathias Weitbrecht perfectly understands to translate complex processes and abstract ideas into clear images. His visuals are a valuable contribution in projects, and communicate "what is at stake" to all those involved. He is one of Germany's renowned visual facilitation specialists and pioneers. „
Wernfried Hübschmann, iNavigare

Facilitator Profile

Mathias Weitbrecht

Visual facilitator, graphic recorder, information architect, 45 years

University degree in business administration, knowledge organizers, information architect and business coach (member of the Information Architects Institute and the German Association for Coaching and Training).

Professional activities in global agencies and consulting firms in media and technology, partly as in leadership positions. Further training in business coaching, developmental theory, conscious business, integral organizational leadership and project management.

Expert for visualization in close interaction with organizational consulting and process support. Service offers include graphic recording, visual facilitation, knowledge visualization, IA, business graphics and infographics. Development of innovative formats like visual business plans, visual timelines and animated video sketches. Outstanding creativity and design thinking.

Reduction of complexity, creating worlds of knowledge and learning, personal productivity coaching. Adaptation of methodologies in the field of visualization, knowledge management and communication in relation to a perspective-widening approach. Specialist in connecting different worlds (old media & new media, business & creativity, cross-level communication, etc). Visualization trainings.



“ I love this job because I am able to contribute through visual means to a value-adding impact on the organization. The WOW feedback of my clients and the sustainable results they get fill me with joy. ”

My special skills to ensure the high quality of my Graphic Recording work include excellent listening skills, the ability to process large amounts of information, and the art of creating fitting meta-views and large scale big picture perspectives. ”

Mathias Weitbrecht

 The Information Architecture Institute

 dvct
deutscher verband für
coaching & training e.v.

Guiding Principles

Creativity Creativity is a crucial part in our work at iiia. In order to support it, we continuously develop ways of working that generate the most innovative ideas while maximizing productivity and efficiency. We don't just allow room for creativity in our work, we continue to design our work around creativity. To create innovative visual, strategic non-digital and digital communication products requires us to continually produce new thinking in order to bring everything together into a coherent whole, a vital capability needed to cope with the growing complexity of the world. Responsibility, commitment, integrity, care and intuition drives us and are part of our creative guidelines. (*See creative mission on our website*)

Systems Theory Today's organizational development is embedded in an organic, systemic, holistic and complex understanding of structures, people, processes, leadership and communication. The core message: Everything is connected to everything and is more than the sum of its parts and therefore can not be dealt with in isolation. This is a basic attitude from which we perceive, observe and create. It is essential to know who, what and how something is related and what effects and phenomena result therefrom.

Integral Theory Multi-perspective work needs a comprehensive map. We use Integral Theory to organize and manage complex relationships. As facilitators and consultants it serves us to unify language and reference systems. (*Our sources: Wilber, Ken: A Theory of Everything, Habecker, Michael: The Integral Theory*)

Dialog Methods

Principles of self-organization, the experience of flow states and the emerge of new alignments and healthy solutions for organizations work through proven large-group interaction formats such as World Café, Open Space, Real Time Conferencing, Visual Facilitation etc. All iiia facilitators are experienced professionals in these fields and have numerous documented case studies with up to several hundred people in large scale events. (*Our sources: Juanita Brown, David Isaacs: The World Café – Shaping the Future through Conversations that Matter, Mihaly Csikszentmihalyi: Flow, Ilya Prigogine*)



Competitive Advantage

Outstanding Add-ons.

Discover how we add value even beyond standard Graphic Recording.



Involving your audience

During your event, we can interact with moderators, staff and/or audience to involve them with visual methodologies to contribute to the overall result. This may include on-stage mini-lectures, exercises, visual feedback loops, flowteam method interaction, breathing and body exercises to stimulate creativity and fun ice-breakers.

Photographic Documentation

We intend to enable you to make the most out of the artwork and visuals we produce. We therefore use high-resolution photo cameras to capture every detail and also the overall artwork (raw files / image formats). We provide the re-touched results via email or a secure server for your further use within your organization to anchor the results in internal and/or external communication in a sustainable manner.

Time-lapse visualization movies

With our technical equipment we are able to simultaneously record a graphic recording development process in a time-lapse movie. Watch the artwork and your day-long event process unfold in a 1 or 2 minute short film. A competitive advantage in your event documentation, a reusable visual memory supporting your communication needs.

Animation

On request we create digital animated versions of graphic recording work - presentation-ready!

Integral Information Architecture

Visualizing Change.

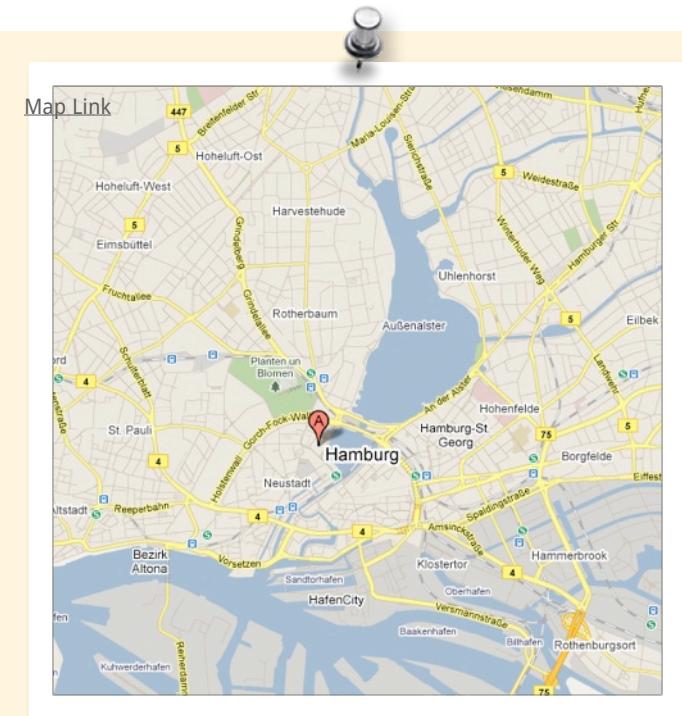
iia

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Other iia Products:

Knowledge Visualization | Visual Facilitation | Process Visualization | Infographics / Data Visualization | Presentations | Training | Consulting
See our website or order the respective PDF brochure.