TOOL

# RICH PICTURE

**WHY**

A Rich Picture drawing can help you to capture and analyze complex organizational relationships. An image can provide a lot of information and food for thought in a nuanced and holistic way.

**WHEN**

You can draw a rich picture of an organization or analyze an interesting aspect of the organization.

For example, you can draw the metaphors and images that come to mind, when you think about your organization and its structure. Or if you want to go in depth with a specific theme such as volunteer culture, you can draw an image that shows the position of the volunteers in the organization or depicts the typical volunteer.

**HOW**

Draw a Rich Picture with a focus on exploring an issue in relation to your organization. If you are working with more groups of people from the organization it is important to get multiple perspectives in play.

Rich pictures can be drawn in many different ways; here are some guidelines:

- You don't have to be an artist to produce a rich picture.
  All you need is a very large piece of paper (flipchart-sized or bigger), lots of coloured pens and some time to think

- The focus of the picture should be the issue you want to explore in your organization

- Use all the space available – spread out the parts of your picture but leave some space for adding new insights to the picture along the way

- Include yourself in the picture – you don't have to be at the centre but you should be in there somewhere!

- Include key people, teams and structures within and outside the organisation.

- Represent the issues, problems and concerns of the people in the diagram using drawings, speech bubbles and thought bubbles (just like comic books).

- Use metaphors – for example, if you think someone is forcing their views on others, draw them on an elephant!

- Represent types of relationships using arrows, lines or any other way you can think of.

- Represent the climate or quality of the relationships using symbols such as dark clouds, sunshine, lightning flashes or any other way you like.

- Make it colourful and let your creativity flow.

Talk about your issue as you go along – and when you finish the drawing.

- What new understandings of your organization and your issue did you get from the drawing?

- How can you use the new learnings and new ideas in your work?