

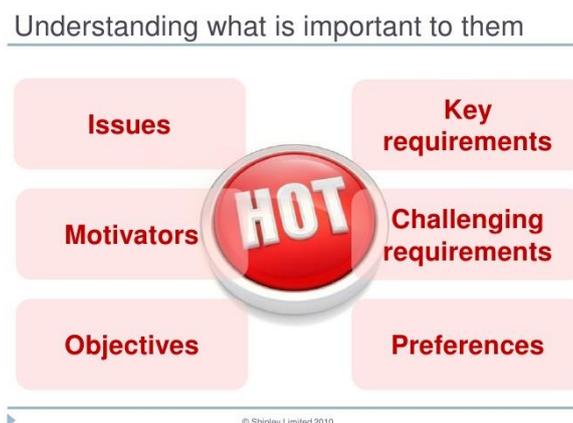
# APMP UK March Event - A Picture Paints a Thousand Words - Chris Milburn

It is believed by some that the modern use of the phrase stems from an article by Fred R. Barnard in the advertising [trade journal Printers' Ink](#), promoting the use of images in advertisements that appeared on the sides of [streetcars](#).<sup>[4]</sup> The December 8, 1921 issue carries an ad entitled, "One Look is Worth A Thousand Words."

[http://en.wikipedia.org/wiki/A\\_picture\\_is\\_worth\\_a\\_thousand\\_words](http://en.wikipedia.org/wiki/A_picture_is_worth_a_thousand_words) and others

Axiom, idiom or cliché, Chris Milburn's presentation on the use of images in proposals generated lively debate among the APMP audience. Putting the advice immediately into practice in a workshop-style exercise was a welcome change, balancing to the presentation format.

Chris recommends two graphics per three pages; more in the Executive Summary. Of course the challenge is identifying what to illustrate and how to do it. Not surprisingly, it's best to start early in the capture process, when developing win strategy. Key to winning is developing an understanding of what the customer wants in as much detail as possible.



Taking the blues out of business development: focusing on their requirements, leads to propositions valued by the customer

Once these are documented – or in the process of documenting them – we need to encourage the use of images but there are those for whom images are the only way to communicate:



The difficulties of communicating without pictures ...



The workshop session enabled those attending to mingle and learn about their colleagues' businesses and approaches to work, through collaboration to deliver an illustration. This was a productive exercise which confirmed some of the points made in the presentation but also demonstrated the perennial problem with illustration: the challenge of visualisation.

Visualising is key to drawing, many of us find it very difficult or impossible to draw, as these comments on a recent study show:

Researchers at University College London believe those unable to draw are not seeing the world as it really is – and simply need to work on their visual skills.

They say our preconceptions often cloud the way we perceive objects, leading us to distort them when we put pencil to paper.

Good drawers have a more refined way of perceiving objects and putting them on the page.

In our context, for 'drawers' read bid teams. There are many methods and software packages available to assist the image-shy to develop an eye for detail. Whether you're image- or word-friendly, if the use of pictures can help us to understand customers' needs better and to communicate how we offer value it has to be worth adding to the palette.

A thought-provoking evening, then; the colour and tone added to the presentation's canvas by an audience interested in honing an important skill.

<http://www.dailymail.co.uk/sciencetech/article-2134898/Mystery-people-good-drawing-arent-revealed.html>

<https://www.ucl.ac.uk/medical-education/publications/Reprints2012/2012-ChamberlainRileyEtAl-PerceptualFoundationsOfDrawing-Columbia.pdf>

<http://www.livescience.com/19878-drawing-ability.html>

Thank you to colleagues at Ericsson for hosting.

*Review written by **Paul Ream** of **Easynet***