

Leadership Session - Thursday, May 23 - 15:30-17:00 - Room B213

Visual Management**Effective Management in a Visual World****1. Visual overload is a reality in today's management**

Visuality is not just a part of everyday life in management; it is every day life in management!

2. Visual illiteracy blocks vital communication paths

The ability to use visuality effectively is underdeveloped. Visual competence comprises the production of visual formats as well as the perception of complex visual relationships. Due to growing technological capacities, the gap between the wealth of visual experience in management and the ability to perceive and use visuality has been widening.

3. Visual competence is a key qualification for visionary managers

Visionary management is entrepreneurial, far-sighted and bold. It is the capacity to visualize utopias, ideas, or values that are not in themselves visual. Visual competence turns abstract concepts into personal experience.

4. Visual competence makes sense of complex and opaque structures

Complex change challenges and overwhelms management's perception skills. Visual competence helps to recognize emerging patterns in unlocalized and discontinuous developments.

5. Visual competence accelerates and focuses decision-making

Solutions to complex problems require the involvement of interdisciplinary teams. Under these circumstances visually enhanced moderation techniques help to clarify issues and structure problems. Converting information into visual representations builds alignment in teams. Individual insights turn into shared knowledge. Making alternatives visually distinct avoids superficial agreements and efficiently leads to a grounded consensus.

6. Visual competence gives visibility to dematerialised value creation

The knowledge economy is driven by immaterial production, which is increasingly difficult to perceive. Nevertheless a comprehensive perception is crucial for rational management and control. Visual competence brings virtual production back into the realm of comprehension.

The Leadership Session will be conducted in a visually enriched format taking advantage of the specific ISC symposium context.