

SANTASADŌ

Espérance Blaauw - Picture This!

Association Cards

COACHING | COMMUNICATION | TEAMS



An Indispensable Tool for Coaches and Trainers

54 unique pictures that bring the world inside in all her rough beauty. These association cards challenge you to express emotions in words and think up new ideas, and they promote creativity.

Every trainer or coach knows how good association cards can work but many card decks are dated and fail to spark the

imagination of the participants. The *Picture This!* deck does.

Author Espérance Blaauw has years of experience in making learning fun and her tools are always applicable to real-life practice. The deck was developed by Dutch top trainers like Karin de Galan, Titia van der Ploeg en Marijke Lingsma.

These association cards challenge you to come up with new ideas, stimulate creativity and inspire to learn and innovate together. An indispensable tool for trainers and coaches!

Published in February 2015 | Card deck | 54 illustrated cards | ca. 1,500 words

- Full English translation available
- Dutch and English editions published by Thema Publishers

START

DO YOU WANT TO FOLLOW THE RULES?

YES

NO

The diagram below is meant to be inspiring. Choose anything you need and make up your own rules.

WHAT DO YOU WANT TO USE THE CARDS FOR?

THINKING UP NEW IDEAS

EXPRESSING & SHARING IDEAS

CONNECTING IDEAS



BRAINSTORM SESSIONS - INNOVATION
CREATIVE SESSIONS - CHANGE

Thinking up brand new ideas requires creativity and connectivity as well as frameworks. Nothing will make people more creative and proactive than things like time pressure or lack of funds. Frameworks offer direction. The trick is to position frameworks in such a way that they challenge people to accelerate instead of crippling them.



COACHING - TRAINING
TEAMBUILDING - CHANGE

Expressing your thoughts, ideas and feelings is not always easy. Images act like catalysts in your development process from being unaware to being aware of what you really think, feel or value.



CREATING SUPPORT - TEAMBUILDING
INNOVATION - CREATIVE SESSIONS

Connectivity is a powerful tool for achieving something. It motivates peoples to achieve something. Connectivity produces the best ideas. Ideas which nobody knows who thought them up in the first place. Ideas that originate from a chain of ideas.

DO YOU WANT TO USE A FRAMEWORK?

YES

NO

ASSOCIATING ON THE BASIS OF FRAMEWORKS

Before they may choose an image, hand participants a problem or a proposition which they have to solve or address by using the picture. Write down each idea, solution or answer et cetera on a single post-it and collect all of them on a single large sheet of paper within the given framework as a theme.

Examples of inspiring frameworks:

- If sand can emit light, then ... ('the subject of conversation') can ...
- You have one day left to save, make et cetera ... ('the subject of conversation'). What are you going to do NOW?
- Within half an hour you have to present the USPs (Unique Selling Points) of ... ('the subject of conversation') to the board, otherwise they will pull the plug on the project.
- The value of ... ('the subject of conversation') is not evident. Within half an hour you need to specify the added value of ... ('the subject of conversation'), or it will be concluded today.

DO YOU HAVE A LOT OF TIME?

NO

YES

QUICK FIX

Pick a picture for the group and let them freely associate on the basis of this image, separate from the subject. Write down all associations and name each one when concluding an association. Then ask participants to think up new ideas for the subject based on the picture or the associations. Undoubtedly this time different and less evident ideas will come up.

A CHAIN OF IDEAS

Choose one image from the set for a guideline and ask one participant to call out whatever comes to his or her mind. The next participant continues to associate based on the answer given before and calls out something that fits the picture as well as the last answer. Write down all ideas. Continue in this way until a fine chain of ideas emerges.

THREE TO ONE

Lay out all images – or a selection of ten images if you should like to guide the conversation in a certain direction – on the table. Ask your coachee to select three images that do not fit in with the subject of conversation. Place those three images next to each other on an empty table and ask the coachee to think up new ideas, solutions and possibilities that would make life easier for him.

DO YOU WANT A WARMING-UP?

NO

YES

ICEBREAKER

Association Cards are an ideal icebreaker in case people do not yet know each other well or need to plug into the right energy. In that case free association is too loose a concept and it helps to offer some focus with the images.

Choose a card ...

- That expresses how you feel at this moment.
- With which you can show what is important to you (at this moment).
- That expresses what you would like to achieve today.
- That says something about you.
- Et cetera.

IMAGES FROM SOMEONE ELSE

Start the association from within a framework (see the explanation in THINKING UP NEW IDEAS). Instruct participants to write down their ideas/answers/solutions instead of expressing them.

- All participants write down their answers on a post-it and then hand the picture to the second person on their left.
- Now let them write down – inspired by the picture chosen by someone else – which answer/idea/solution they get from this image.
- If you want to, you can repeat the assignment until every participant has at least four answers/ideas/solutions on their post-its.
- Bring together all these ideas onto one large sheet within the given framework as a theme.
- What similarities do you see?

THE THREE STAGE ROCKET

Sometimes you cannot proceed until 'a large pink elephant' is out of the room. In many cases you cannot just make it disappear by magic, but you can park it somewhere else for a while. You just might find that it leaves for a different circus by itself ...

Begin by acknowledging that the elephant is present. After you have acknowledged the elephant in the room you ask the group to pick an image that best represents it. If you expect they find this hard to do, you can limit the number of images to five.

If the elephant is very large or nearly fluorescent pink, give the group room to make a 'complaints sheet' on the basis of the chosen image. That way people can take a moment to have a go at whatever's not working.

If the elephant is a little smaller you can skip this step and ask participants to pick – apart from the image chosen by the group – a picture for themselves which represents which talents they have discovered in themselves or in each other as a result of this situation. Write down all these talents on a large sheet and when it is finished name it the 'power sheet'.

Hang the power sheet on the wall and ask the participants to collectively choose one image that applies to the future. Lay or hang this image next to the power sheet and hang an empty sheet next to it, possibly with a nice picture of a rocket on it*. Request all participants to choose two items from the power sheet that they want to take with them. Put the rocket in a prominent place for the group to see.

* You can download the picture of a rocket from Coocchaarten.nl.



ABOUT THE AUTHOR

Espérance Blaauw is Cultural and Behavioural Change Manager at PricewaterhouseCoopers (PwC) and an energetic and creative person that helps organizations and employees to keep developing themselves.

USER RECOMMENDATIONS

'An original way to make contact with people in a quick and effective manner. I saw the added value for both personal and business situations. Quick, fun, simple and a true eye-opener.'

Mia Plu

'They are perfect for the workshops community building that I give. The pictures recall many diverse associations, a true recommendation!'

Sara Bruinsma

'A good tool to help start the conversation. The images help to associate freely and can be used for introductions, a creative assignment within a program or as an exercise. I am very happy with my purchase!'

Marjan

'I used the cards as an icebreaker and introduction tool so far. The beauty of the cards is that they present a wide arrange of topics for both men and women. A valuable addition to a conversation or the start of a substantial discussion.'

Rowoud

'Sturdy, good size, beautiful picture that can be used for a coaching session in several ways. Indispensable in your toolbox in my opinion.'

Marieke