

8 REASONS WHY YOUR COMPANY NEEDS TO BE VISUAL-CENTRIC

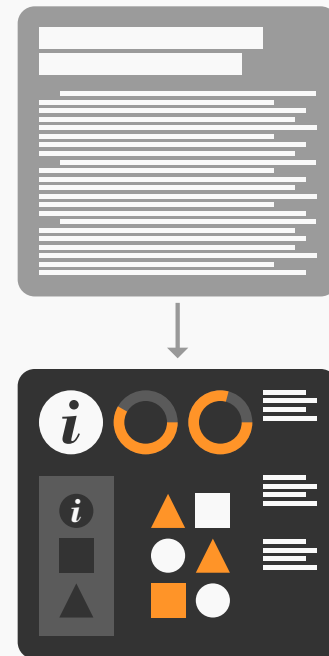


ONE VISUAL IS WORTH ONE THOUSAND WORDS

Knowing that visual solutions help you enable your audience understand and engage with your offerings and points of view, it's tempting to think that everyone is on the visual bandwagon.

But that's not the case. A quick tour of websites and application interfaces forces you to pore through dense text and data points to come to terms with the point of the offering at hand.

So for those still pondering the virtue of taking on a visual-centric approach to your communications, I suggest eight reasons why you should:



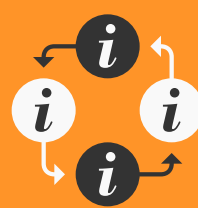
1 INFORMATION OVERLOAD



You are competing for headspace. You need to visually pierce complacency on misperceptions about your offerings.

IN 2015, AMERICANS WILL SPEND ON AVERAGE **1.7 TRILLION HOURS** CONSUMING MEDIA.

2 INFORMATION ECONOMY



If information is fueling the economy, then it's best to engage with best practices in terms of information design.

BIG DATA CREATES MORE THAN **6 MILLION JOBS** IN THE INFORMATION ECONOMY.

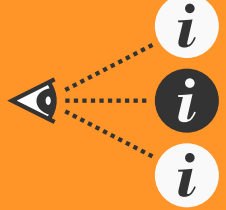
3 ATTENTION DEFICIT



That precious moment of attention with your audience — you need to make it count.

THE AVERAGE ATTENTION SPAN WAS **12 SECONDS** IN 2000.

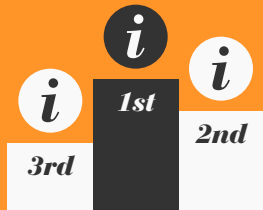
4 VISUAL MEDIA



In the modern era, visual media has become the consumption method of choice.

ON YOUTUBE EACH MONTH, **6 BILLION HOURS** OF VIDEOS ARE WATCHED.

5 A NUANCED APPROACH



In a crowded business space, you need to bring out subtle distinctions in your offering visually — no stock photos!

THE AVERAGE ATTENTION SPAN IS **8 SECONDS** IN 2014.

6 SPECIALIZED OFFERINGS



In B2B, sales cycles stretch across a wide array of decision makers — you need each to visualize your point.

THE BOEING 787 IS ASSEMBLED BY **379 SUPPLIERS** FOR ITS MAJOR COMPONENTS.

7 BUYERS HAVE NO TIME



With customers' lack of attention spans, and no time for them to make decisions, you need to put your best foot forward.

AMERICANS MAKE AN AVERAGE OF **70 DECISIONS** PER DAY.

8 UNDERSTANDING INNOVATION



If your product is truly innovative, you need to present it in a visually engaging manner so your audience understands.

IN AMERICA, THERE ARE OVER **20 MILLION** NON-EMPLOYER BUSINESSES.

GIVEN THE PRESSING AND IMMEDIATE NEED TO ENGAGE YOUR AUDIENCE, ARE YOU READY TO MOVE FORWARD AND BECOME VISUAL-CENTRIC?



ABOUT THE AUTHOR

Stephen Gamble is the Founder and CEO of Frame Concepts, a visual solutions company that provides business-driven visual solutions to enable understanding and engagement. Mr. Gamble has spent over 20 years on the client side, including IBM, Bear Stearns, Exxon and a host of innovative startups trying to engage the marketplace, its employees and management as well as its stakeholders. He formed Frame Concepts to provide visual-centric solutions for every business function and application.

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SOURCES

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