

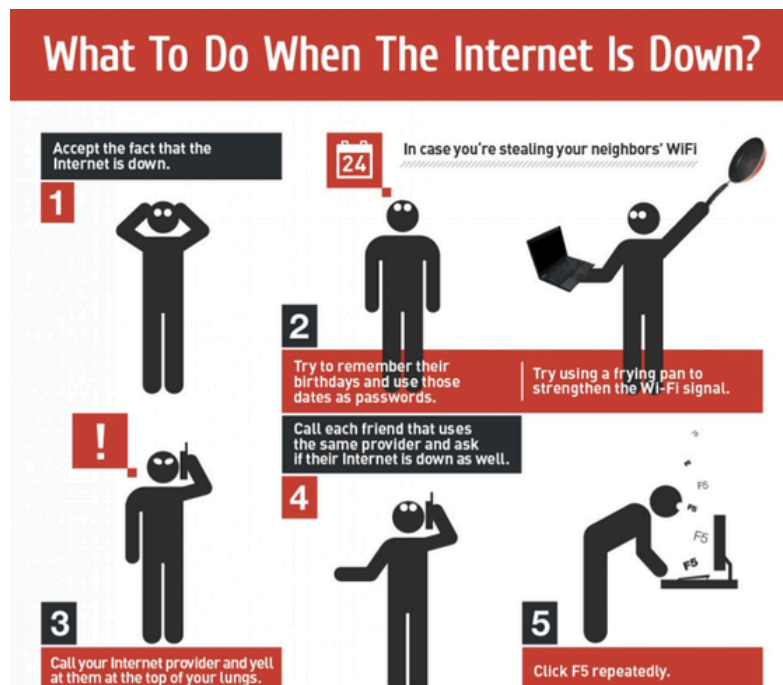
Why You Should Use Infographics For Business Communication

In today's fast-paced world, information overload is a constant struggle. Attention spans are shrinking, and audiences crave clear, concise communication. This is where infographics come in – these visually engaging tools can transform how we present and digest complex information, making them indispensable in mass media and business communications. Infographics offer a powerful solution, presenting information visually in an engaging and easily digestible format.

In business communication, infographics are like one-page superheroes, combining data and cool visuals to tell a clear and engaging story. No more struggling to explain complex topics – infographics make it fun and informative for everyone involved. That's why they're such a powerful tool for businesses to boost communication and get everyone on the same page.

What Are Infographics?

Infographics are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly. By combining elements like charts, diagrams, images, and concise text, they communicate complex data in a way that's easy to comprehend and remember at a glance.



An example of an infographic. Source: <https://creativemarket.com/>

The Importance of Infographics in Business Communications

In a corporate environment where everything moves fast, infographics bridge the gap between extensive data analysis and decision-making processes. They're not just about aesthetics; infographics serve a practical function by enhancing our ability to see patterns and trends in the flurry of data that businesses deal with daily.

Think of infographics as a visual TL;DR – they save us from having to read a 50-page report in order to prepare for an important meeting within 3 hours. Imagine if your college research were to be submitted in the form of infographics instead of written theses and dissertations...but that will be a topic for another day.

Benefits of Infographics in Business

Enhance Comprehension and Retention

People remember 80% of what they see and do, compared to just 20% of what they read. Our brains are wired to process visuals faster than text. This means it's best to use concrete visuals and concise text to break down complex information into smaller, more manageable chunks. Infographics capitalise on this by combining visual cues with short texts, making information more memorable.

Simplification of Complex Information

Business processes, project timelines, or market analyses can be daunting. Imagine explaining a multi-step process like 'how I set the retail price for Product A' or a set of intricate statistics with just text and tables. It wouldn't be pretty, and chances are, your audience wouldn't remember much. Infographics come to the rescue! They simplify complex data by using easy-to-understand visuals like flowcharts, timelines, and pie charts. This allows viewers to grasp the key points quickly and efficiently.

Increase Engagement

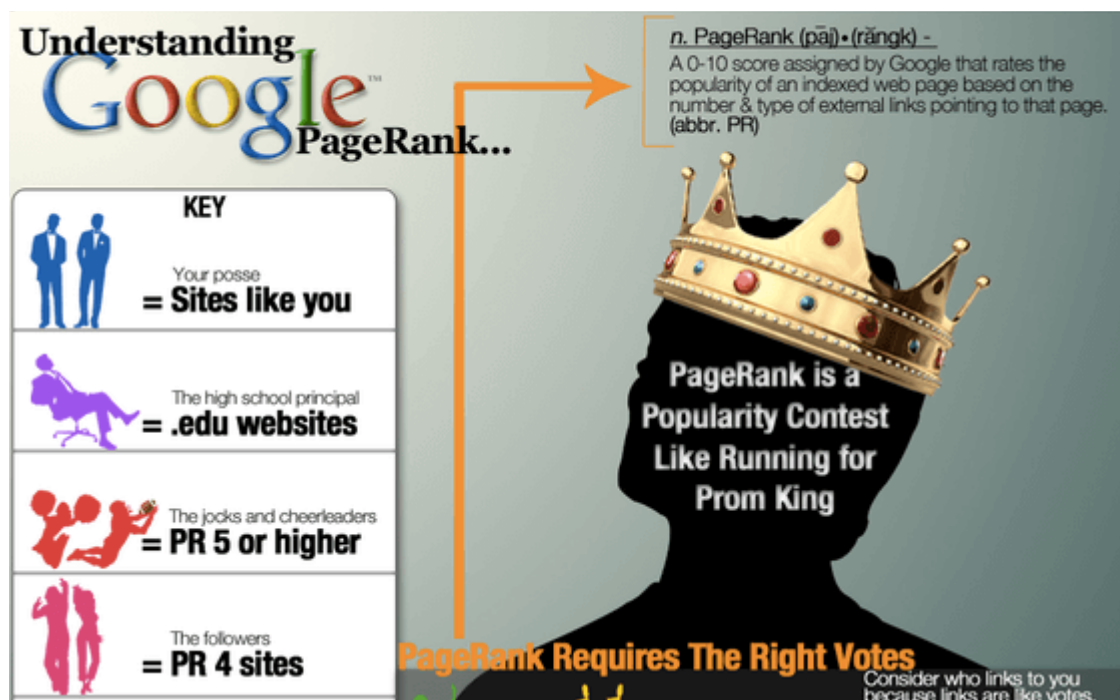
Visual content is more engaging than text-only material. Let's face it, people are more likely to stop and look at (or even forward to others) something visually interesting than a wall of text. Infographics are inherently engaging, grabbing attention with their colourful design and clear layout. They are better at eliciting an emotional response, too. This increased engagement translates into better communication outcomes. In marketing or internal communications, infographics can lead to higher engagement rates, whether it's through social shares or team collaboration.

How to Use Infographics in Business Settings

Marketing (Newsletters)

Incorporate infographics in newsletters to highlight key facts or statistics about your products or market trends. This not only captures attention but also conveys your message effectively without overwhelming the reader. Including an infographic in your next newsletter can increase click-through rates and improve brand awareness.

Case in point: an infographic by State of Digital, titled Understanding Google PageRank. By using an infographic, this page uses the analogy of a high school popularity contest and with it comes the element of humour. Your audience won't feel like they have accidentally enrolled in an online seminar or burdened by info if you present it in such an interesting way.



Internal Communications (Training Material)

Infographics aren't just for marketing campaigns or pitching to the investors! The People & Culture (P&C) team can leverage the power of visuals to make internal communication with employees more engaging and impactful. My personal favourite is when the P&C team at my previous workplace used an infographic to explain the seven core values of the company. I mean, who would remember a total of SEVEN core values when they're presented in text?

The team understands that training new employees or onboarding new team members can be time-consuming. So they streamline this process by visually presenting key information like company policies, onboarding procedures, or product knowledge. This not only saves time but also ensures consistent and clear communication across the organisation.

Below is a sample of the creative process infographic by Venngage. Someone from the Creative team can use an infographic like this during a team sharing session at their workplace.

The Creative Process

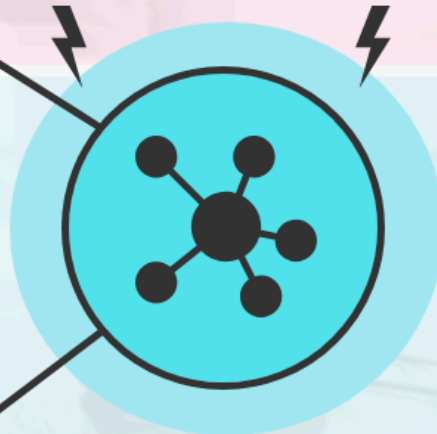


Preparation

This is the first phase, which most people call “work.” A writer, for example, prepares by writing, by reading, or by revising earlier work. A musician plays scales, chords, or songs; a painter messes with paints or visits an art gallery; an entrepreneur researches problems to solve.

Incubation

This would be the mystical process because you often don’t know that you’re incubating an idea. It’s during this phase that your conscious and subconscious minds are working on the idea, making new connections, separating out unnecessary ideas, and grabbing for other ideas.



Illumination

This is the “Eureka” moment that many of us spend our days questing after. When it hits, the creative urge is so incredibly strong that we lose track of what else is happening. The driving impulse is to get whatever is going on in our heads down into whatever medium it’s intended for.



<http://www.productiveflourishing.com/demystifying-the-creative-process/>

Conclusion

In today's competitive business landscape, clear and concise communication is essential. Infographics offer a creative, fast, and effective way to engage your audience, simplify complex information, and enhance knowledge retention. By incorporating infographics into your communication strategy, you can boost engagement, improve comprehension, and

ultimately achieve your business goals. In a world inundated with data, making your message stand out clearly and compellingly is not just an advantage; it's a necessity.

References:

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2. <https://medium.com/@bhagyashreewalikar/why-you-should-use-infographics-for-business-communication-e905924d00d2>
3. <https://contently.com/2015/11/25/why-good-infographics-are-more-than-just-pictures-and-numbers/>