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The Art of Perception

Amy Herman is a lawyer and art historian who uses works of art to sharpen observation and perception skills as well as refine communication of vision, mission, and strategy. By showing participants how to look closely at painting, sculpture, and photography, she helps them hone their visual intelligence to recognize the most pertinent and useful information. In light of the pandemic's shift in our situational awareness, the program's exercises are designed to meet new challenges of accessibility to colleagues, stakeholders, and clients and plan for unforeseen circumstances. In this participatory session, works of art are engaged to address breakdowns in precise communication of both complex strategic planning and exchanges of critical information that can be detrimental to a company's unified mission. The Art of Perception addresses these deficiencies by engaging participants in dialogue and exercises that connect skills in perception and communication directly to strategic thinking as well as stakeholder relationships. Visual literacy provides an innovative vehicle to sharpen participants' sense of critical inquiry, understand biases that impede optimal decision making, and refresh lines of vision to encourage creative problem solving.



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Learning Objectives

- Reconsider the importance of observation, perception, and communication skills across new and unfamiliar platforms
- Improve navigation of unforeseen circumstances and formulation of contingency plans
- Shift situational awareness to meet new challenges of accessibility and connection with colleagues, stakeholders, and clients
- Refresh vision of existing resources to encourage creative problem solving
- Reconsider the role of precise communication in messaging, vision, and strategy
- Refresh participants' sense of critical inquiry
- Incorporate multiple perspectives in critical decision making to broaden vision and overcome cognitive bias