

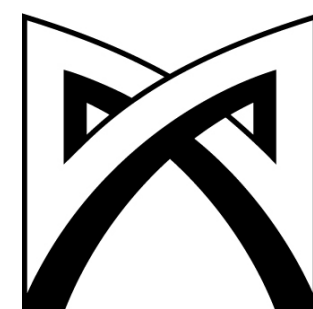
# I BELIEVE IT WHEN I SEE IT

A Visualised Study and Analysis of Knowledge Workers' Emotions

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## **1. OBSERVATION**

Why do people relate so strongly  
to a simple illustration of emotional self-protection?

## **2. CURIOSITY**

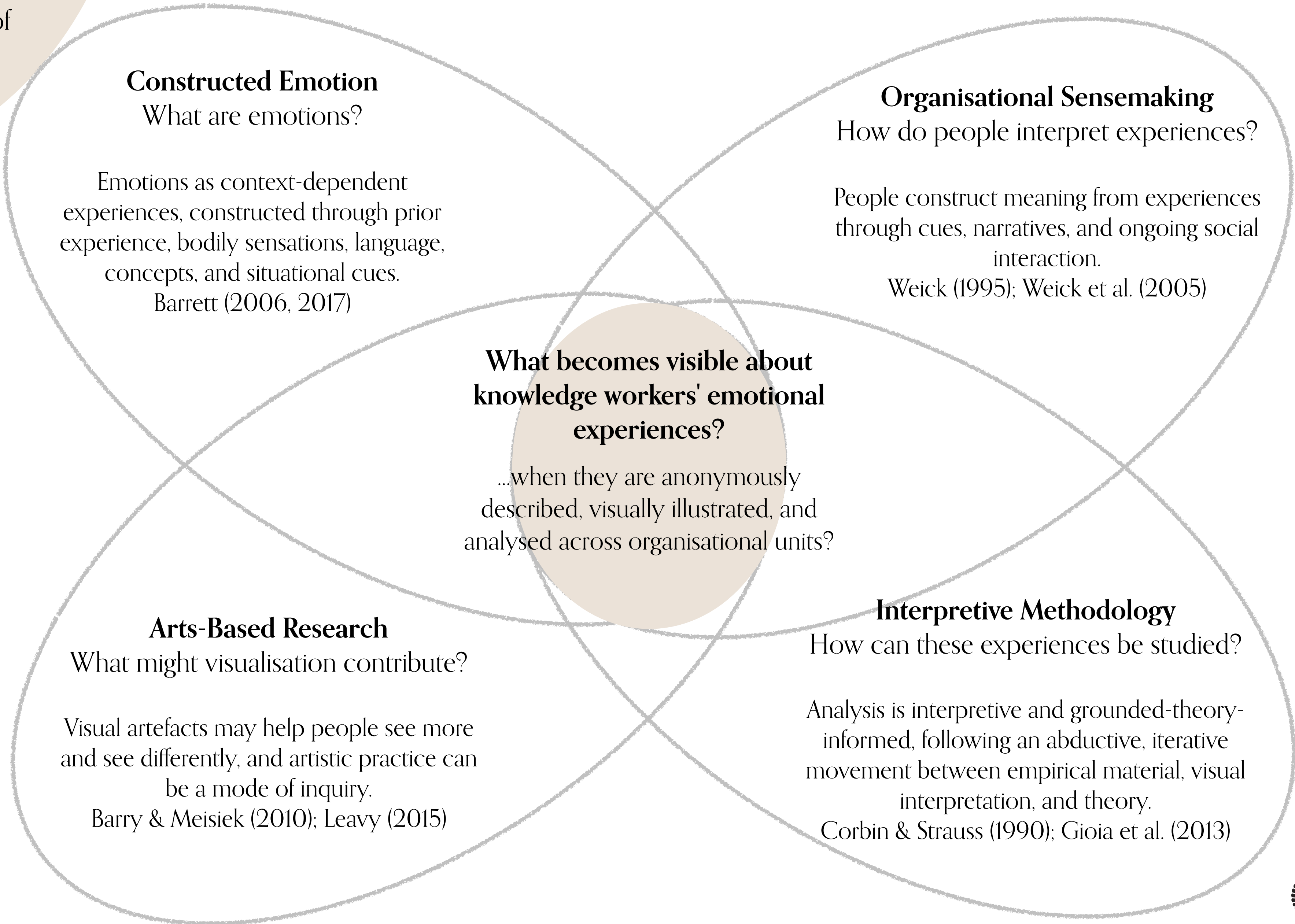
What kinds of other emotional experiences  
remain unspoken and hidden in everyday organisational life,  
yet become recognisable when seen in visual form?

## **3. THE ORGANISATIONAL PROBLEM**

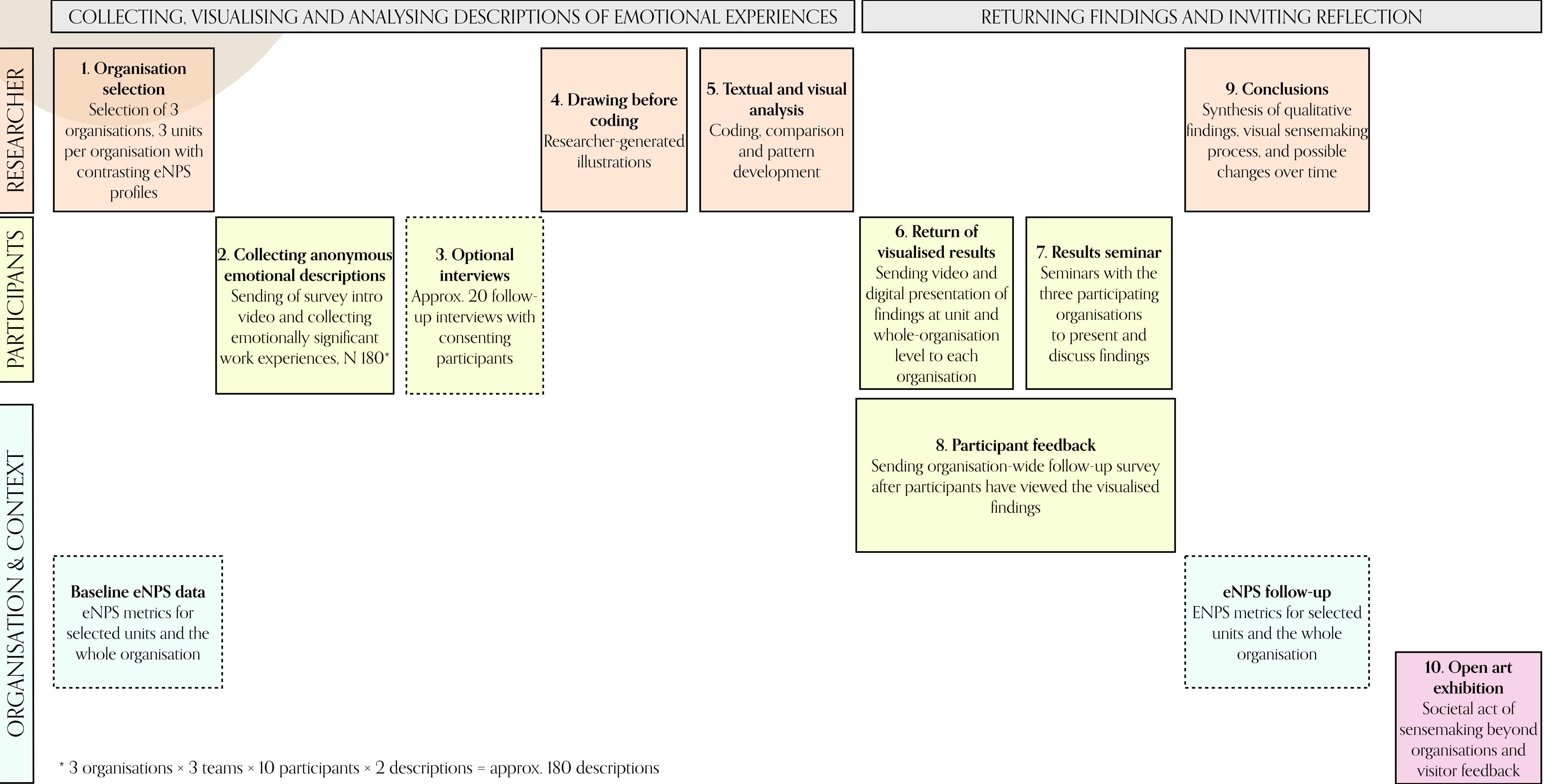
Why, despite decades of research demonstrating emotions'  
impact on critical organisational outcomes, do we still  
undervalue them?

THEORETICAL FRAMEWORK

and the research question of this study



RESEARCH DESIGN

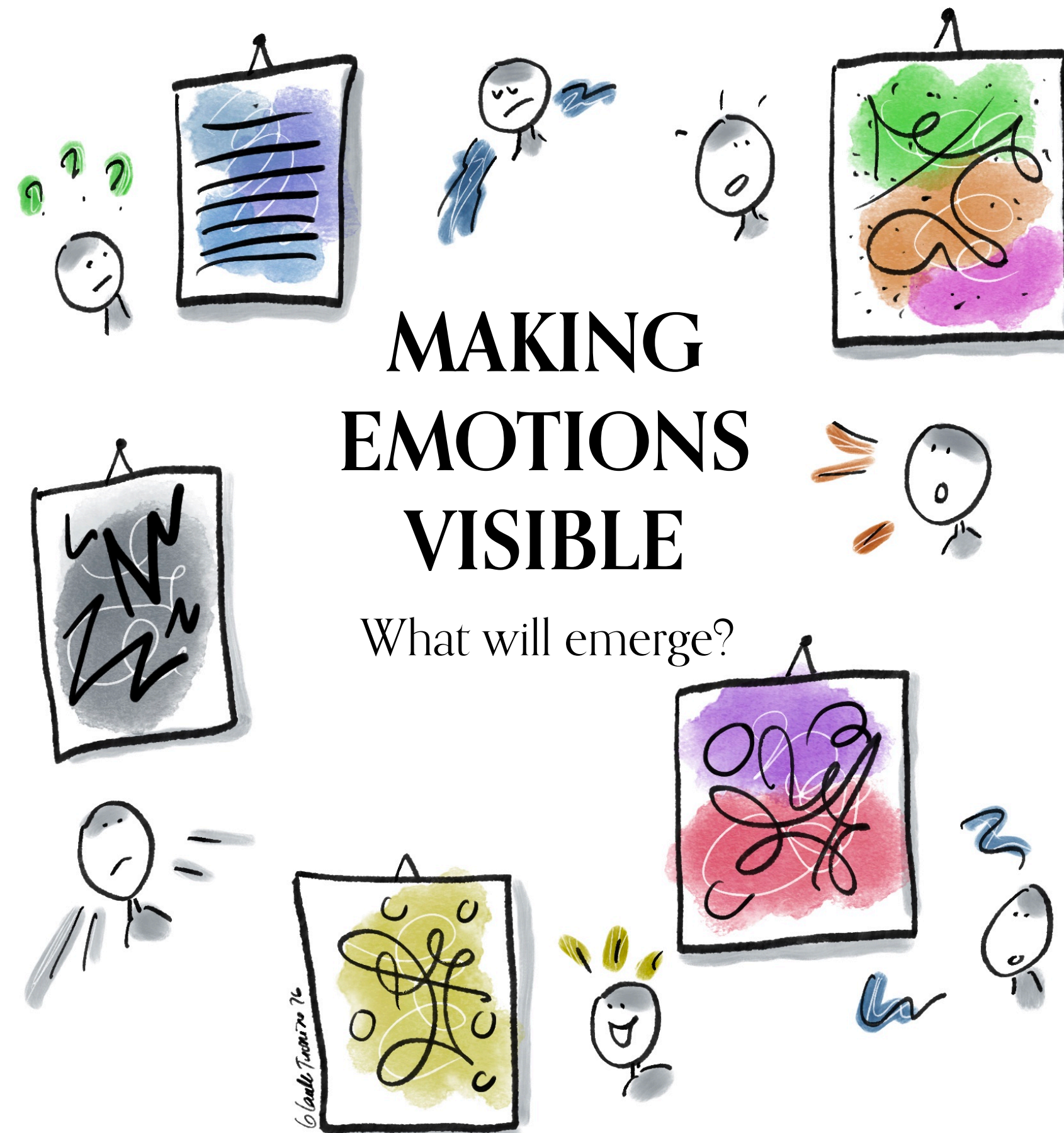


### METHODOLOGICAL

Researcher as illustrator  
Drawing before coding

### THEORETICAL

Connecting conversations  
Constructed emotion × sensemaking  
× visualisations



### EMPIRICAL

Descriptions × illustrations  
× feedback × context

### SOCIETAL

Open exhibition  
Emotions beyond organisational walls

NEXT: data collection

# LET'S CONTINUE THE DISCUSSION

WHAT SHOULD I HOLD ON TO?

WHAT COULD I LET GO OF?

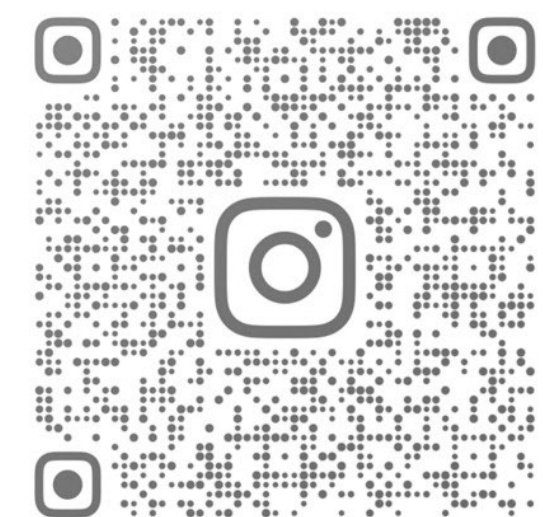
WHAT COULD STRENGTHEN THE DESIGN?

WHAT CONVERSATIONS OR RESEARCHERS SHOULD I ENGAGE WITH?

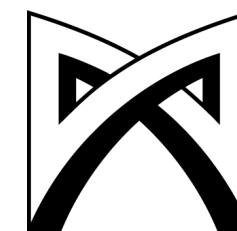


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