



imagine

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elevate



Dance with metaphor with ART

Wenjie Zhuang, PCC

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A visual story collector, sherpa and coach

- Be keen on combining visual arts with traditional coaching to awake awareness, and originally designed the CCE course Coaching beyond words with ART training program;
- Provided coaching services for Carl Zeiss AG, AMER SPORTS, Breguet, Unilever, etc
- Wants to be constantly adventurous, both in the outer world and the inner world.





Part I

Why is visual art coaching?

Part II

What are visual art metaphors?

Part III

How to apply visual metaphors in practice?



Part I

Why is visual art coaching?

Coaching beyond words with art

is the integration of art into coaching sessions, through graffiti, collage, music and other creation methods, awakening energy, creating awareness, unleashing potentials and promoting achievement of goals.

-- Wenjie Zhuang

How can we express and
develop our TRUE SELF?

A real story about myself...

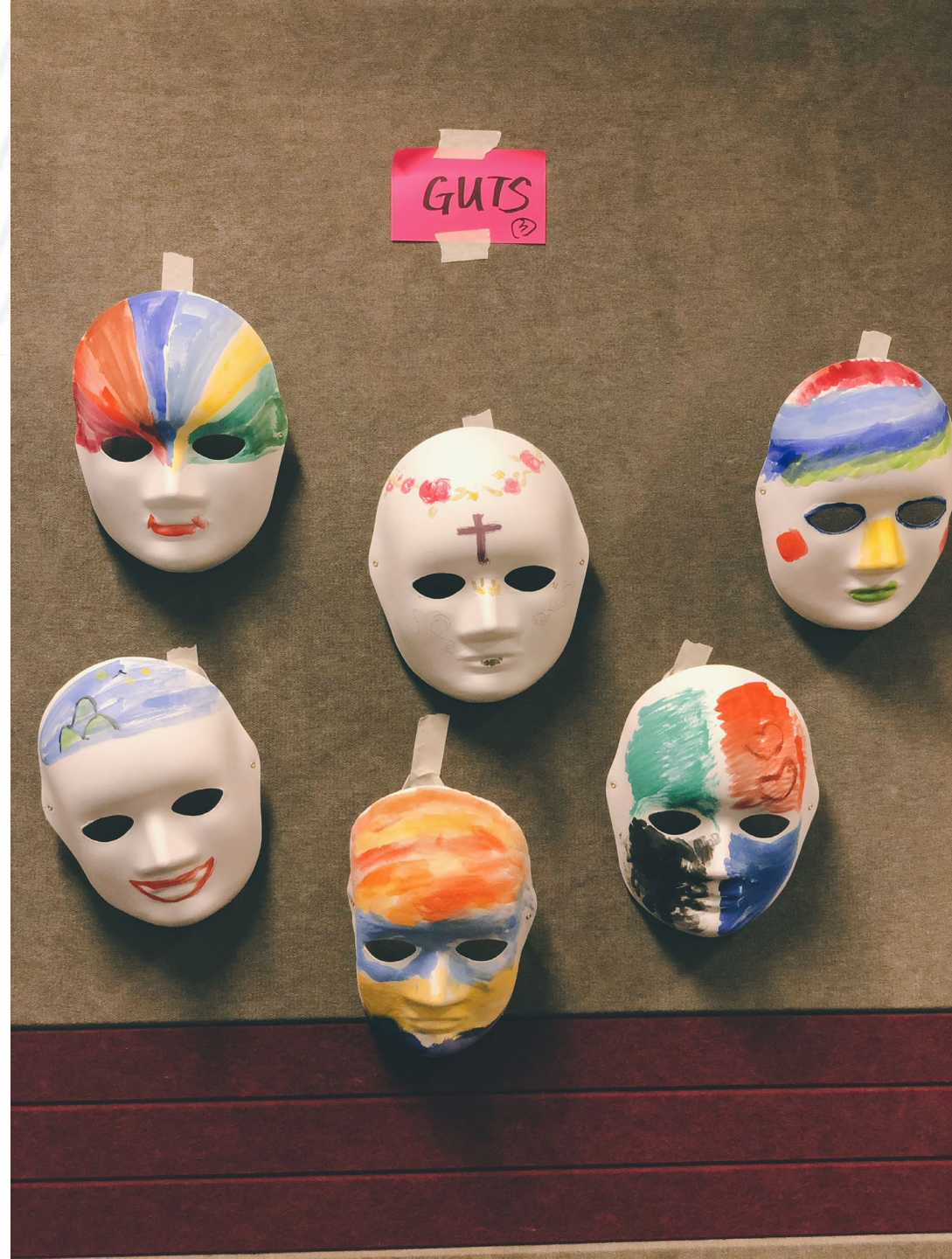


We are far more than just words.



The visual arts are well suited to blend in with coaching work and teaching.

A painting, a graffiti, a collage, a clay sculpture... not only has information and beauty, but also opinions, ideas, characteristics, emotions, subconsciousness, spirituality, soul and other multiple contents.



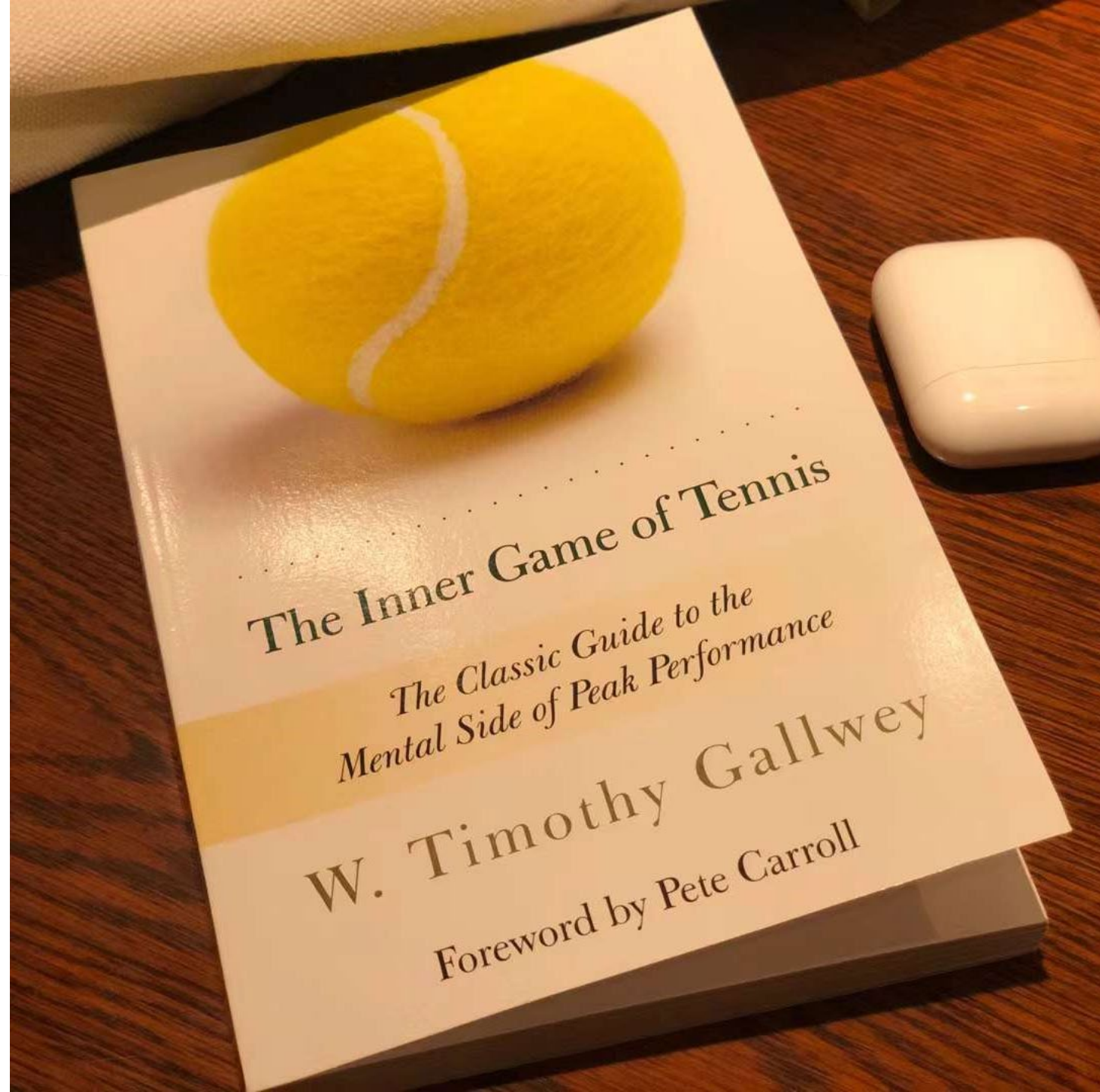
Self 1 (teller) and Self 2 (doer) are two separate persons.

To Self 2, a picture is worth a thousand words.

The native tongue of Self 2 is imagery: sensory images.

Movements are learned through visual and feeling images.

----W. Timothy Gallwey
<The Inner Game of Tennis>





Part II

What are visual art metaphors?

Visual arts can awaken people's gifts of metaphor, mobilize the five senses, and construct a world of metaphorical expression that is unique to each person.

— *Wenjie Zhuang*

Western art



Salvador Dalí, *The Persistence of Memory*, 1931



Louise Bourgeois, *Maman*, 1999

Eastern art



Zhang Daqian, *Lotuses in Five Colors*, 1935



Zhao Mengjian, *Three Friends of Winter*,
Song Dynasty (960-1279)

Signifier

Technique

Method

Image

Color

Material

Form

.....

Signified

Emotion

Subconsciousness

Thought/Idea

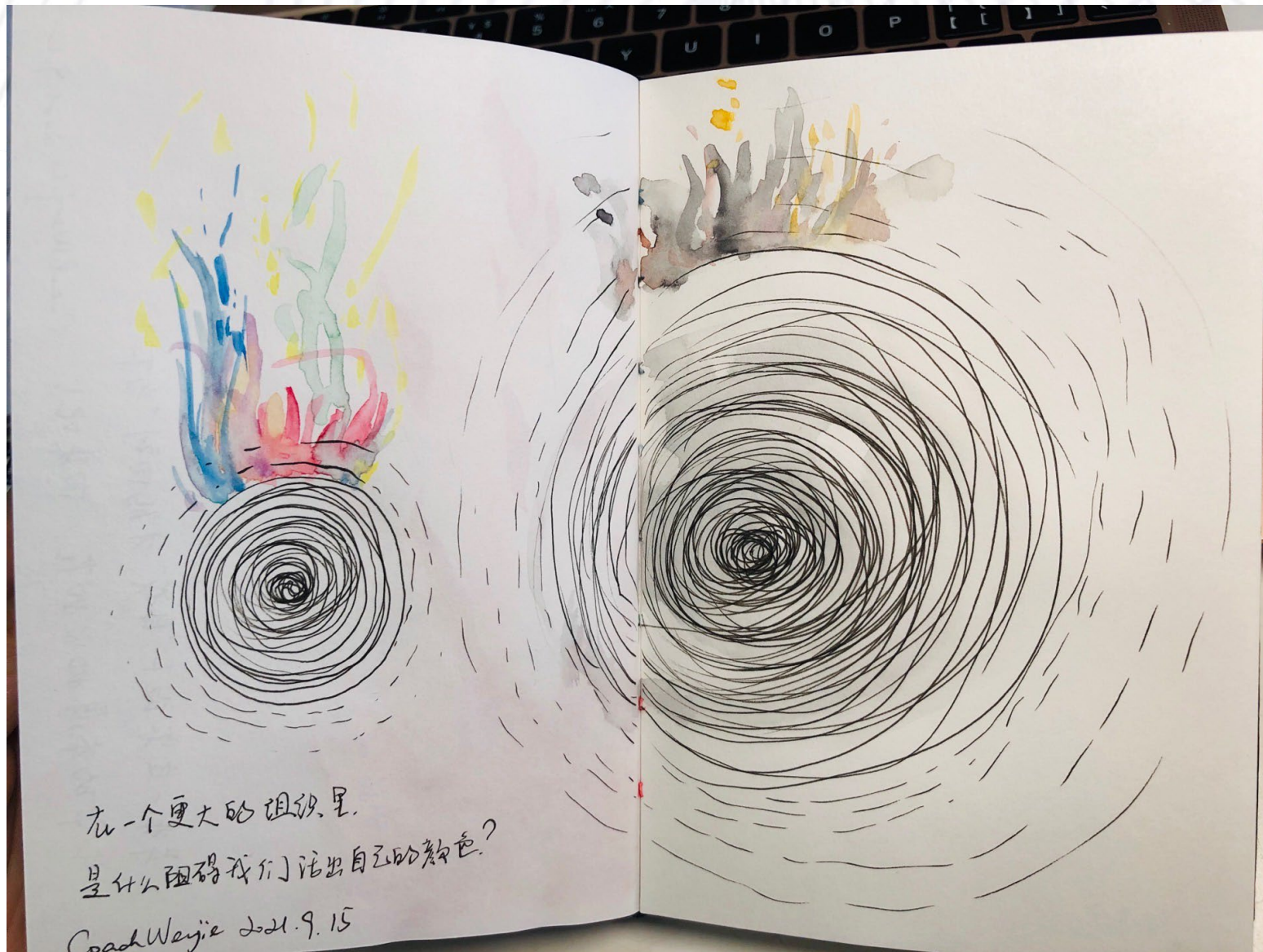
Spirit

Energy

Culture

.....

A case story with
visual metaphor...



在一个更大的组织里，
是什么阻碍我们活出自己的角色？
Coach Weijie 2021.9.15

A. Visual art metaphors could be combined with hearing and touch, illustrating a 360-degree expression of feelings.

Sample: What do you feel when you are faced with groundless accusations?



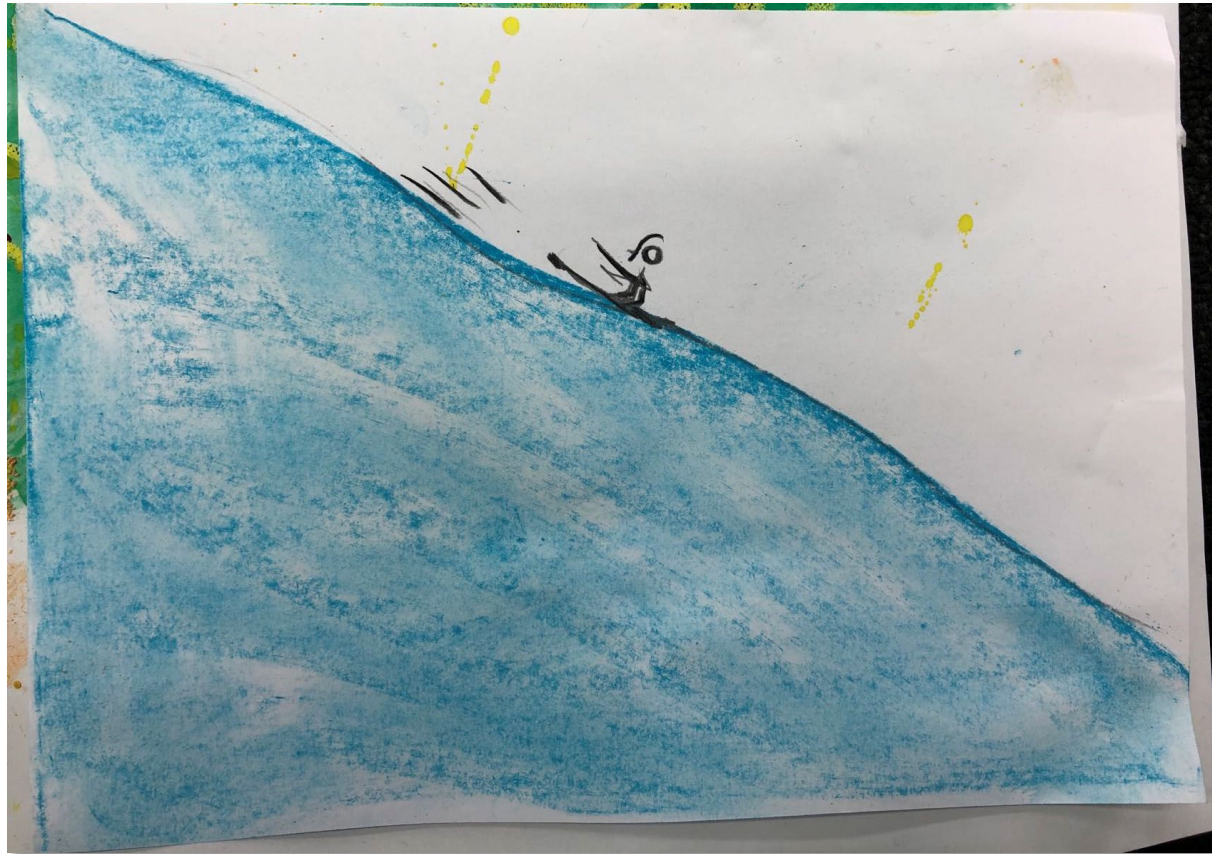
B. Visual art metaphors could express an understanding of the state, dilemma, life stage, relationship, SELF at the current stage, etc more delicately.

Sample: What's your relationship with the world?



C. Visual art metaphors could present dynamic experiences, combined with body memories.

Sample: How do you usually gain courage?





Part III

How to apply visual metaphors in practice?

Most importantly, as a coach or trainer, you need to be open and free enough yourself, be full of creativity, and enjoy flow.



You don't need to stick within the tradition in which you were brought up... You can cut and paste and bring things together.

Hokusai, Japanese artist, 1760-1849

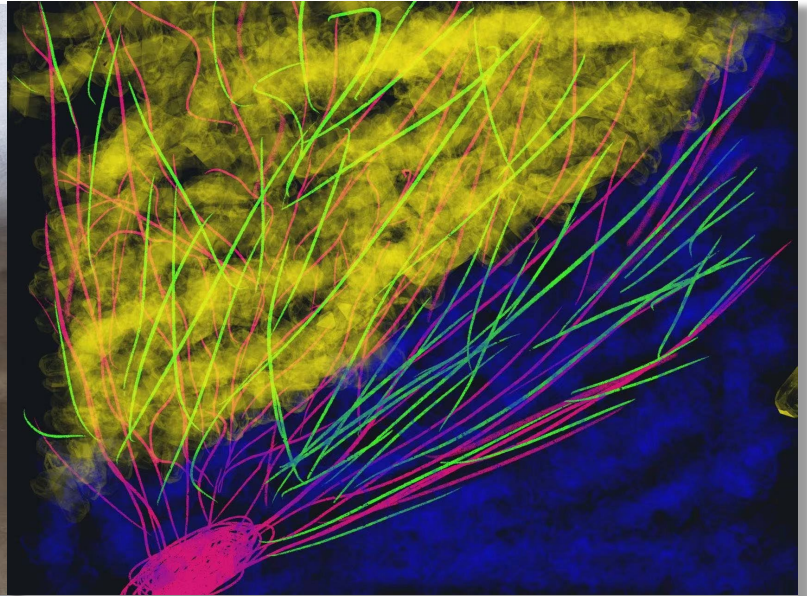


A. One on one session and coaches' notes



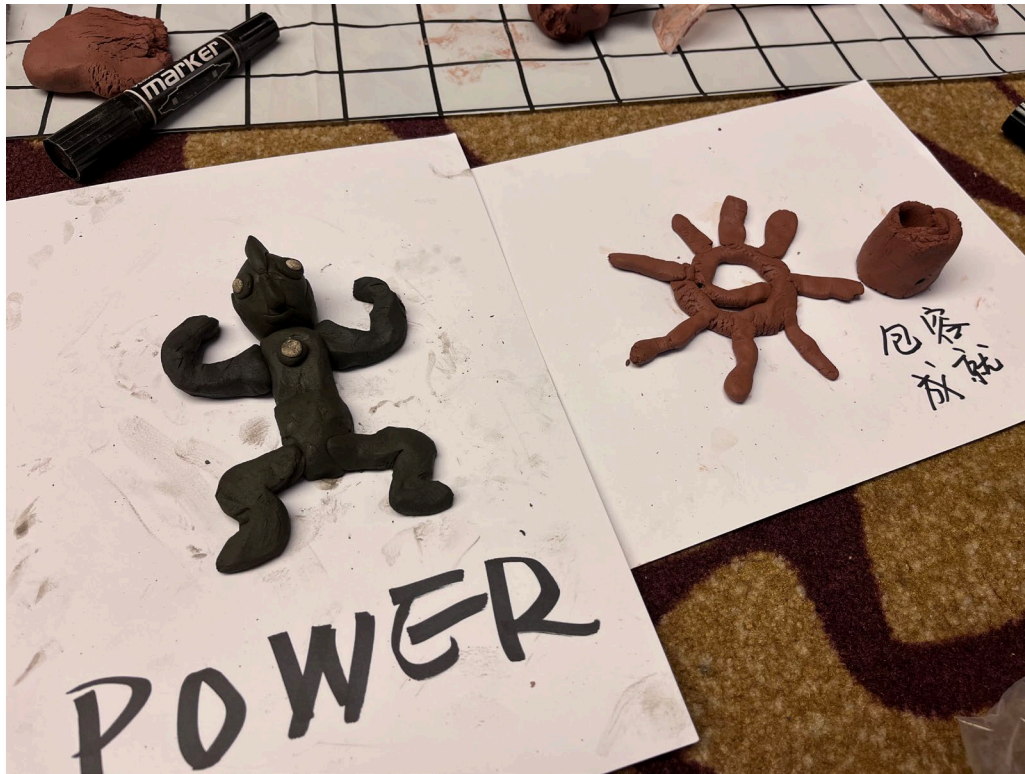
B. Group/team coaching

Topic: awaken creativity at work and in life



B. Group/team coaching

Topic: refine the corporate culture and clarify the vision



B. Group/team coaching

Topic: reflections



C. Training Program



Be constantly adventurous
Both in the outer world and the inner world

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[coachingfederation.org](https://www.coachingfederation.org)