



Mindmap drawing exercise

Objective

The purpose of this exercise is for advisors to recognise the preconceptions and stereotypes they have of the people they meet in lifestyle coaching. The exercise can be adapted for use with customers, for example, to help them identify personal resources and different aspects of their lives when planning lifestyle changes.

Target group and the group size

The exercise can be done individually and in small groups.

Time use

The drawing and storytelling stage takes approximately 15–20 minutes and the discussion takes 10–20 minutes.

Preparation, supplies, facilities and equipment

The instructor provides A3 sheets and colour pens.

Assignment and work instructions

The instructor asks the participants to spontaneously draw the "type" of a person that smokes. (Or e.g. the "type" of a person who doesn't do any physical exercise). Ask the participants to write descriptive words and symbols around the image. What traits and preconceptions do they associate with smokers?

Ask the participants to work on the profile by creating a life story for the "type". How old is the person? Where do they live? Where do they spend time? Who are they important to? Who do they see during the day? etc. Approach the type from another angle: what other sides do they ALSO have, what other roles, even positive ones, could smoking play in their lives?

Debriefing

Discuss and reflect on the exercise. What observations did you make? What did you learn? What surprised you? What insights did it give you?

