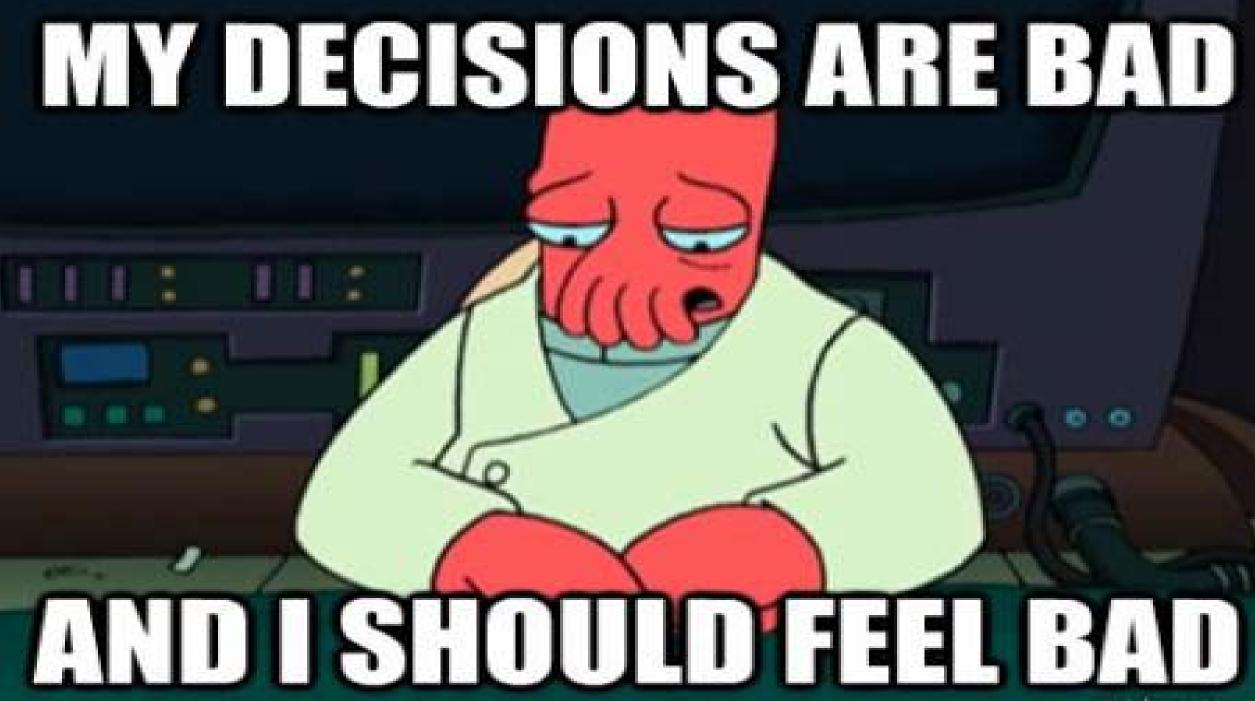
Visualizing your Post-Divorce Future

Utilizing Visual Media to Provide Understanding of Financial Information during Divorce



Pre-frontal cortex

Visuals are processed through the pre-frontal cortex The frontal lobe also allows access to higher cognitive functions – such as behavior and emotions



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Again... why visuals

- The human brain processes visual/pictorial information 700,000 times faster than text.
- Humans in general are wired to look for patterns
- Text has a low rate of information transfer

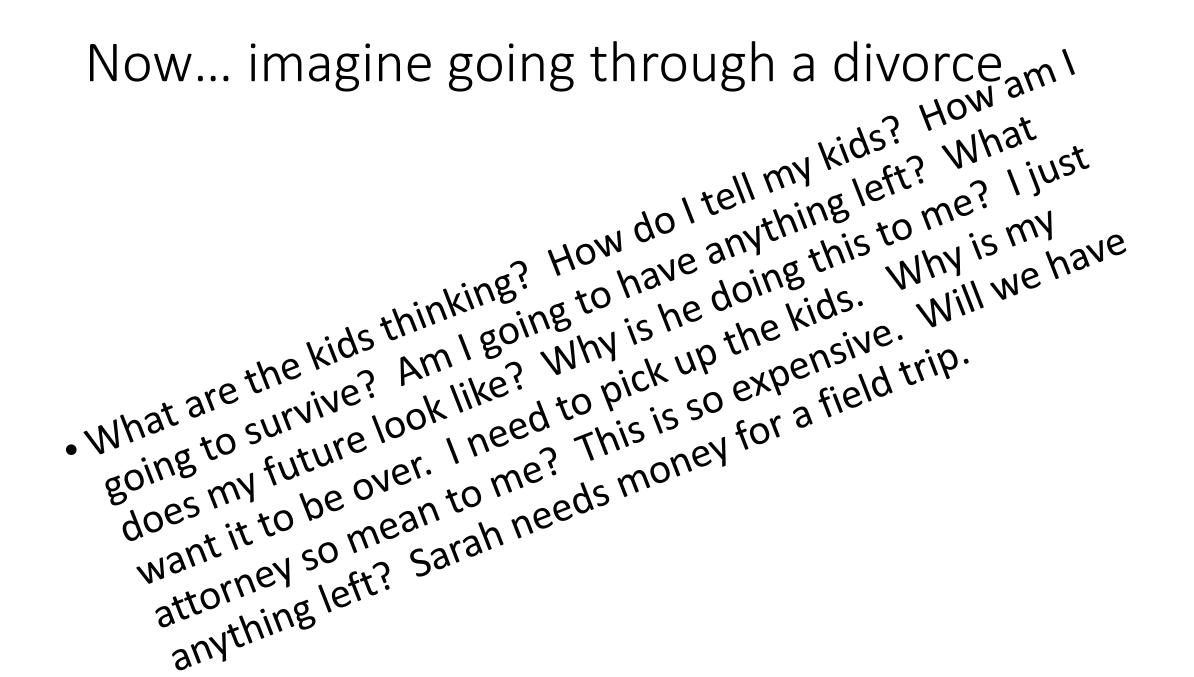
78% of the U.S. population experiences "Number Anxiety"

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	\$2.00	\$0.65	\$1.35	\$0.00	68%	\$0.34	\$1.01	51%
	\$3.00	\$0.65	\$2.35	\$0.00	78%	\$0.37	\$1.56	66%
	\$4.00	\$0.65	\$3.35	\$0.00	84%	\$0.40	\$2.95	74%
	\$5.00	\$0.65	\$4.35	\$0.00	87%	\$0.43	\$3.92	78%
	\$6.00	\$0.65	\$5.15	\$0.00	82%	\$0.46	\$4.69	82%
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We are easily distracted

Are you easily distracted?



So again... why visuals?

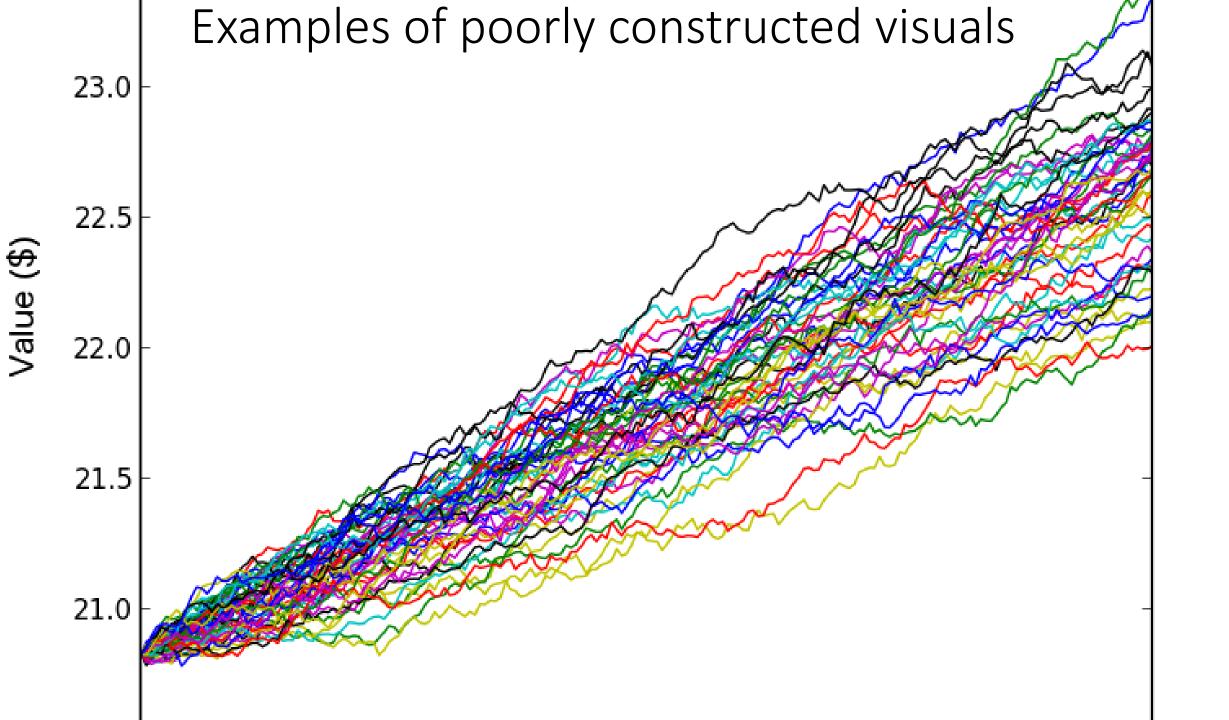
- Processing speed of information much quicker
- Properly constructed, a visual representation of financial information can reduce number anxiety and increase the speed of decisionmaking

Properly constructed visuals can help reduce anxiety and allow the parties in a divorce to understand and make more fully informed decisions about their divorce, and their future.

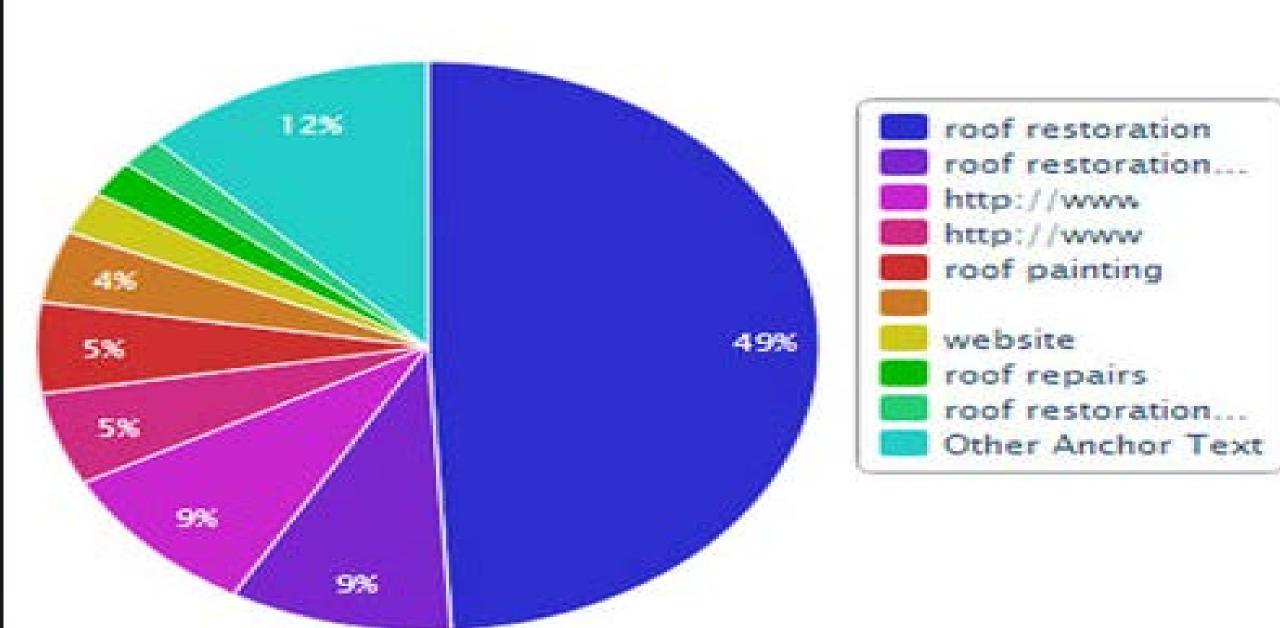
What is a properly constructed visual?

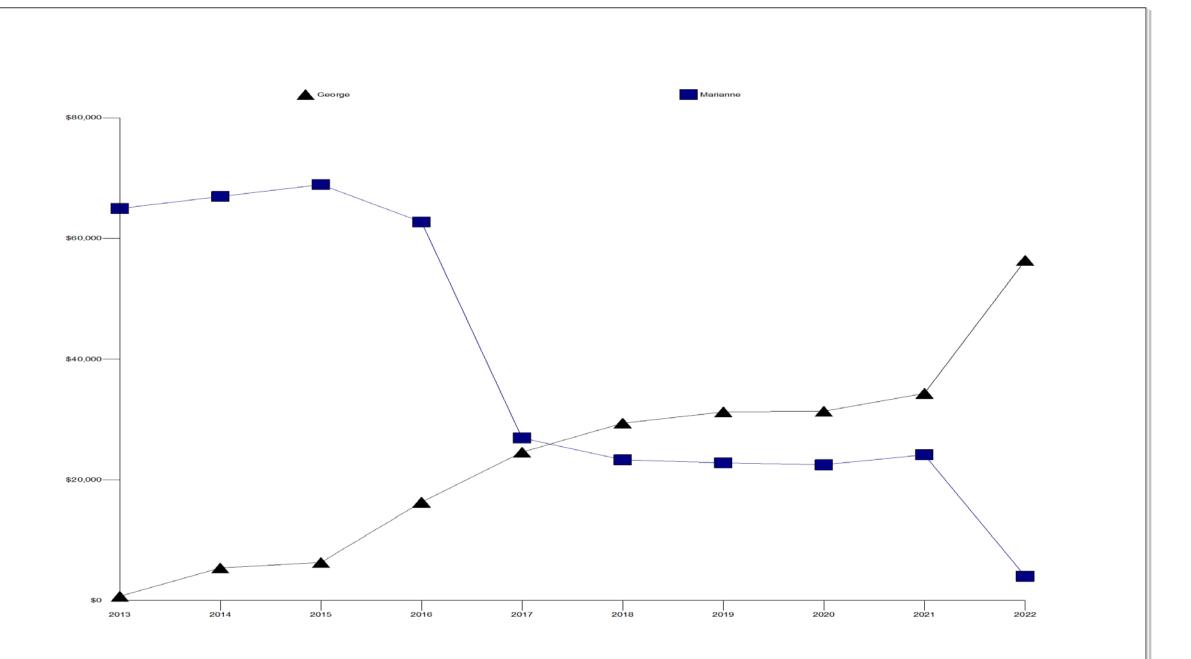
- Follows good design principles
- Data/text ratio is high
- Appropriate for the information being conveyed

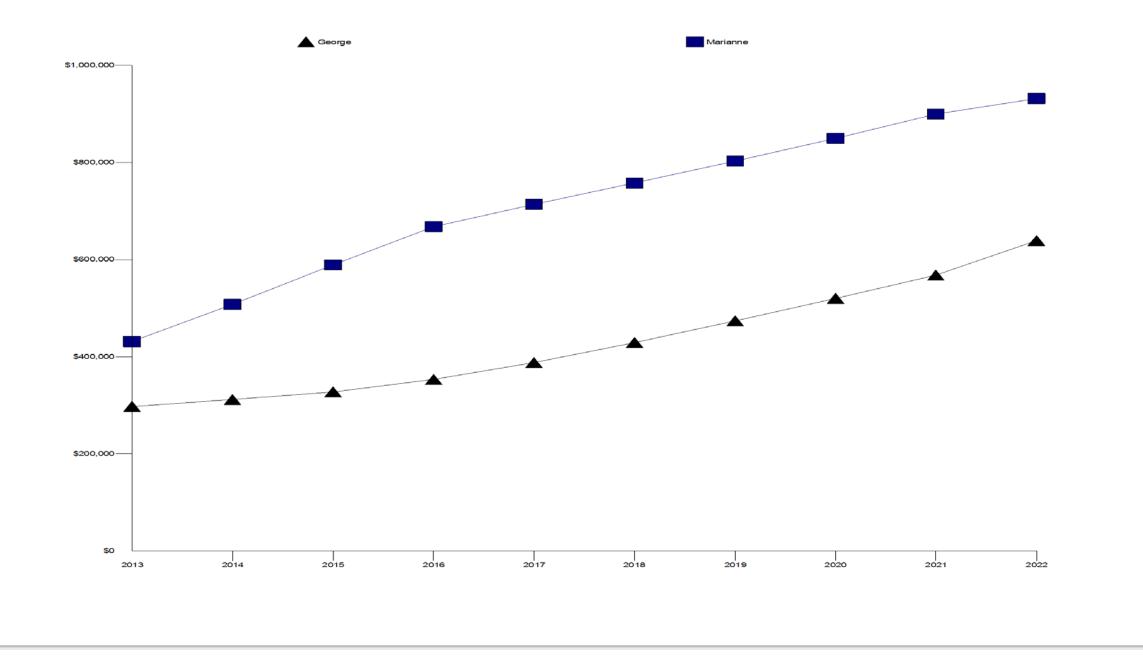




Anchor Text







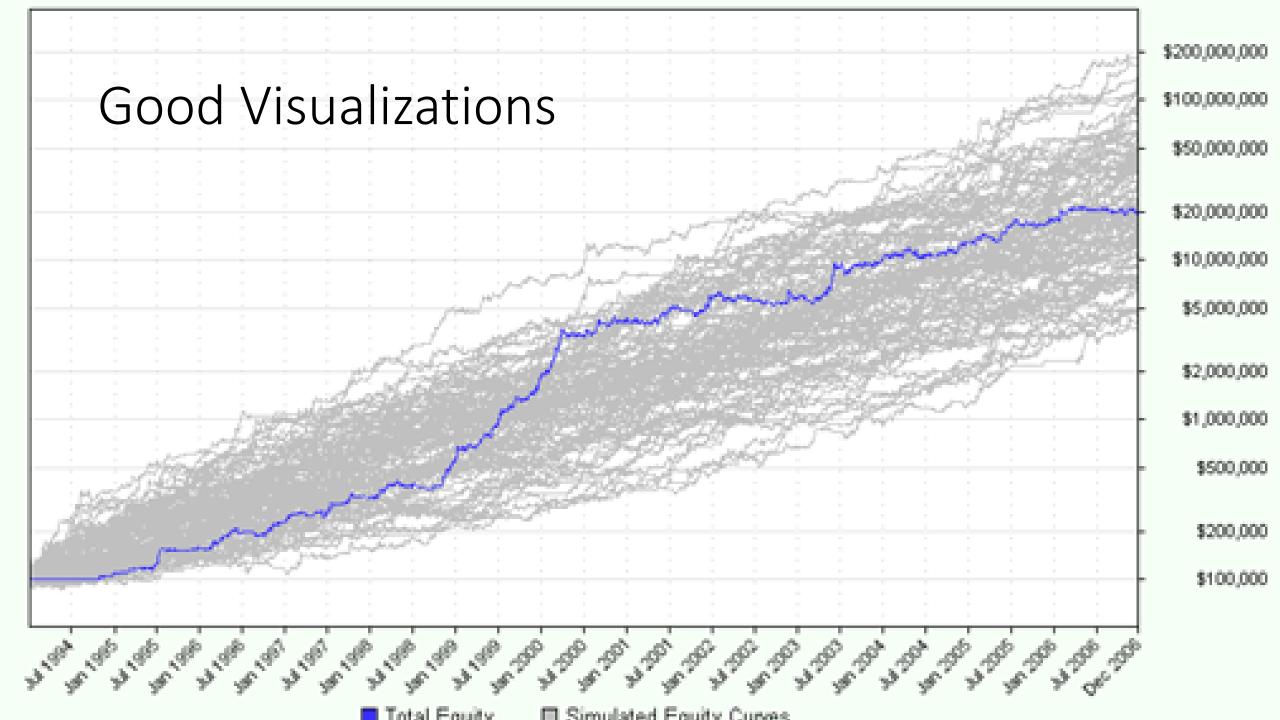


Figure 1 - Income and Expenses

\$12,000.00

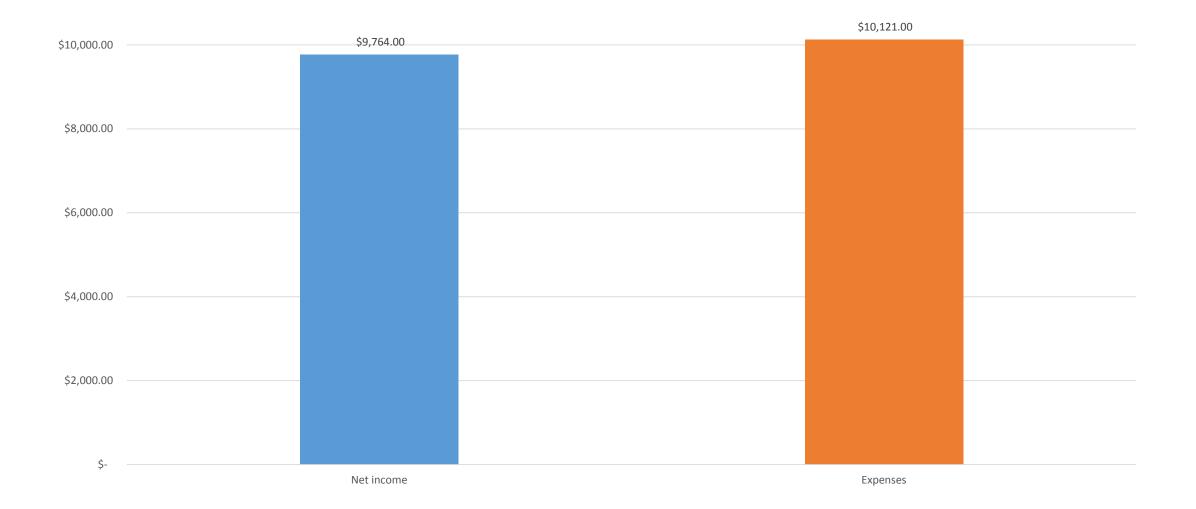
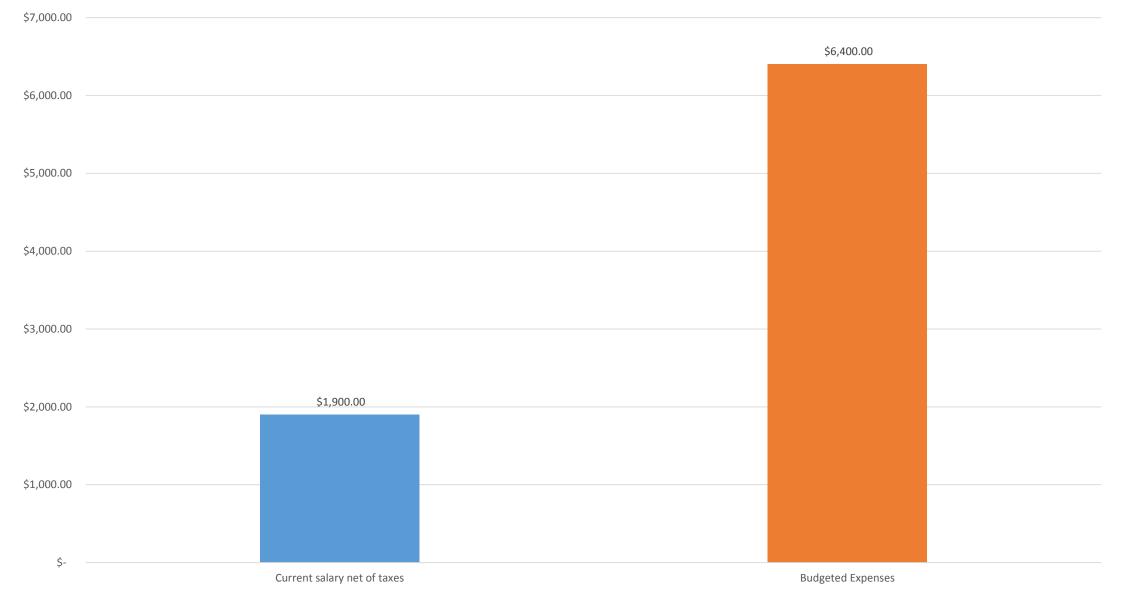


Figure 2 - Income and Expense for Doris Smith



Spouse

Equivalents, Real Estate and Retirement.

Tools to create visualizations

Excel – can be created in minutes

Tableau (www.tableausoftware.com)

Questions?