



THE POWER OF IMAGES



Ladies and Gentlemen:

You know what can happen when you want to not only introduce, but really push complex topics in the workplace through traditional media? Then perhaps now is the time for a new communication tool which can help break through the barriers of understanding. Use the power of images. Use a dialogue picture. In this brochure we would like to take you on a journey through a new world of communication methods. Visit a few of the projects we have been privileged to take part in and to assist in the realization goals of our clients. For example, you can read about an exciting project for Helvetia Insurance, which we conducted in the breathtaking surroundings at the foot of the Matterhorn. There we assisted 120 senior managers visualize their theme of "Customer Loyalty" (p. 66) Additionally, you can find out about our development of one dialogue picture for the climate control systems manufacturer AL-KO, based in southern Germany.

This project was carried out together with an interdisciplinary team.



Tom Becker *Wolf Wienecke*

Tom Becker
Managing Director

Wolf Wienecke
Managing Director

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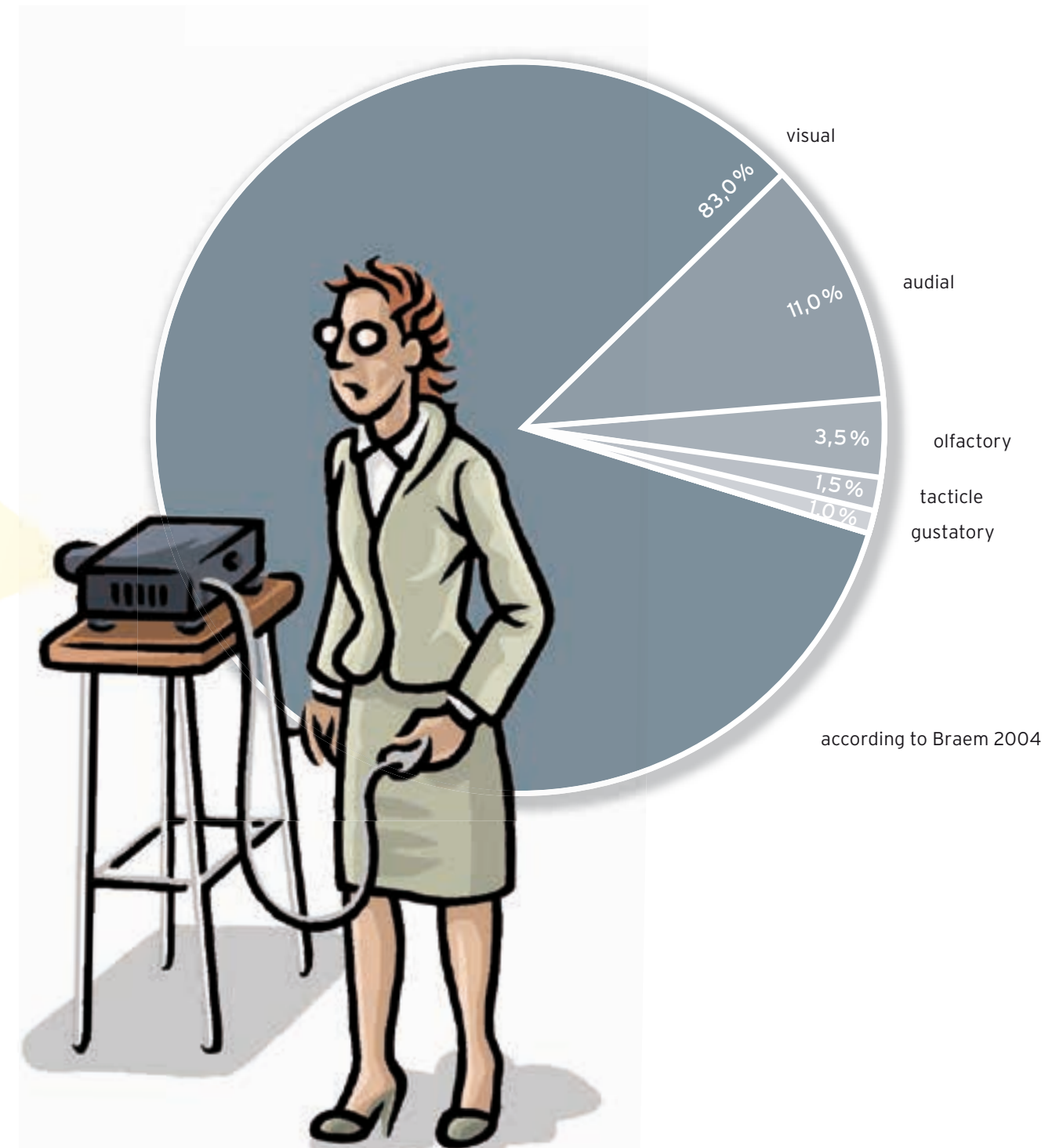
11% OF ALL INFORMATION IS RECEIVED AURALLY

AND OF THAT, 20 % IS RETAINED WHICH COMES TO 2,2 % IN TOTAL



83% OF ALL INFORMATION IS RECEIVED VISUALLY

AND OF THAT, 50 % IS RETAINED WHICH COMES TO 41,5 % IN TOTAL



Strategy in the workplace

9 out of 10 enterprises fail in the introduction and implementation of their strategies. The principal reason:

**95 %
OF THE WORKFORCE
IS
UNFAMILIAR
WITH OR
UNCLEAR
ABOUT THE
STRATEGY**

Source: Grimm (2004): Strategic management. European Business School

SHOW WHAT YOU WANT

TO SAY

Is your staff aware of the strategic direction of your company? Explain clearly and concisely what your aims are and how you wish to reach them. Illustrate to your employees how they can contribute to the realization of these aims. Dialogue pictures allow for the visualization of complex topics in a descriptive and comprehensible way. They are an effective instrument for sharing knowledge, moti-

vating and involving, and promoting understanding. Dialogue pictures create bridges between management and staff. Between the as-is state and should-be state. Between differing expectations. Between the present and the future. Use the power of the image to inspire workers and customers with your conceptions and projects.





SHOW YOUR EMPLOYEES

THE COMPANY

Every corporation is in a state of change. New staff enrich the team, processes are optimized and new locations are established. The market is changing ever faster and with it also companies. So that your workers can follow the changes, they must first understand the connections. Why is it important to suddenly change processes despite a successful past? What effects does it have on the job? What will your company look

like in the future? Countless questions only instill fear among your staff. With dialogue pictures you can make these connections clear and understandable, and so help your workers understand how important the change for your enterprise is.

The Dialogbild Dialogue Picture

The Dialogue Picture shown here is used to demonstrate the dialogue picture method. This particular picture shows the 2 states of a company. On the left, we can see the negative situation, while on the right the optical state is illustrated.

THE DIALOGUE

WITH THE PICTURE

Dialogue Pictures support many types of situations where communication is necessary: training, seminars, presentations and workshops. The 2x1 meter picture is spread out on a table where the participants can familiarize themselves with it, becoming acquainted with the scenario(s) contained within. A moderator then leads a discussion based on a prepared guideline about the picture and the story it conveys, posing questions to the participants as they move through it, as well motivating them to bring their own experiences to it. Take for example the topic of finance. The moderator says „Imagine you sit on the Board of Directors and are tasked with coming up with three measures to reduce material costs.“



THE RIGHT MEDIUM

FOR THE RIGHT MESSAGE

We consider together with the client the best way to reach the intended target of the message and the best medium most appropriate for it, for example a dialogue picture, measuring 2x1 m laid out on a table or a 4x2 m backdrop for discussion in the workplace. Or consider that it is not always possible to hold in-person training sessions. In this case, the sketch film can be a better instrument transmittable anywhere over the internet or an interactive dialogue picture through

which e-learning tools can be acquired. Or a calendar for the desks of top managers to inspire them with tips presented with humorous drawings. Or an interactive presentation, a so-called “road-show” in which executive board members can present the content to their branch offices and all staff can join in. There are already many well-established possibilities. Yet, there may still be another better way we can find with you and realize together.

WHAT IT IS FOR

YOU CHOOSE



PRODUCTION PROCESS GLOBAL & LOCAL
CHANGE MANAGEMENT STAFF MOTIVATION
ENERGY CONSERVATION LEAN MANAGEMENT
INNOVATIONS VISIONS FINANCE ECONOMY
PRODUCT TRAINING PROCESS OPTIMIZATION
STRATEGY LOGISTICS MISSION STATEMENT
DISTRIBUTION ORIENTATION & INDUCTION
PRODUCT PORTFOLIO COMPLIANCE SERVICE
CUSTOMERS MARKET & COMPETITION
RECRUITING LEADERSHIP PRINCIPLES EVENT

THE GOAL

WE REACH TOGETHER

- improving internal communication
- making background information more easily accessible
- involving staff in the decision-making process
- encouraging staff to contribute ideas and thus raising staff morale
- receiving measurably high-quality feedback for management
- making complex topics discussable and understandable

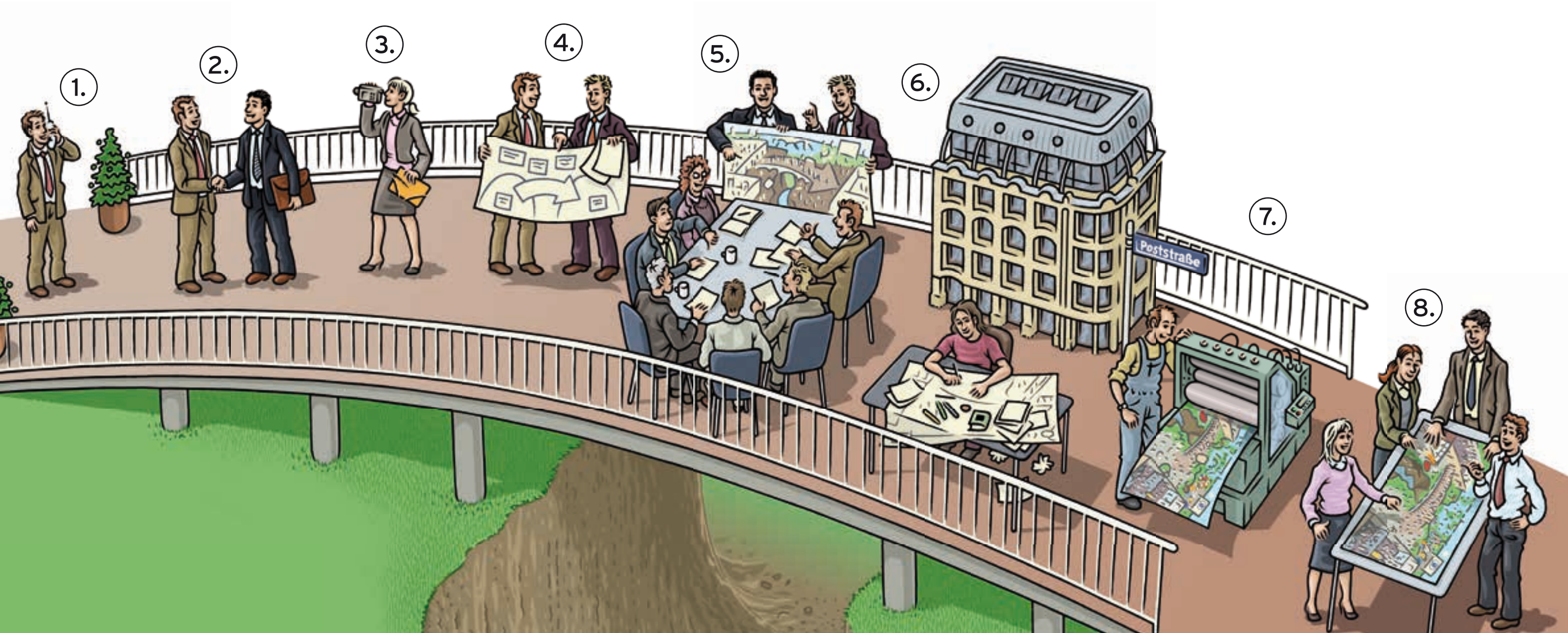
THE DEVELOPMENT PROCESS

AT A GLANCE

For the creation of a dialogue picture a team of experts is brought together, which depending on the needs of the company, consists of representatives from different specialist areas. Together

we create the structure of the picture, its contents and symbols along with whatever tools are needed (e.g. the handbook).

1. You contact us.
2. We are briefed.
3. We gather data.
4. We present a variety of background as rough sketches.
5. We fill in the selected background with details, seeking to bring together the various ideas of the managers.
6. We complete the detailed illustration.
7. We print the dialogue picture.
8. The trainers are trained.
The Roll-Out can begin.





Carsten Stuck
Managing Director
AL-KO Therm

Working with visions and strategies requires common pictures. We want to reach the point that the entire organization is working forwards the same goals. With the dialogue picture we can guarantee the fact that all staff and all managers have the same concepts and are in synch. Our corporate mission statement is perfectly represented and serves as an excellent basis for productive discussions.

FROM THE SKETCH TO THE DIALOGUE PICTURE

EXAMPLE **AL-KO** QUALITY FOR LIFE

AL-KO Therm provides a perfect climate with individualized, economic and ecological concepts. The enterprise is a specialist in ventilation equipment which is characterized by the latest technology, quality, reliability and consistently meeting customer requirements. It has developed sophisticated high tech facilities with the best room air quality in office buildings or hospitals and precisely controlled air in production facilities as well as for effective solutions for large commercial or leisure complexes. The most

attention is given to the development of energy-economical technology for environmental discharge and cost reduction. In order to support the strategic transformation and the relationship between a growing self-image and the corporate philosophy, we developed together with inGenics AG a mission statement in the form of a dialogue picture.

IN COOPERATION WITH INGENICS CONSULTANCY

inGenics

And Future Works.

Ingenics supports enterprises worldwide as a supplier of know-how, planning and implementation to permanently increase competitive ability. The goal is the establishment of excellent processes to better concentrate resources on value-rich activities in a lean enterprise. As a consultancy with technical expertise in projects ranging from manufacturing and logistical planning to improving production and office efficiency it offers a completely holistic approach. 30 years of experience and the Ingenics Charter,

which lays out the standards for the highest requirements in terms of work, guarantees our customers - globally positioned medium-sized enterprises and worldwide operating concerns - a systematic and, at the same time, an individualized project approach with assured quality for the planning and consulting results as well as maximum efficiency in the execution of the work for the project.



Jakob Hefe
Partner Key Account Manager,
Ingenics AG

The AL-KO Therm dialogue picture was completely developed in only three months with an interdisciplinary team. It serves as the basis for communication along the value chain and beyond that to customers and suppliers. It visually supports what was previously only text-based and thus offers orientation to all members of the organization.



THE BACKGROUND

AN "EMPTY" DIALOGUE PICTURE

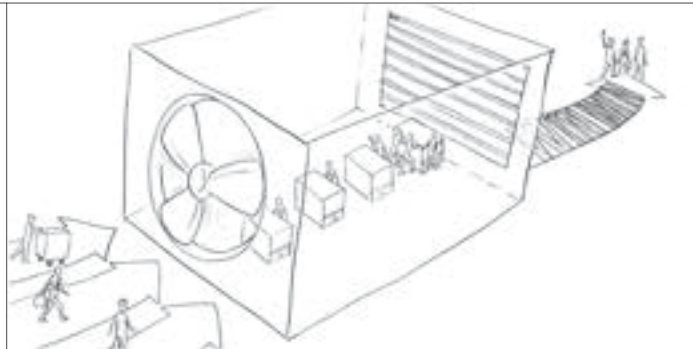
customized for each client around a specific theme and serves as the basis for discussion. From these various discussions, we create several "backgrounds" which will be developed further and into

these, individual scenes will be integrated. In the case of AL-KO Therm we visualized the themes of "air," "product," co-operation" and "location."

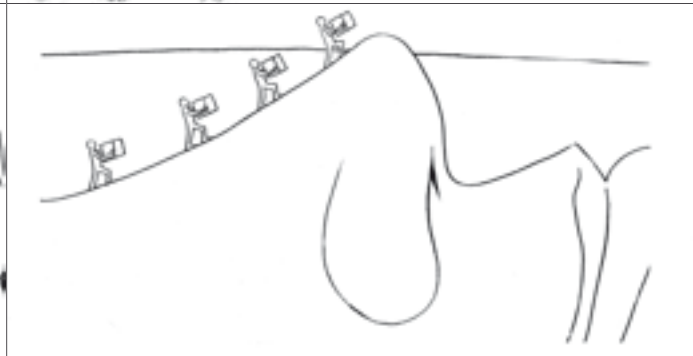
Background „Air Symbol“



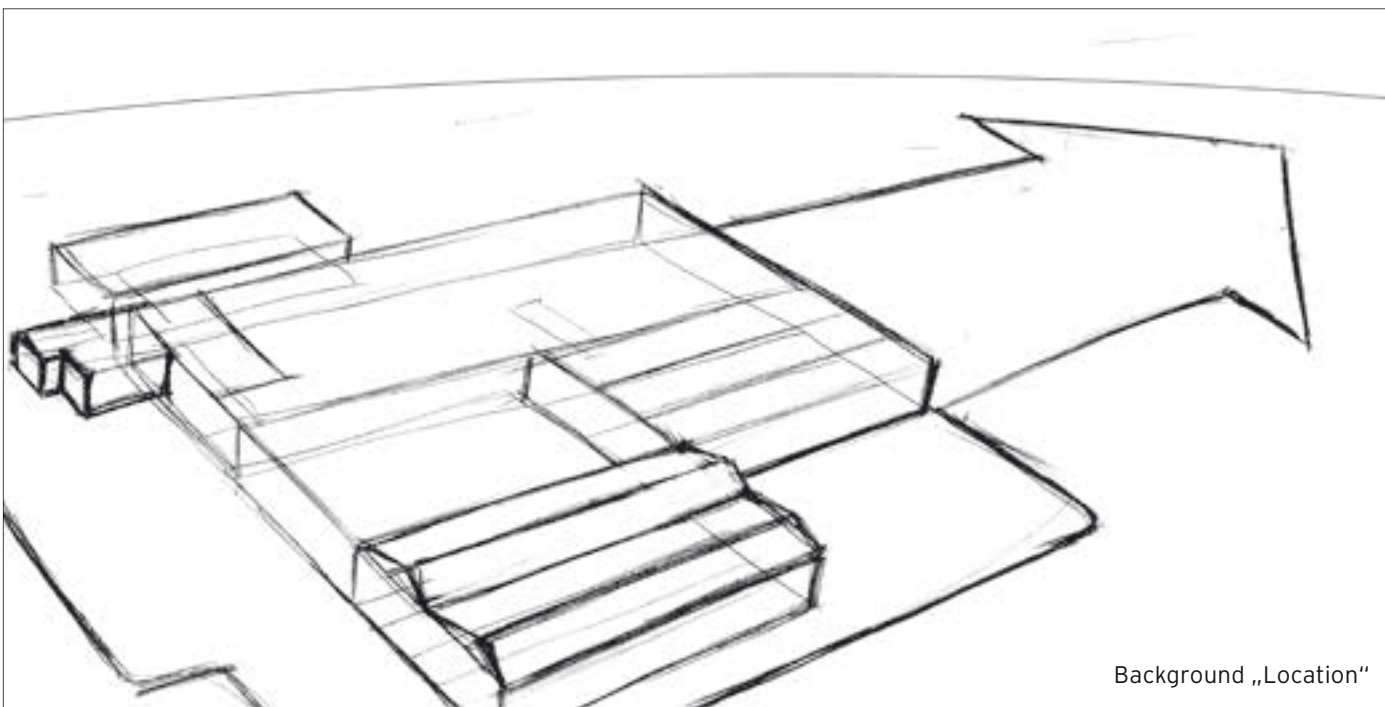
Background „Product“



Background „Co-operation“



Background „Breathe“



Background „Location“

THE DEVELOPMENT

AND ILLUSTRATION

Regarding the "location" image we integrated various themes over the course of several meetings, e.g. the market of the future, the world of the customer, the win-win situation with the sales team and production, teamwork, transparency and process optimization.

Following the work on content focused sketches, the dialogue picture is re-done completely from scratch. The individual scenes are illustrated by hand, colored on a computer and then assembled into a single large picture.





AL-KO QUALITY FOR LIFE

THE FINAL DIALOGUE PICTURE

The completed dialogue picture represents the visualization of the concept with eye-catching imagery of the optimized process, the win-win bridge and the new markets.



THE FILM OF THE PICTURE

can be found under www.dialogbild.de/film

WHAT DOES YOUR VISION LOOK LIKE?

Experience teaches that the development of a dialogue picture is already a very valuable process for the enterprise.

The individual conceptions of the involved parties must be first synchronized before a clear picture can develop.





Lufthansa Technik

PROCESS OPTIMIZATION

The landing gear maintenance department of Lufthansa Technik wants to move in new directions. To communicate these changes clearly to its workforce, Lufthansa Technik commissioned us to create a dialogue picture showing

the “old” and the “new” paths to success. On the “new” path a sequence is shown illustrating the greater increased amount of maintenance work compared to previous years. In addition, it is shown how new products and processes, an improved

integration of suppliers and the continuous training of staff results in happy and satisfied customers.



Process optimization: Landing-Gear

Dipl. Ing. Andreas Storp, Project Manager
Business Unit Landing Gear
Lufthansa Technik AG

The market for landing gear maintenance is subject to strong growth. In order to play a prominent role in the global market we must make our production lean and fit. Our Lean Project iDeliever was created for this very reason. The dialogue picture helps me in different ways to accomplish the implementation and

conversion of this system. On the one hand, I can present to all involved staff a single vision of how the journey forward should be realized. On the other hand, it motivates the workers to think about their current working environment and to be proactive in the reorganization process.



THAT'S SERVICE!

The dialogue picture finds application in the specialist area of cabin crew at Lufthansa AG. Flight attendants are facing the challenges of short-haul (both domestic German and European air routes). What expectations of service do passengers have? What are the critical moments? What moves the passengers

before and after their flight? Above all looms the strongly contested market and Lufthansa's competition. Flight attendants are changing their perspectives, seeing the situation from the passenger's viewpoint and reflecting on their roles on board.



Ursula Schulze

Group Head of Training and Development,
Cabin Crews Frankfurt, Deutsche Lufthansa AG

The dialogue picture enables us to initiate different scenes with cabin crew personnel and have dialogues about their actions onboard. The crews can easily put themselves into the scenes. Seeing and recognizing the scenes is a basis for

a common understanding. Beyond that, stories and examples are developed from their own onboard lives.



BOMBARDIER

IMPROVEMENT VISION

We created a dialogue picture on the topic of process optimization for 2 plants of the company Bombardier. In order to keep the development of future pictures as lean as possible, the developed dialogue picture was used as a grid for creation of

pictures in parallel. Thus, individual scenes can be more easily integrated into future pictures. At the same time the consecutively numbered fields provide orientation when deciding via telephone or email. In this way, scenes

created by the client were illustrated "overnight" by Dialogbild and returned the following morning ready for discussion.

The dialogue picture above was developed in several steps. First, an internal workshop for Bombardier employees was organized to discuss and finalize the content. Some sketches had already been done which should be put into the dialogue picture. Based on the grid, which had already been used at another Bombardier site, the placement of the

individual scenes could be determined from the start. Content and scenes compiled in the workshop were then transferred directly to the dialogue picture and filled in by an illustrator. The illustrations were then sent back to the client to be discussed by staff there. As a result of the close work between Bombardier and Dialogbild

the content of the dialogue picture could be optimized for the needs of the customer.



Example scene „Pedestrian Crossing“

The car dealers receive support from Headoffice so that they can reach customers more easily with trade-in premiums, advertising, marketing support and financing options.

THE DIALOGUE FILMS

ON “TOYOTA HYBRID-INSPECTION”

This is Ms Kuehne from Toyota Customer Service. As a service representative she regularly checks which customers do not react to the customer feedback letter. Since Mr. Kaiser has not yet registered his new Hybrid yet, she calls him up and fixes an appointment. Thanks to this reminder, Mr. Kaiser can be found at the dealership. As the inspection of his Hybrid is carried out, he relaxes in the customer lounge with coffee and a video...



ON “TOYOTA HYBRID AND THE 5 YEAR INSPECTION”

This is Mr Dietrich. Mr. Dietrich works in the Toyota Delivery Department. As a service advisor, he has direct contact with the customer. He knows well that good preparation is the key to a successful customer meeting and so takes a look at his schedule. Aha! Tomorrow at 9 the King family is coming by for an inspection. During their last visit, it was noted that the brake pads would last until the next inspection. Now they must be replaced! They are already 5 years old. So, we take the best brake pads from our Optifit program...



DEALER CONFERENCE

Toyota's slogan for 2013 is “New Products, New Customers, New Toyota.” In order to ensure that all Toyota dealers were on the same page, we developed a communication package consisting of one dialogue picture and 2 sketch films. At the dealer conference in December 2012 the strategy for 2013 was explained using a dialogue picture. With the help of

the sketch film, a visualization of the inspection of the Toyota Hybrid was provided. Toyota has begun the new year with a common understanding of its products, its new customer target groups as well as its new goals.



Marcus van Marwick
Director of Commercial
Marketing &
BTL Communication,
TOYOTA DEUTSCHLAND

We went into the conference with a clear conception of Dialogbild. Our aim was to obtain a useful and relevant look at

the entire year. The employment of humorous visuals helps simplify and illustrate complex themes for a range of target groups at the automobile manufacturer (from managing directors and departmental leaders to trainees) in order to reach a common understanding. Although we were at first rather critical of the decision/selection process, we

were positively surprised and the time taken internally was reduced through the professionalism and the quick comprehension by Dialogbild of our needs. Also, we were quite impressed by the sharpness of detail conveying the thematic message in the pictures. The final result was appreciated by all and the intended information was well-received.



MANAGEMENT MEETING

7 LEADERSHIP PRINCIPLES

We were tasked by Continental to create visualizations in a dialogue picture of guidelines for high-level personnel.

At an international meeting of top managers, we provided them with a background.

The managers, in several workshops, described their ideas, which we further developed with the help of two illustrators. Thus a large dialogue picture was created

over the course of a day measuring 4 x 2 m.

The background developed first represents a modern test track. We used this as an organizational basis, since the second part of the high-level personnel meeting actually took place there at the track. Each guideline point was assigned a particular location in the picture in which the appropriate scenes would be represented. In order to explain the goal

of the workshops and to clarify to the participants the dialogue picture method, we developed an informational leaflet with possible results and a background without scenes. After the meeting further revision including coloring was carried out on the individual scenes. From this the final dialogue picture was developed, which is now used world-wide for training purposes.



Lars-Oliver Stöber

Head of Human Resource Development
Tire Divisions
Continental AG

„The vigorous discussions to conceptualize the various ideas held in the different workshops were completely new for many high-ranking executives. However, thinking in images led to a more creative form of mental exchange among the participants. Many of the top managers who had originally been very

skeptical of the dialogue picture method came to find the process enjoyable and conducive to an effective flow of ideas and concepts. Today we use the picture in order to make our leadership principles understandable for both high-ranking managers and all staff world-wide.“

Continental informational leaflet

In order to introduce everyone to the dialogue picture method within the timeframe of the conference we first developed a leaflet, which was handed out to the international top managers. In it example scenes were shown beside the test track, which served as an impetus for the development of additional scenes: for each guideline point an example scene was shown. In this way, a conceptualization of how the scenes could be arranged by the high-level personnel was accomplished. These could later be developed and then integrated into the dialogue picture. The leaflet was created in accordance with the design requirements of Continental and was drawn up with the key personnel from the firm.



Fairness & Trust

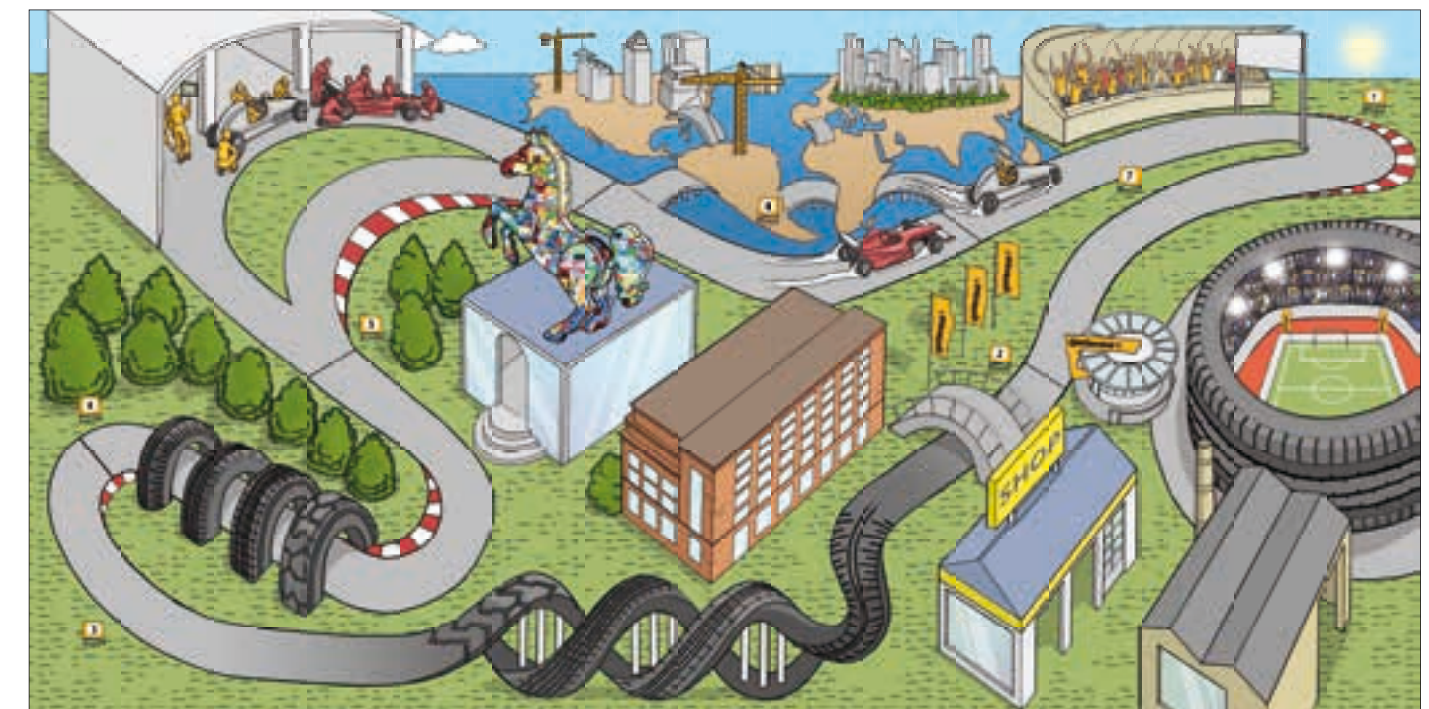
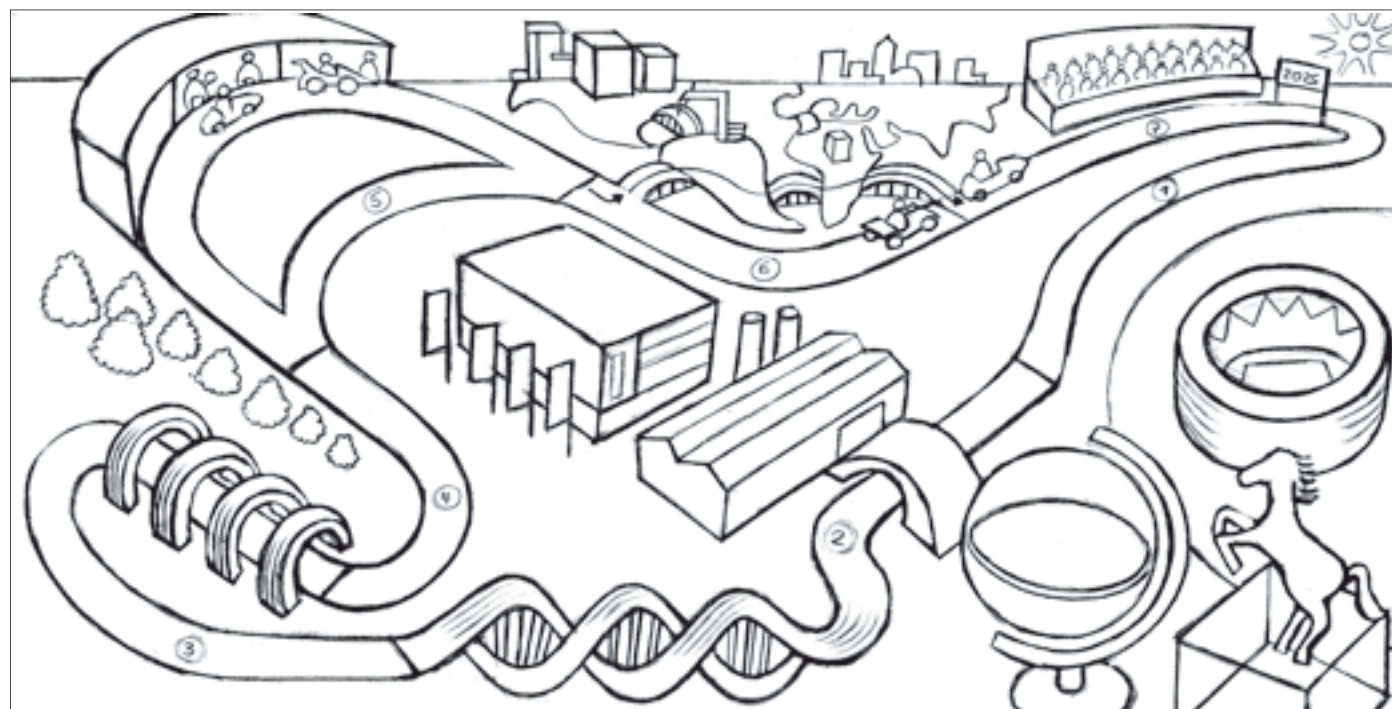
It's not only in difficult times that one is dependent on colleagues and coworkers. For top managers and staff alike: some tasks can only be solved through trust and co-operation.

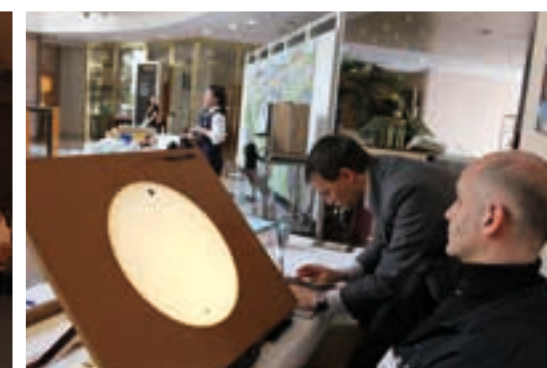
Empowerment

Decisions which need the green-light of several higher-ups are not always conducive to reaching the desired goals. The employee is granted the authority - which also serves as an indication of confidence.

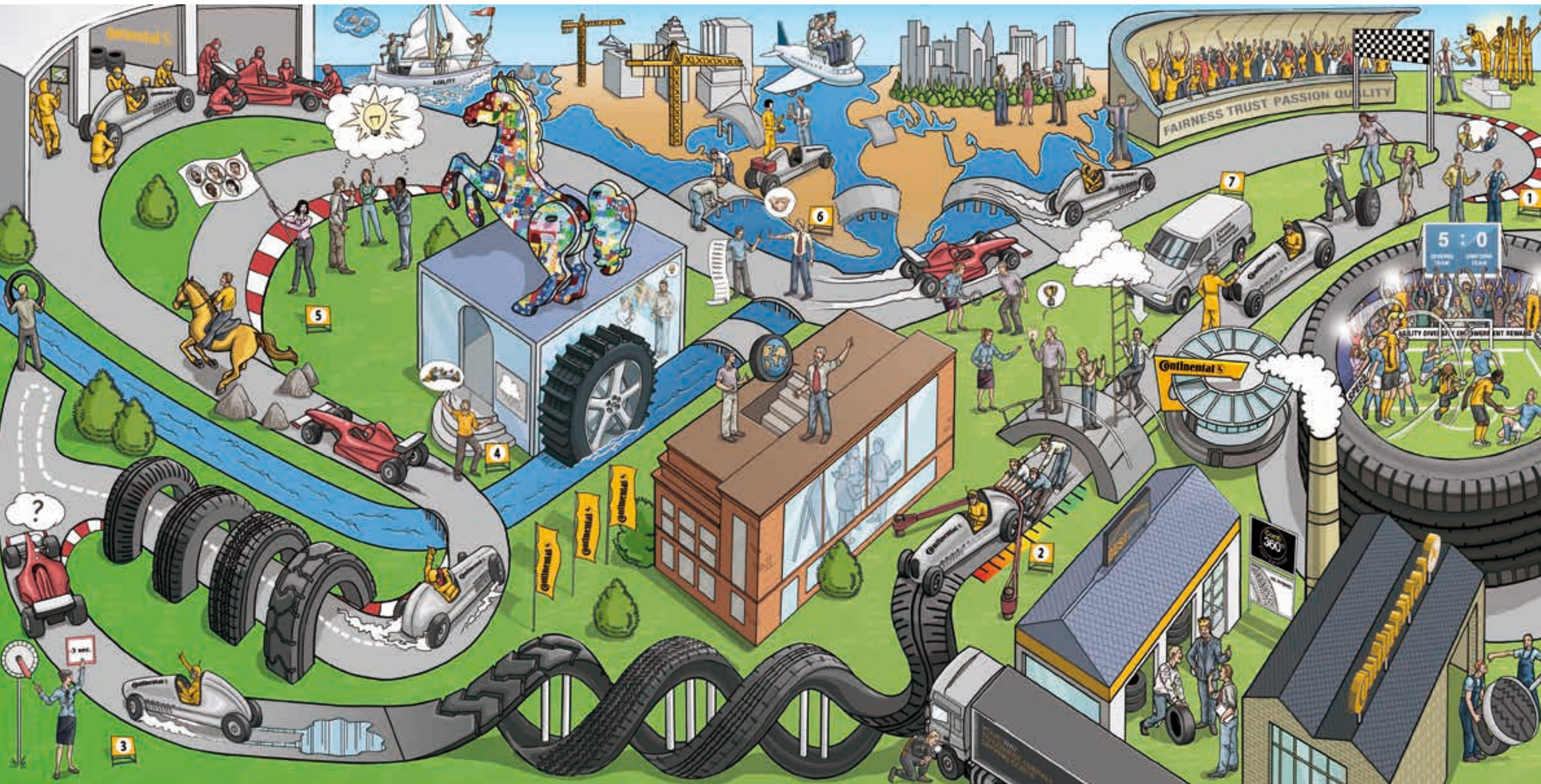
Responsibility

A completely new task appears to some members of staff not as an incentive, but often rather as an excessive demand: The steps to success are too large. Instead it is more sensible to move forward step by step with many small „steps“ toward the task.





7 Leadership Principles - Tires





HR CALENDAR

MAN COMPETENCIES

For Man we developed a calendar focusing on the targeted areas of competency: Professionalism, Cooperation, Entrepreneurship and Leadership. On each calendar sheet we visualized a topic. The calendar was distributed to 200 international HR managers.

Professional

- Technical and Functional Expertise
- Innovation and Optimization Skills
- Problem Solving Skills
- Project Management

Entrepreneurship

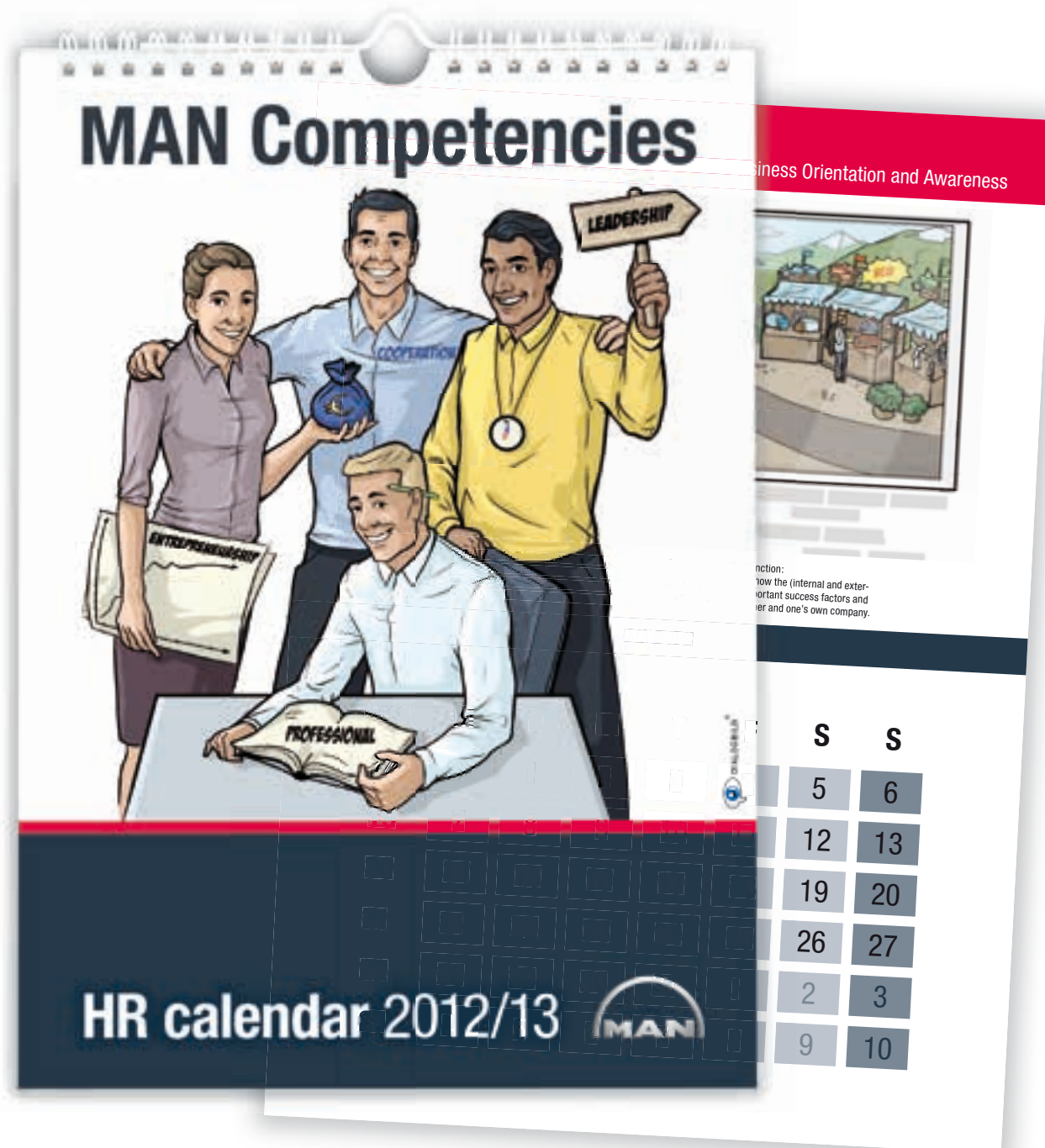
- Business Orientation and Awareness
- Customer Orientation
- Quality Awareness
- Responsibility

Cooperation

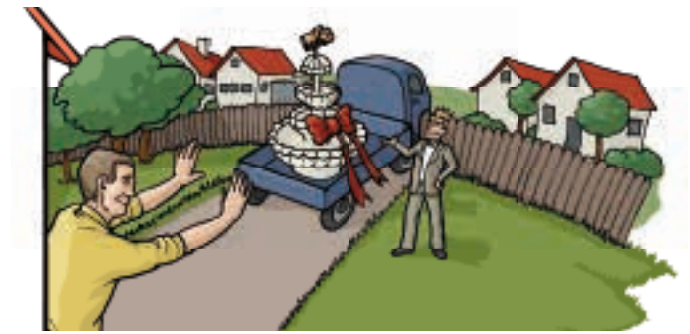
- Communication
- Engagement
- Organizing Ability
- Cultural Awareness

Leadership

- Visible Leadership
- Change Leadership
- Personnel Development
- Compliance



Professional: Project Management



Leadership: Compliance



Professional: Innovation & Optimization Skills



Leadership: Personnel Development



Professional: Problem Solving Skills



Leadership: Visible Leadership



Entrepreneurship: Responsibility



Entrepreneurship: Quality Awareness

THE SKETCH FILM

THAT'S INFOTAINMENT

The dialogue film brings complex topics to life. The viewer can witness stories and symbols being drawn while being guided through the process with narration. In this way the picture is not only created for the eyes but also in the mind. In comparison to the dialogue picture the medium of film is especially suitable when it is not possible to reach the desired target group through face-to-face training, for instance at large conferences, on an intranet or the internet, at trade fairs, exhibitions and in transmitted formats.

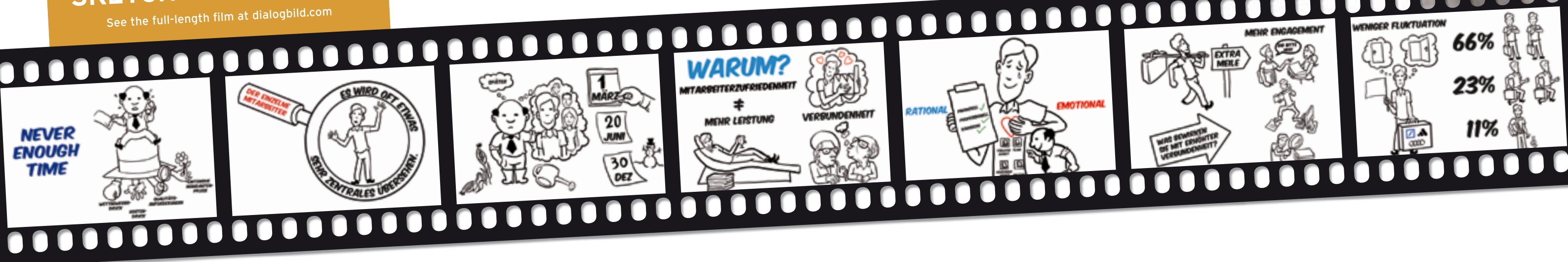
But, see for yourself. In our example sketch film "Never Enough Time" we can show you in 5 minutes how management can motivate staff.

„Never enough time - staff-motivation in 5 minutes“ „Top managers and project management leaders have a lot to do. Pressure from competitors, rising costs, quality requirements and the demands of maintaining the client relationship. All important topics that must be dealt with together. What is surprising, is how often the central point is overlooked – the individual worker ...“



SKETCH FILM ACTION!

See the full-length film at dialogbild.com



The Handbook

Your guide through the dialogue picture.



The Handbook

Your guide through the dialogue picture.

Bildpunkt	Thema
1	Unternehmen im Wandel Die Unternehmen haben heute viele Herausforderungen gegenüber
2	Markenwille Kampagnen Der Kundenwille steht heute an der ersten Stelle Jahresplan Eigenheiten einer Kunden umsetzen
3	Markenwille Program Die neue Markenwille wird heute vorrangig in den Unternehmen umgesetzt

The Handbook

Your guide through the dialogue picture.

Bildpunkt	Thema
4	Aufbau Einfluss Gestaltung des Marktes, Strukturen und Prozesse wie 911 und 912 verändert das Umfeld und das Markt
5	Interne Kommunikation Die Mitarbeiter verstehen nur Bahnhof, wenn es um das Führungswille, mehr oder weniger Slogans, z.B. in Partizipationen werden nicht richtig gemacht
6	Diversity Management Eine Marke kann nur dann leben, die Kollegen zwischen denen stehen können

The Handbook

Your guide through the dialogue picture.

Bildpunkt	Thema
7	Anpassungsfähigkeit Kommunikation Der Austausch zwischen den Menschen, z.B. der Führungswille und der Administration, ist sehr wichtig
8	Organisation Struktur und funktionale Strukturen verändern das Unternehmen
9	Ergebnisse Markenwille zeigen sich ganz konkret und sichtbar sich nicht, persönlich, wenn es darum geht

THE HANDBOOK

YOUR GUIDE THROUGH THE DIALOGUE PICTURE

SUCCESS

The handbook is the main tool for working with the dialogue picture. Here the complete story of the dialog picture is described, all of its contents and, where applicable, the total campaign. On the first pages the basic conditions and goals of the applications of dialogue pictures are explained. A line shows the way through the picture. Then the philosophy of the picture and each individual scene of the picture are finally described. Here questions can be inserted, in order to stimulate discussion and include the participants. Background information in the appendix can further deepen discussions on certain topics.

THE INTERACTIVE

DIALOGUE PICTURE FOR YOUR INTRANET

In addition to the printed dialogue picture an interactive version can also be provided. This is particularly useful in cases where not all staff can be reached by means of personal training due to organizational or logistical reasons. With the interactive dialogue picture the worker clicks step by step through the contents. The individual scenes can be

supported by Flash animations. Test the interactive dialogue picture with our dialogue picture dialogue picture. You can do so by clicking on the Continue Button which will take you step by step through the entire dialogue picture or by directly selecting individual points. With the mouse wheel you can zoom in and zoom out.

**INCREASE THE
POSSIBILITIES
FOR SUCCESS
AND GO ONLINE.**

**TABLET VERSION
ALSO AVAILABLE!**



THE ROLL-OUT

FLYER

Dialogue pictures can convey knowledge in different ways: workshops, over the intranet or through flyers - an informational flyer at staff meetings or in the company magazine. For a Continental managerial meeting we created an informational flyer to be used at the introduction of the dialogue picture method. The target group was 300 executives.



THE FORMAT

KNOWS NO LIMITS

The dialogue picture can be produced in many different formats and materials. For a dialogue picture workshop with approximately 10 to 15 participants the dialog picture is usually printed in a 2 x 1 m format on robust PVC tarpaulin.

If, after the roll-out, you wish to set up your own dialogue room or decorate the reception area or the production hall larger formats are, of course, possible. Further examples: the exhibition booth for an event, a leaflet with explanation or - for the office installation - a dialogue picture measuring 1 x 0.5 m on cardboard type material. As is the case for the picture, the only limits to realization is the imagination.

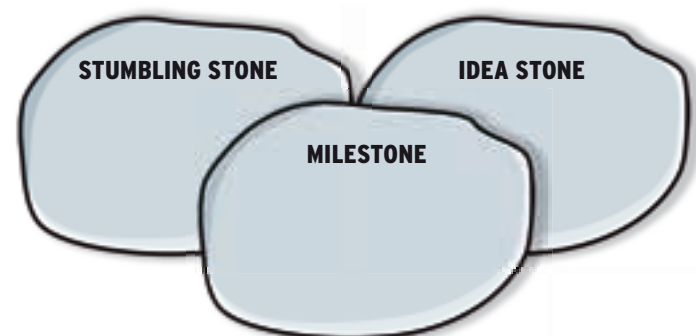


THE DIALOGUE CARDS

UNDERSTANDING AND LEARNING THROUGH GAMES

Playing cards and questions cards provide more opportunity for more interaction. Certain themes and topics are more suitable for use in this type of activity. Here are some examples.

The path to the future consists of many diverse stones. Each employee receives 3 cards. A stumbling stone card on which they write down the stumbling blocks, a milestone card on which they should put the successful methods of the past and finally an idea card on which they put down their own ideas to achieve success in the future.



EXTRAS

FOR YOUR EMPLOYEES OR CUSTOMERS

For disseminating the messages of the dialogue pictures, giveaways can be used. Apart from the classical means of publicity, like a cup or the mouse pad, special items aimed at target groups or using the corporate image can be developed.



YOUR

DIALOGBILD TEAM

THE SUCCESS OF OUR CUSTOMERS

SPEAKS FOR ITSELF

**Tom Becker**

Tom Becker studied media communication and illustration design at the University of Applied Sciences in Hamburg (HAW Hamburg). Before founding Ecke Hamburg in 2003, he worked at several large advertising agencies like Kolle Rebbe and Springer & Jacoby. He has been recognized numerous times for his outstanding work from such distinguished bodies as the Art Directors Club and the Yearbook in Advertising. "In advertising, the message must be quickly and concisely communicated. I take the same approach when it comes to the dialogue picture. To make the clients' strategies applicable and relevant to all staff, each worker must readily understand them."

**Wolf Wienecke**

Wolf Wienecke, Advertising Manager, worked as a key account manager in many large advertising agencies like Heye + Partner and Springer & Jacoby where he eventually switched to copywriter and conceptualization. As a creative consultant at Ecke Hamburg since its founding he has implemented his own ideas of intelligent and effective communication. "The conceptual development is not only the heart of the eventual dialogue picture; it also has greater value. Discussions are much better when concrete pictures are used. The many different perceptions or views of a certain topic, e.g. a new strategy, can at first be harmonized into a single view and then expounded on with the dialogue picture. Workers will be much happier when they can see the intended information in a simple picture instead of having to sift through a mountain of Power-Point slides."

The Dialogbild team

Our Dialogbild team consists of 15 creative members: consultants, graphic artists, colorists, copywriters and illustrators prepared for your needs. With more than 10 years' experience in the business, we belong to a well-established profession of dialogue picture creators and we bring together the know-how of a creative agency with the well-established knowledge and experience of internal business processes. Drop by for a visit and a coffee in the heart of Hamburg at the beautiful turn-of-the-century style Körnerhaus building.

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