

# DIALOGBILD<sup>®</sup>

SHOW WHAT YOU WANT TO SAY

# OSH & Protection

We visualize Your Strategies, Processes and Visions



KUEHNE+NAGEL

SAFE JOURNEY

**DANGEROUS  
GOODS**

LGSO

LUFTHANSA GROUP

**SECURITY  
OPERATIONS**

ADVOCARD

**ALL-ROUND  
PROTECTION**



## SHOW WHAT YOU WANT TO SAY

Work related accidents, harmful workloads and hazardous work environments are meant to be avoided through OSH. This includes safe working conditions, such as mandatory helmets, protective gear and health protection, e.g. avoiding illnesses, endangerment through hazardous materials or noise and personal safety.

It is the duty of plant security to shield its employees from danger and harm through the upholding of security and order. At this point, computers, fire and burglary alarms, CCTV and failure indication systems have taken up residence in plant security control rooms.

A great number of important topics, but how does one best communicate these to the employees?

**DIALOGBILD** visualizes complex topics, aiding in their efficient and sustainable communication.

Presentations, strategies, process descriptions and even mission "state-

ments" are often text-heavy. This makes it challenging for employees and leaders to comprehend connections, understand the "big picture" and implement changes.

Join us on a journey of discovery through a visual communication world, promoting more dialog. Because "every strong image becomes reality".



EVERY  
*strong*  
**IMAGE**  
BECOMES  
REALITY.

Antoine de Saint-Exupéry





## VISUALIZATION

### OF PROCESSES, CHANGE AND VISIONS

Dialog picture media are expressive tools to depict contexts and to give orientation. Implementations are numerous: Discuss your company's vision with your employees through the use of a dialog picture and show why changes are necessary. Present the complex production- and sales process of your product to a new employ-

ee. Communicate product updates through a dialog picture to your sales department or directly to your customer. Let your leaders be creative themselves - by having them develop pictures alongside us during live-visualizations. Or record topics through a graphic facilitation. After the event you'll receive the finalized dialog

picture, right into your palms, to further communicate the topics to your team. Make use of a dialog film as an intro for an e-learning activity, to introduce a topic: Whatever you may want to say, with our visual media you can easily show it.

## OUR SENSORY PERCEPTION:

11 % OF OUR INFORMATION IS TAKEN IN THROUGH OUR EARS,

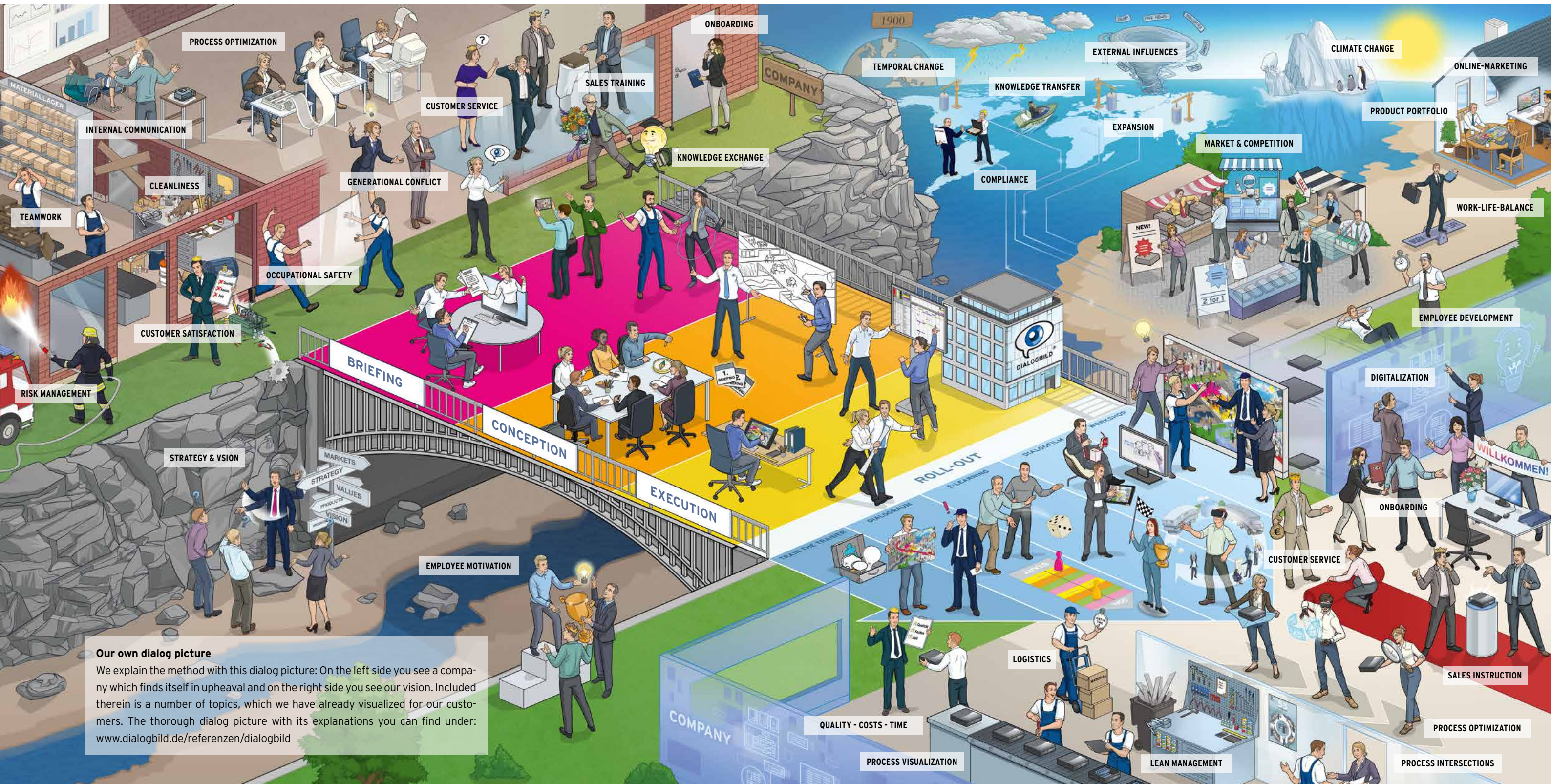
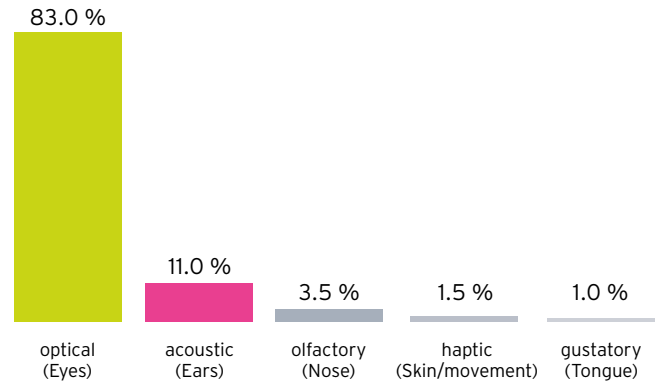
OF WHICH WE KEEP 20 %  
**= 2.2 %**

83 % OF OUR INFORMATION IS TAKEN IN THROUGH OUR EYES,

OF WHICH WE KEEP 50 %  
**= 41.5 %**

## DIVISION BY PERCENTAGE:

based on Braem 2004



### Our own dialog picture

We explain the method with this dialog picture: On the left side you see a company which finds itself in upheaval and on the right side you see our vision. Included therein is a number of topics, which we have already visualized for our customers. The thorough dialog picture with its explanations you can find under: [www.dialogbild.de/referenzen/dialogbild](http://www.dialogbild.de/referenzen/dialogbild)





## LUFTHANSA GROUP SECURITY OPERATIONS

Lufthansa Group Security Operations was founded as an independent subsidiary within the Lufthansa Group in the

## THE LGSO-DIALOG PICTURE

### FOR INTERNAL AND EXTERNAL COMMUNICATION

year 2019 and employs approximately 170 employees across Germany. Its highest priority is the guarantee of opera-

tional security standards and the continuous availability of the broad services within the Lufthansa Group.

Appropriate and according to whichever arising need, the LGSO takes care, among other things, of the organization of classic plant security activities, security offices, visitor reception, air-

craft security search and the control stations for employees.

The dialog picture was conceptualized during multiple video conferences and finalized afterwards. In this way, LGSO

could look at the first designs, discuss them internally and then generate feedback, which was then realized in detail by DIALOGBILD step by step.



## CUSTOMER STATEMENT



**Dominik Reitzug**  
Director  
of Operations  
LGSO

### “How did the idea for the dialog picture come to be for the LGSO?”

“Even though the name recognition of the LGSO continues to grow after 4 years within the Lufthansa Group, we have to introduce ourselves regularly to potential customers and to other affiliates. For this reason, we hoped for a simple to understand, content-true, but at the same time impressive way.

When we saw the dialog picture of our sister company Taste & More, we became intrigued. We developed a picture alongside DIALOGBILD which

beyond it all is fun, too, because it displays in a playful way how numerous the service activities of the LGSO are by now and what responsibility we carry. We thank DIALOGBILD for the trustworthy cooperation and a sustainable final product, which we now use for internal and external communication needs.”

### “What was particularly important to you when it came to the implementation?”

“For one, it was important to me that it is fun to look at the picture. This means that it shouldn't just be correct in terms of contents, but that it needs to be useable in the long-term. As we are work in the locations Hamburg, Munich and Frankfurt and the locations distinguish themselves through varied activities, the picture has to perform regionally. Further,

I was hoping for a creative process that was custom made for us as well as trustworthy. Video conferences were the right decision for us, because it allowed DIALOGBILD to swiftly realize our feedback and we came closer to the perfect final result, step by step.”

### “How is the dialog picture used?”

“It is hung up in the offices as the locations and handed out to existing and new employees and used for on boarding and recruitment processes. Further, it is published in the intranet and used in printed and digital media.

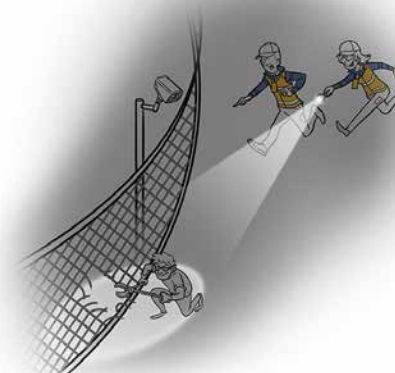
We are excited about our unique, compressed LGSO-landscape which explains us without words - everywhere and for everyone in an understandable way.”

## INDIVIDUAL SCENES AND THEIR MEANING



### Security control

Various security activities and actions are coordinated within the security control and monitored.



### Monitoring

The LGSO monitors Lufthansa areas to identify unauthorized persons and suspicious behavior.



### Event supervision

It is the LGSO's duty to ensure the safety of guests, personnel and property during an event.



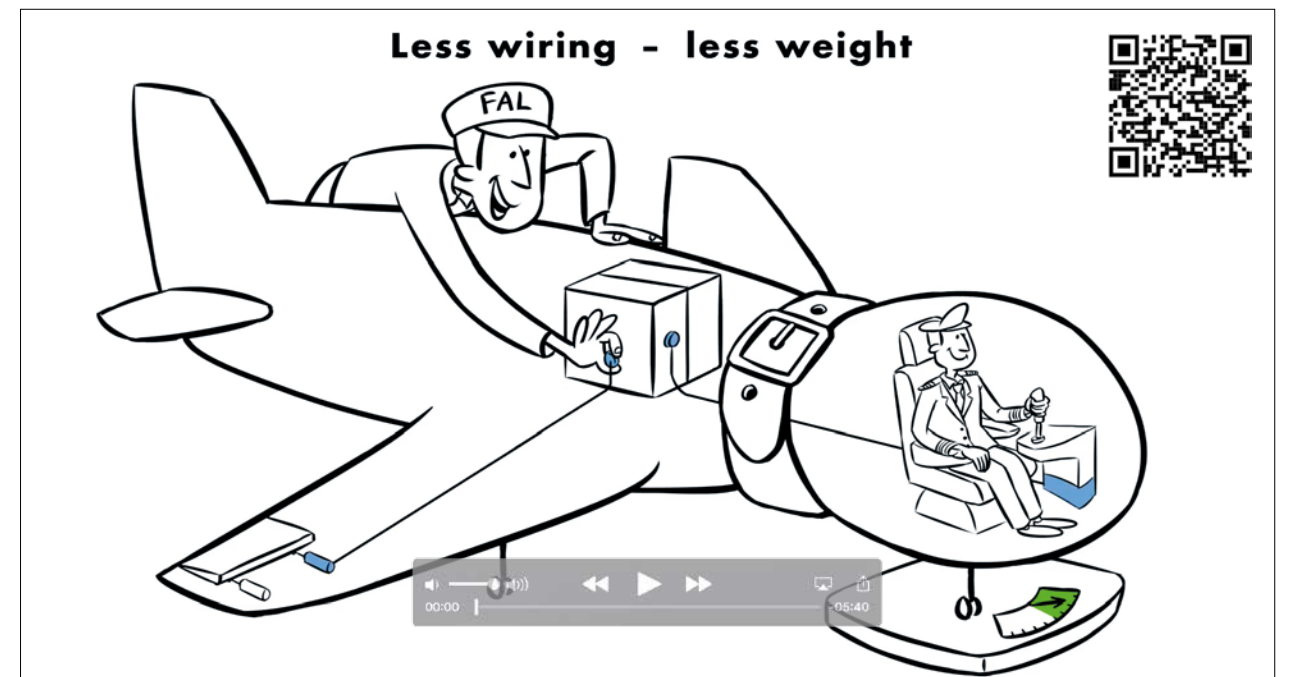
## LIEBHERR

### THE INTELLIGENT POSITIONAL TRANSDUCER

Companies face challenges when trying to present complex products and their functionality appropriately. Technical animations are meant to

stimulate customers interests and convince them of new products. The marketing team of our customer LIEBHERR wanted to be more crea-

tive when presenting the intelligent cylinder with positional transducer LiView. That is why they contacted DIALOGBILD.



## LIEBHERR

### REMOTE ELECTRONIC UNIT

The Liebherr Group is a 100% family-run company. The group includes eleven independent operating divisions, including the aerospace and traffic engineering division. The Liebherr-

Aerospace Lindenberg GmbH team has received professional support and commissioned DIALOGBILD to develop a dialog film. The focus was on the extremely versatile control unit

“Remote Electronic Unit” (REU) - from the field of electronics. Thanks to its modular design, the Remote Electronic Unit can be flexibly used in aerospace applications.





**KUEHNE+NAGEL**  
has censored this dialog picture's  
details for security reasons



**KUEHNE+NAGEL**

**DAILY SECURITY**

The international logistics and freight transport company Kühne+Nagel (AG & Co.) KG works every day to transport goods around the world - whether by sea and air freight, land transport or in contract logistics. Around 15,000 employees at more than 130 locations

are employed for this purpose. The topic of „daily security“ plays a particularly important role in the logistics industry, as a lack of security precautions can, in the worst case, lead to supply chain disruptions. As a result, Kühne+Nagel once again turned

to DIALOGBILD to jointly design the Big Picture in the area of „Daily Security“. The resulting dialog picture depicts the topic complexes of „Information“ and „Physical Security“ concretely and comprehensibly at a glance.

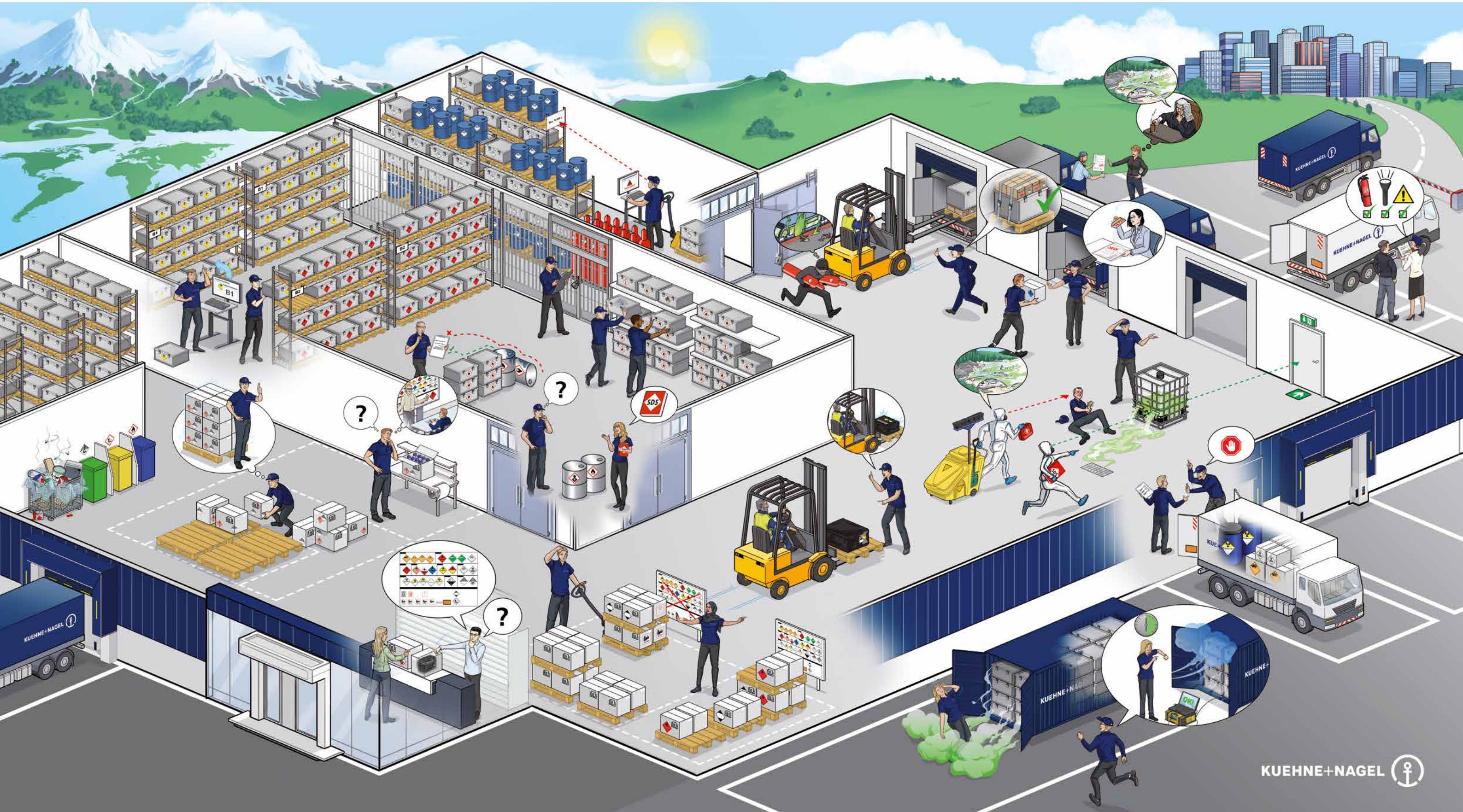


**Jens Zimmermann**  
Global Information Security Manager

“The topic of „Security and Information Security“ is one of the daily companions in our warehouses. We used the opportunity of a dialog picture so that the security training courses are supplemented by a permanent and appealing overview of topics. It was important to us that everyone has a

basic idea of the topic and can refresh their own knowledge at any time, be it managers, warehouse employees or trainees - and a dialog picture with the very flexible training options has proven to be an excellent choice here.”





## DANGEROUS GOODS

### SAFE JOURNEY

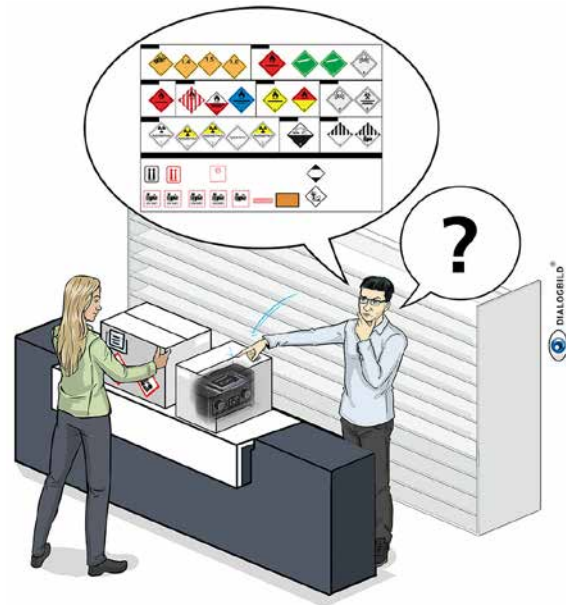
The international logistics and freight transportation company Kühne+Nagel, transports good globally, whether by sea and air freight, land transport or contract logistics. Approximately 79,000 employees at over 1,300 locations in more than 100 countries contribute to this success.

The Dangerous Goods Management department plays a crucial role in this process. Transporting dangerous cargo requires specialized knowledge and meticulous handling, as it involves the safety not only of employees but also of society and the environment

To comprehensively address broad topics while highlighting essential details, the Dangerous Goods Management and DIALOGBILD collaboratively developed the Big Picture for the safe handling of dangerous goods.



INDIVIDUAL SCENES AND THEIR MEANING



Careful with the acceptance of dangerous materials for transportation



Proper labeling while re-packaging



Behavior during accidents that include the spillage of dangerous materials



Incident with dangerous materials



**Claudio Baumeister**  
Global Dangerous Goods Manager

"Because we are conscious of our responsibility, we consistently implement measures and standards in dealing with dangerous goods. A crucial aspect of this is the visualization and internal embedding of these topics: legal regulations and guidelines, packaging and labeling, up to emer-

gency planning - all of these aspects encompass our daily work. The engaging transition into a DIALOGBILD now accompanies us daily and supports our efforts."



**NEW REQUIREMENTS OF THE „INTERNATIONAL CONVENTION FOR THE SAFETY OF LIFE AT SEA“ (SOLAS)**

Kuehne + Nagel is the global leader in seafreight. More than 8,000 seafreight specialists are on duty around the globe and handled over 3.8 million TEU (containers) in 2015.



**Maik Heunemann**  
Senior Manager Global Processes & Systems Sea Logistics

For the international shipping community a new regulation became effective worldwide on July 1st, 2016. The so-called "VGM" (Verified Gross Mass) requirements were created in order to prevent major incidents and accidents resulting from overweight containers. Therefore, the new regulation will impact the communication, infrastructure and processes of all participants in the supply chain.

In order to help the shippers to comply with the new regulation and to give information about the specific implementation at Kuehne + Nagel, Kuehne + Nagel approached Dialogbild for creating a dialogue video for visual support.

"New requirements of the „International Convention for the Safety of Life at Sea“ (SOLAS) have raised many questions for the sea freight business. In order to emphasize the importance of the new regulation and to meet our obligation of information for our customers, exporters and shippers, we created a very successful scribble video with Dialogbild to clarify the process and to give

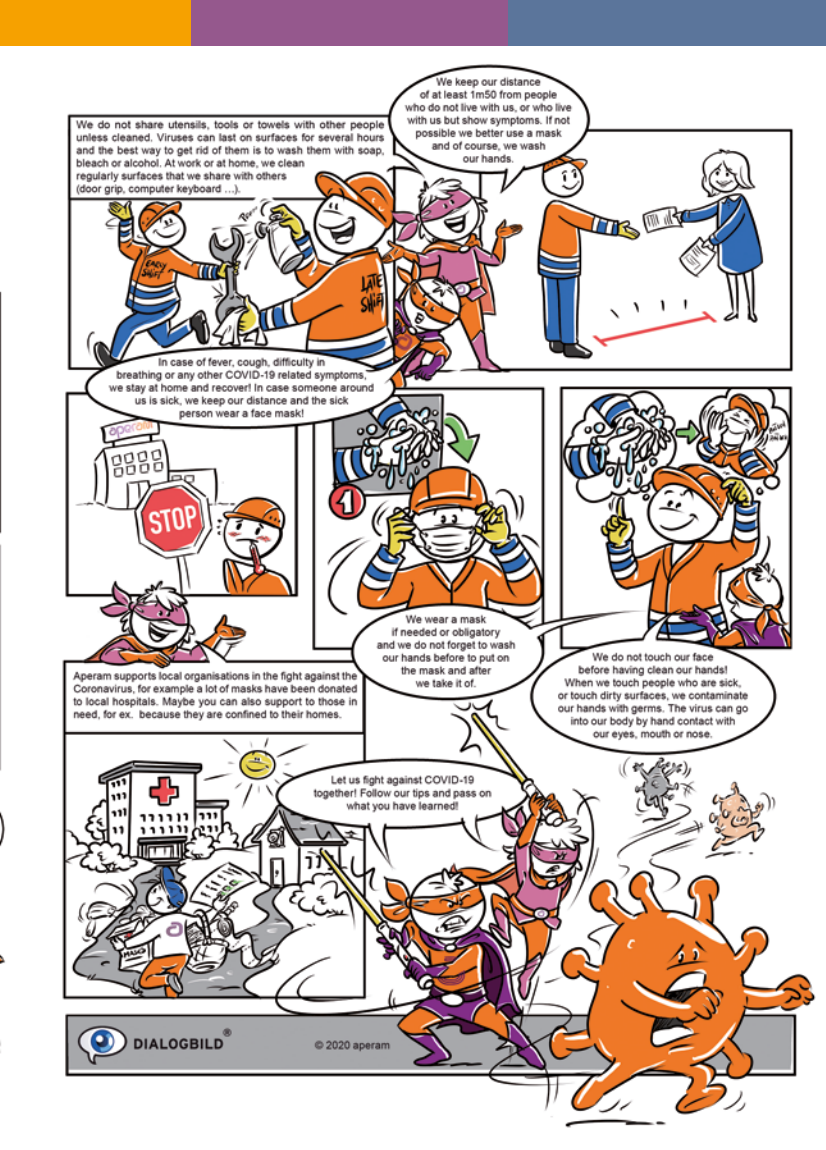
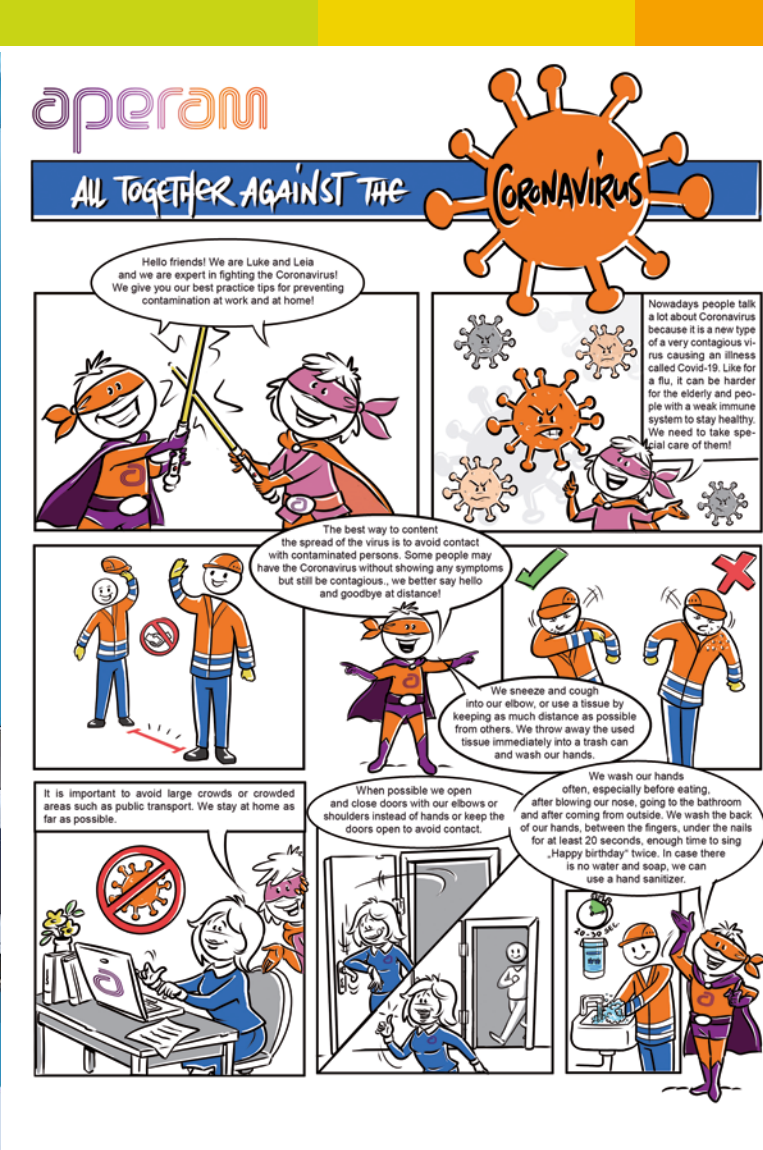
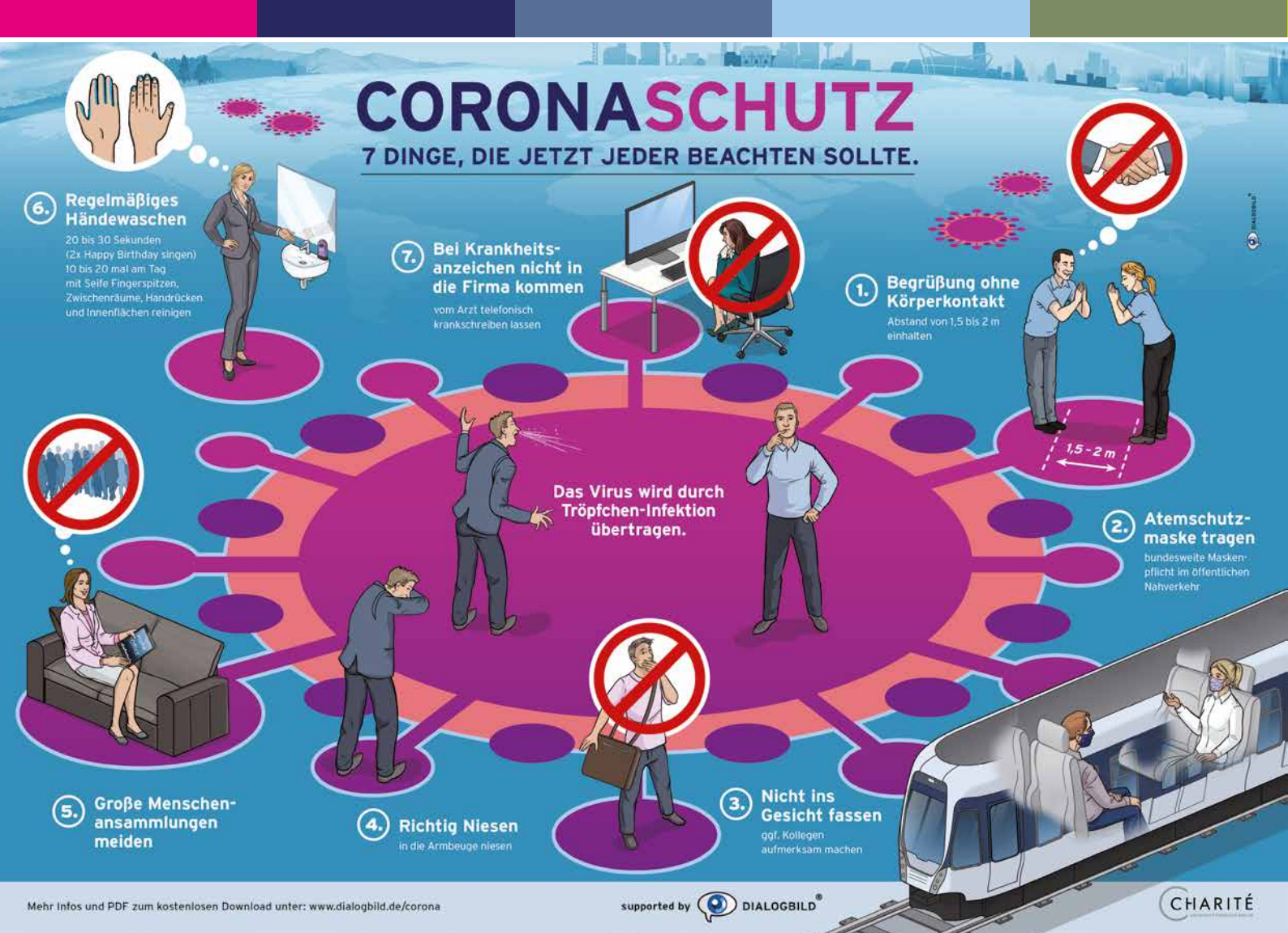
Consequently Dialogbild created and produced a video that met the expectations of being informative about the new regulation and of being emotionally on eye-level with the target group.

During the short period of one month Dialogbild created and produced a video that met the expectations of Kuehne + Nagel Seafreight to explain the need and the easy declaration of VGM at the Kuehne+Nagel portal.

The VGM- dialogue video was produced in 11 international languages and got published on the specific Kuehne + Nagel websites and social media channels with more than thousands of views.

answers and information. In the future we are looking forward to supporting new challenges with the visual possibilities and with the creative support of Dialogbild. We would like to thank the whole team of Dialogbild for the great cooperation."





## THE CORONA PROTECTION-POSTER

The most effective protective measures are now known, but are you really thinking about implementing them

consistently? The dialog picture „Corona Protection“ presents an overview of the 7 most

important measures that should be taken to prevent infection.

## FEEDBACK

**Reinhard Mühe**  
Head of Online Media Symrise AG

„As a responsible and sustainable company, we have a great responsibility to our employees and their families. We quickly realized what a rapid and dangerous development the corona virus would have on our daily life and also on our enterprises. For this reason, we quickly set up a crisis team to take appropriate measures in relation to the pandemic. Among other things, we regularly inform our

employees about current status and upcoming measures. The poster is a very nice visual instrument and at the same time a call to adhere to certain rules. It is very supportive in our efforts to slow down the rate of infection. The target group of the dialog picture are: employees, female employees and family members. The cooperation with Dialogbild was goal-oriented, fast and uncomplicated.“

**Juliane Pilster**  
Team Software, TRUMPF

„Thanks to the team from DIALOGBILD for providing the infographics on the #coronavirus available in English and German FOR FREE! I printed it out and distributed it within the office of the #Software#Development department at TRUMPF.“



## CORONA-COMIC

### ALL TOGETHER AGAINST THE CORONAVIRUS

Aperam is a global stainless steel, electrical steel and special steel company with customers in over 40 countries. In addition to its industrial network, which is spread across six production sites in Brazil, Belgium and France, Aperam has a highly integrated distribution, processing and service network, as well as the unique ability to produce stainless steels and special steels from low-cost biomass. Aperam employs around 9,600 people worldwide and is headquartered in Luxembourg.

Aperam takes the fight against the corona virus very seriously. In all Aperam offices around the world, numerous measures have been taken to protect all the people who work at the various locations. Despite these measures, there is always a risk of contamination outside the plants. That is why it is important that every employee applies the basic hygiene rules for coronavirus prevention outside of work, in his or her private life.

Sometimes it is difficult to make children understand and aware of the

precautions. In order to support Aperam employees in this task, Aperam has prepared a range of tools specifically for families, with the aim of making the basic concepts of disease prevention easier to understand through simple and playful presentation. Part of it is this comic, which has been developed in two versions: one colored and one black-and-white, with the aim of giving children the opportunity to combine learning these rules with the joy of colouring the comic. The story was translated into 10 languages and distributed worldwide.



**Marie-Claire Schumann**  
Global Health & Safety Training & Culture Coordinator

„The collaboration with the DIALOGBILD team went wonderfully. The ideas were discussed over the phone and shortly thereafter these drawings were created, which corresponded exactly to our ideas! Everything went

smoothly and quickly. The characters in the comic are very sympathetic. I always have a smile on my lips when I see this little guy who likes to touch his face with his washed hands.“



# SOMETIMES, THE IMPOSSIBLE IS TRUE.

CHILD PHYSICAL ABUSE IN ENGLAND AND WALES:

117,627 OFFENCES recorded by police in the year ending March 2019

THE ABUSE WAS MOST COMMONLY PERPETRATED

BY THE CHILD'S PARENT(S) around 4 in 10 were abused by their father, around 3 in 10 were abused by their mother.

93 CHILD HOMICIDES in the year ending March 2018

Physical abuse is the only type of child abuse where there is no difference in prevalence between men and women.



Abuse may Trauma (TAT), commonly known as shaken baby syndrome (SBS) leads to severe injuries on the brain, including: injuries are not often visible.

If signs of bruising are present, the child should be seen by a doctor immediately!

Scars between upper teeth longer than 2.5 cm or 1 inch = adult smaller than 2.5 cm or 1 inch = child

Strike with a belt or other occupied item - double strikes

Strike to the Face - purple streaks

A typical cigarette burn is circular or slightly oval. Cigarette burns on the back of the hand can be a sign of abuse as children do not grab the back of their hand.

Shiny, defined, circular injuries

Scars from removers are circular and clearly identify defined borders.



Injuries commonly seen after simple falls or hitting an object during play

Injuries that cannot be explained with a simple fall or collision during play.

If you're worried that a child or young person is at risk or is being abused contact the children's social care team at their local council. You'll be asked for your details, but you can choose not to share them.

**Call 999 if the child is at immediate risk.**

If it's not an emergency, you can report the crime online or call 101.

Calls to 999 or 101 are free.

London Ambulance Service **NHS**



**Evidence for abuse:**

1. Absence of a plausible and conclusive explanation.
2. Does the development level of motor skills match the given explanation? For example, a one year old child is not able to climb onto a cooker and turn it on without help.
3. Changing stories about the history of the injury.
4. Conspicuous behaviour of the child during the examination: Fear, complete passivity, attempts to overly please, extreme deference, aggression, destructive behaviour, inappropriate lack of distance to the examiner.
5. Many different injuries at various places around the body point towards abuse.
6. Any delay in seeking medical help with severe injuries is highly suspicious.

A volunteer project by: **DIALOGBILD** www.dialogbild.com

DIALOGBILD supports companies to communicate complex topics sustainably and efficiently. Since our foundation in 2003 we have realised several hundreds national and international Dialog Picture projects. As a result of our close collaboration with top managers from all our clients we have established a high level of expertise regarding in HR, Leadership development, organisational development, Change, vision and digital transformation. Our specialist consists of elaborating complex corporate structures, collecting the essential information and transforming these into a visual medium and supporting the roll out and the implementation of the media.

A production in partnership of: **CHARITÉ** **Deutscher Kinderverein**

# NIEMAND DARF DIR WEHTUN.



Du weißt nicht, an wen Du Dich wenden sollst?

bei körperlichen Verletzungen	bei seelischen bzw. sexuellen Misshandlungen
die Polizei die Kinderschutzbüros	das Jugendamt das Familiengericht die Beratungsstellen zum Kinderschutz

Oder sprich Deinen Lieblingslehrer an.



1. WENN DIR JEMAND WEHGETAN HAT, ERZÄHLE ES DEM JUGENDAMT!
2. HOLE DIR HILFE UND BERATUNG BEI DEM, DEM DU VERTRAUST!
3. HAST DU ANGST VOR DEINEN ELTERN?

Im Gesetz steht: Jedes Kind hat das Recht auf gewaltfreie Erziehung. Körperliche Bestrafungen, seelische Verletzungen und andere entwürdigende Maßnahmen sind unzulässig. (§ 1631 BGB)

Im Gesetz steht: Jedes Kind hat das Recht auf Information und Beteiligung (§ 8 Abs. 1 SGB VIII) und das Recht auf vertrauliche Beratung in Notsituationen. (§ 8 Abs. 3 SGB VIII)

Im Gesetz steht: Jedes Kind hat das Recht auf Inobhutnahme ohne Angaben von Gründen. (§ 42 SGB VIII)

Ein ehrenamtliches Projekt von: **DIALOGBILD** www.dialogbild.com

DIALOGBILD hilft Unternehmen, komplexe Themen nachhaltig und effizient zu vermitteln. Seit der Gründung 2003 haben wir mehrere 100 nationale und internationale Dialogbild-Projekte konzipiert und umgesetzt. Durch die enge Zusammenarbeit mit den Top-Managern unserer Kunden blicken wir auf einen reichen Erfahrungsschatz zurück, insbesondere in den Feldern Personal- und Führungskräfteentwicklung, Prozessoptimierung, Veränderungen und Innovationen. Unsere besondere Expertise besteht darin, komplexe Unternehmenszusammenhänge und Themen schnell zu erfassen, die Essenz daraus zu greifen und in ein visuelles Medium zu übersetzen und Unterstützung beim Roll-Out und Einsatz der Medien zu leisten.

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A production in partnership of: **CHARITÉ** **Deutscher Kinderverein**



## MALTRATED OR FALLEN DOWN UNHAPPILY?

A volunteer project by DIALOGBILD

### The "Deutscher Kinderverein e.V." shows the differences in injuries

People who have professional contact with children inevitably see traces of injuries again and again. Really slipped and fell while playing in the playground? Or could the angry hand of an adult have been involved? Which pediatrician, youth welfare officer, teacher, educator or policeman has not already asked himself this question. " We have long been calling for people in these professions to be sensitized to the consequences of maltreatment during their training," says Rainer Rettinger, Managing Director of the "Deutscher Kinderverein e.V."

The club is now publishing an illustration that shows which injuries are typical for falls or bumping and which are not.

Contusions on the forehead, nose and chin as well as abrasions on the palms of the hands, knees and shins can be easily reconciled with the usual accidents when playing and frolicking. With injuries on the back of the hand and forearms or on the outside of the thighs, this is already more difficult. The illustration also shows the visible consequences of blows to the body or face, as well as injuries caused by burning cigarettes and extensive burns and scalding. In the case of bite wounds, the distance between the canine teeth can be used to determine whether they are from a child or an adult, and strangulation marks should be examined immediately by a doctor.

In addition to the picture of the injury, the poster of the "Kinderverein" also shows further indications of maltreat-

ment: the lack of a comprehensible explanation for the wounds, behavioural problems or the accumulation of many different injuries. Delayed seeking medical assistance for serious injuries is considered highly suspicious.

Dr. Saskia Etzold, senior physician/deputy medical director of the violence protection outpatient clinic of the Charité - Universitätsmedizin Berlin, was in charge of compiling the contents of the illustration. The theme was visually implemented by the Hamburg agency DIALOGBILD. The police statistics show how urgently such information is needed in Germany today: in 2018, 136 children were killed by maltreatment, more than 4,000 cases of maltreatment were counted - a high number of unreported cases is assumed.



## NO ONE SHOULD HURT YOU. ENFORCEABLE CHILDREN'S RIGHTS

A volunteer project by DIALOGBILD

Children have rights - but in many cases they don't know them. The German Children's Association (Deutscher Kinderverein e.V.) draws attention to this and insists on more education: „Children are still not informed enough about their rights," notes Rainer Rettinger, managing director of the association. „Even educational professionals in schools, daycare centers and youth welfare offices are sometimes hardly informed about it."

The child protectors, together with the Dialogbild agency, have now developed an illustration that provides clear and concise information and explains basic rights in an understandable way. Although the articles of the UN Convention on the Rights of the Child cannot be enforced in court, the prohibition of corporal punishment and mental injury is

laid down (§ 1631 of the German Civil Code), and children are also guaranteed the right to information and participation (§ 8 Para. 1 of Social Code Book VIII) and to confidential advice in emergency situations (§ 8 Para. 3 of Social Code Book VIII). In addition, every child has the right to be taken into care without giving reasons (§42 SGB VIII).

„It must be understood as part of the educational mission not to make violence and sexual abuse taboo but to openly mark it as wrong and punishable and to talk about it with children," says Rainer Rettinger. This is exactly where the dialogue picture comes in with its clear visual language.

The Children's Association believes that youth welfare offices in particular have a duty to inform children and adoles-

cents about their rights. Practice shows that they are not informed of their rights to confidential counseling, to be taken into care, and to file complaints during risk assessment procedures and help plan discussions. Even on the homepages of many youth welfare offices one looks for this information in vain.

The German Children's Association (Deutscher Kinderverein e.V.) also demands that the legal right of all children who receive help with their upbringing to be informed about their rights of initiative and to have regular personal discussions in an environment suitable for children be safeguarded. Here, questions, wishes and dangers should be discussed with the specialist from the youth welfare office in child-friendly language and, as a rule, without parents.



## REQUEST FURTHER INFORMATION

You too want to convince your colleagues of the implementation of the dialog picture method? Then order our free info package with various example posters. Due to the larger format you will get a perfect idea about what your work your very own dialog picture may look like. The posters are even usable to test

the acceptance of visual media in your company: Just display the posters in the office or in the corridors and test the reactions and excitement for dialogs of your colleagues. We will happily provide you with digital material for the internal presentation, too.

The info package and further documents are easily found in the section "contact" under [www.dialogbild.com](http://www.dialogbild.com) or to order by phone under: +49 (0) 40 30 70 261-0



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**DIALOGBILD®**