

SHOW WHAT YOU WANT TO SAY

The transportation and logistic industry faces a constant change. Economical changes and the increasing automatization influence the industry in numerous ways. The digitalization and advantages of artificial intelligence are reason for a digital transformation and the creation of new organizational models. Topics, such as sustainability, electromobility and personnel shortage are reason for a new way of thinking and the development of new transportation and delivery methods.

But how do you communicate this transformation to your employees and colleagues?

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

Presentations, strategies, process descriptions and even mission "statements" are often text-heavy. This

makes it challenging for employees and leaders to comprehend connections, understand the "big picture" and implement changes.

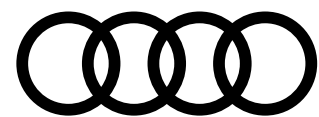
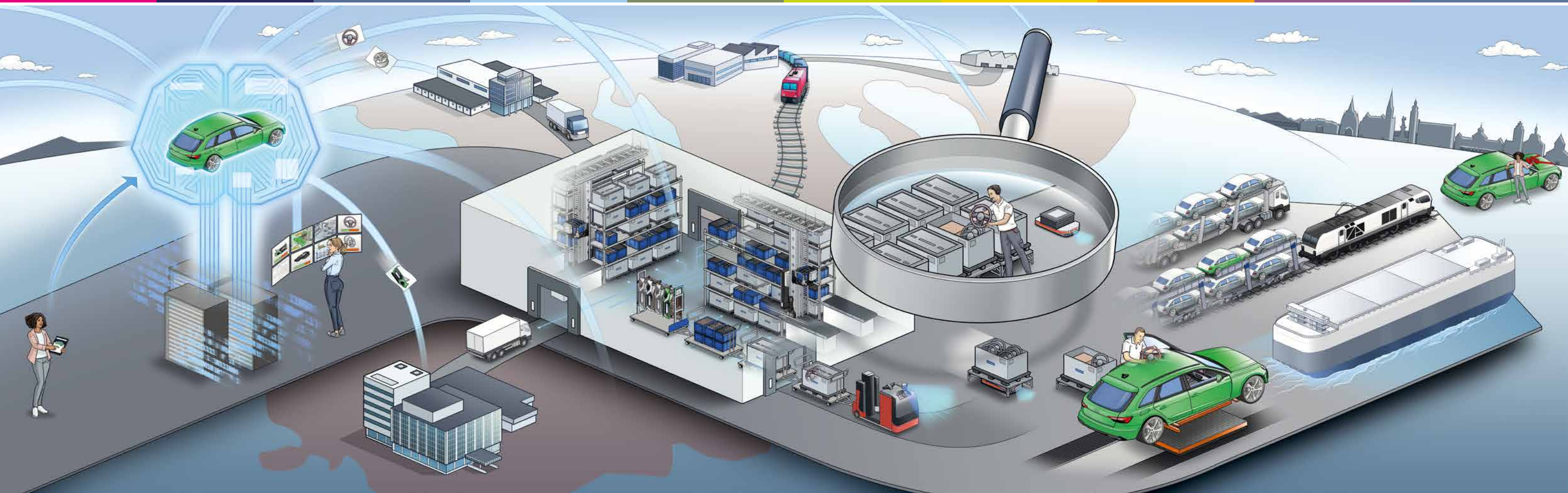
Join us on a journey of discovery through a visual communication world, promoting more dialog. Because "every strong image becomes reality".



EVERY
strong
IMAGE
BECOMES
REALITY.

Antoine de Saint-Exupéry





AUDI LOGISTICS

COMPLEX PRODUCTION PROCESSES IN ONE PICTURE

Future is an attitude ...

... a vision that more than 43,000 employees in Ingolstadt alone are working on effectively and with passion. For more than 70 years, well-known models have rolled out of production all over the world. Enthusiastic customers can follow the basic principles of production on a guided tour of the plant. When designing the visitor route, the company once again opted for a dialog picture to visualize the individual logistics processes. The processes and interrelationships can be grasped at first glance and are presented in an easily understandable way from a bird's eye view.

During the process, the content of the dialog image was developed in several web conferences. Together with an illustrator and consultant from DIALOG-BILD and a team from AUDI AG, the topics were developed and partly sketched live. In this way, all participants were actively involved in the development process and had the opportunity to help shape the dialog picture. After the final fine-tuning of the content, the dialog picture was finally visualized in color and in a high level of detail.



Beate Schneeberger
Supply Chain
Ingolstadt

„The aim of this project was to give visitors to the Audi plant in Ingolstadt an understanding of the activities and functions of the supply chain. The challenge was to depict the complex and partly invisible processes of the supply chain as well as the extensive areas of responsibility in a structured and clear-

ly understandable way for our visitors. With the help of DIALOGBILD, we were able to capture our process descriptions holistically in a unique image composition, allowing all departments of the supply chain to identify together as a team.“

INDIVIDUAL SCENES AND THEIR MEANING



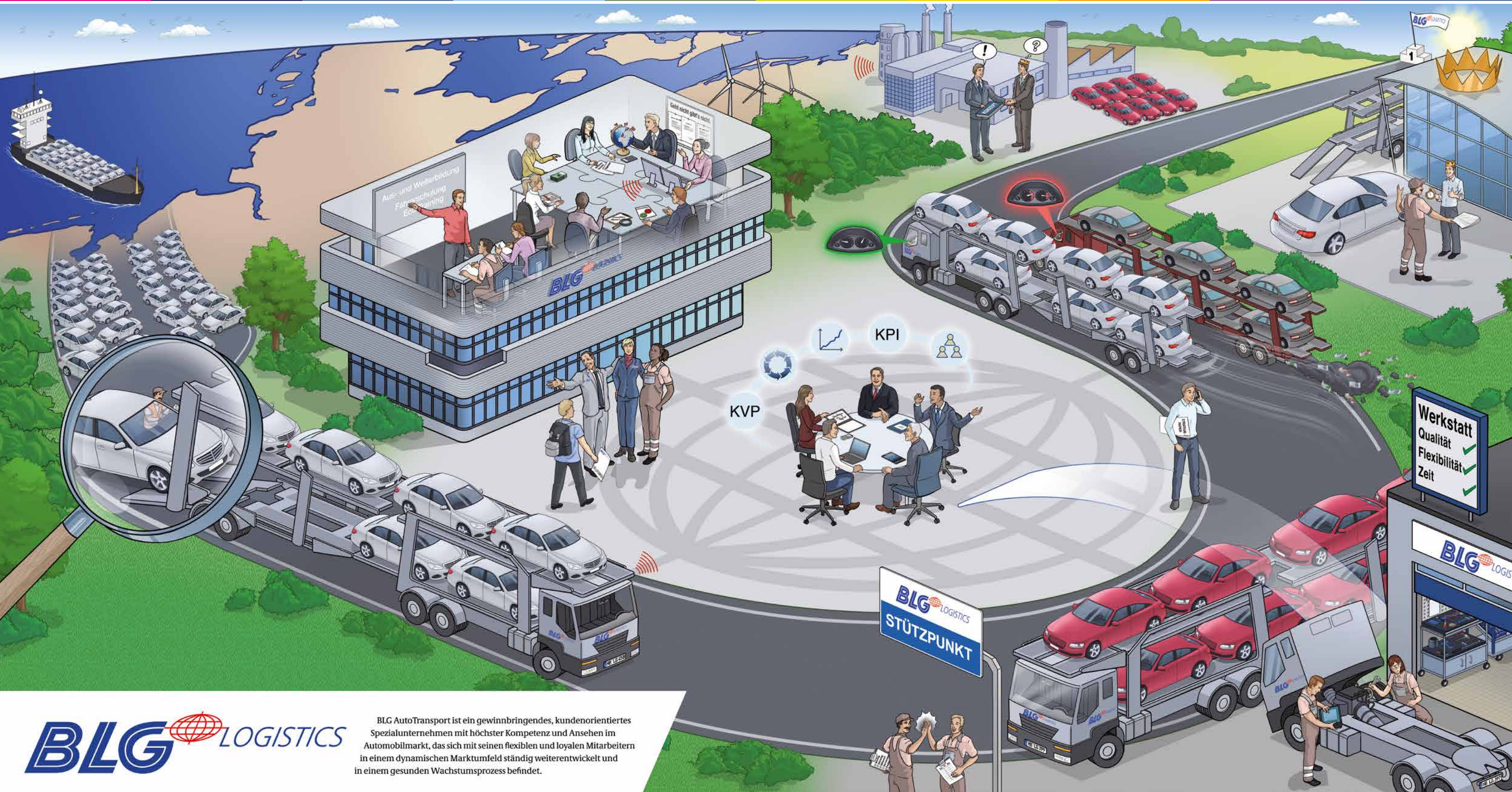
Pre-sorted components for assembly.



All deliveries are digitally monitored.



Customer delivery



BLG AutoTransport ist ein gewinnbringendes, kundenorientiertes Spezialunternehmen mit höchster Kompetenz und Ansehen im Automobilmarkt, das sich mit seinen flexiblen und loyalen Mitarbeitern in einem dynamischen Marktumfeld ständig weiterentwickelt und in einem gesunden Wachstumsprozess befindet.

50 PAGES OF STRATEGY = 1 DIALOG PICTURE

BLG AutoTransport is a globally-operating automotive logistics company. As a successful logistics provider it is significant to operate a common and consistent corporate strategy.

Regarding this challenge BLG Auto-

Transport approached DIALOGBILD. First of all, a joint work group of BLG AutoTransport and DIALOGBILD developed a visual framework and defined and created exemplary scenes during several meetings.

The main focus laid on a descriptive

and sustainable communication of BLG AutoTransport's corporate strategy.

Their very own fleet of 400 trucks enables BLG AutoTransport to move more than one million vehicles each year. That was the reason why we il-

lustrated plenty of trucks to demonstrate the classic transportation process - from loading the vehicles to the final delivery to the customers. Furthermore, we emphasized the unity of BLG AutoTransport - every employee should find himself in the scene-

ries of the picture and thereby gain a better understanding of his individual role in the company's strategy.

The dialog picture visualizes a message. But to initiate a sustainable and efficient change, communication is

the key element. Hence, the CEOs decided to present the dialog picture to all the different branch offices and to enter into a direct dialog with the employees.



Michael Bünning
CEO BLG AUTOMOBILE
LOGISTICS GmbH & Co. KG

"To make the big picture work - that was the demand of our staff which we wanted to accomplish. In general, not such a huge challenge. We have a well-defined strategy, we have guiding principles and a vision. All of this was summarized in the little spectacular 50 pages of our pamphlet. But we were not satisfied with the idea of handing out only this printed manual - in a nicely done hardback - to our staff. We wanted to have something interesting, something illustrative, something sustainable.

During our research for such a product, we encountered DIALOGBILD. Visualizing a strategy? Great idea! But...how do you achieve that?

First of all, DIALOGBILD and BLG AUTOMOTIVE LOGISTICS built a work group. After becoming familiar with our strategy and our business environment, DIALOGBILD presented different solutions and illustrative possibilities in our first session. Our DIALOGBILD consultant guided us commendably through the complicated and diverse process of visualizing our strategy.

During relatively few sessions, we developed the first draft for our dialog picture. We could always rely on the highly professional support from DIALOGBILD. Especially the approach of presenting us different perspectives helped us immensely to create the big picture of our strategy.

It would be a lie to say that the final picture matches exactly the way we imagined it before. To be honest: We had an ambitious aim but no idea about its realization.

Finally, we can proudly say that we are both highly pleased with the result of our dialog picture and with the great support of DIALOGBILD. This will definitely not be the last collaboration."



THE FUTURE PICTURE 2030

MODERN, DIFFERENT, ECOLOGICAL

Bremer Straßenbahn AG operates a large part of public transport in Bremen. It ensures sustainable mobility and plans for the future. Whether digitization or electric mobility, demographic change or supply development - everywhere in the transport industry, the signs of change. Due to the rapidly evolving mobility market, it is necessary that, in addition to efficiently designing and expanding our existing offer, we test new forms of mobility

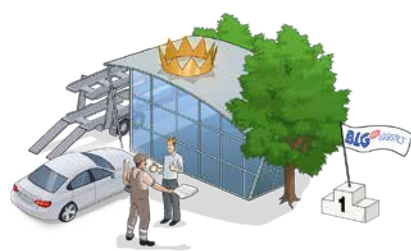
and question existing structures. The aim of BSAG is to contribute both to climate-neutral mobility and to improve the quality of life of the city of Bremen.

In 2017, they began to work out the new vision of the future and DIALOGBILD visualized it together with BSAG. Where do we want to be in 2030? How do we see our task? Which services do we want to offer?

The result was presented to all employees in March 2018.

Additional Information:
In the **BSAG Sustainability Report 2017**, starting on page 10, the background of the dialog picture and its origin will be explained in more detail (only a German version).

INDIVIDUAL SCENES AND THEIR MEANING



Handing over to the customer

The scene of the final handing over to the customer illustrates the end of the way of transportation. As one of the big logistic players, BLG AutoTransport is expected to keep the promise of quality. More specifically, this refers to a timely delivery of the ordered vehicles at the right time and to the right location.



The strategy team

The strategy team defines not only the basic vision and the guiding principles but also exchanges information about data, such as operating numbers and the general performance.



Employees

New employees are welcomed in the diverse BLG team.

INDIVIDUAL SCENES AND THEIR MEANING



Workplaces you want to have

We are the top employer in our city. We attach importance to ecological, healthy and social action.



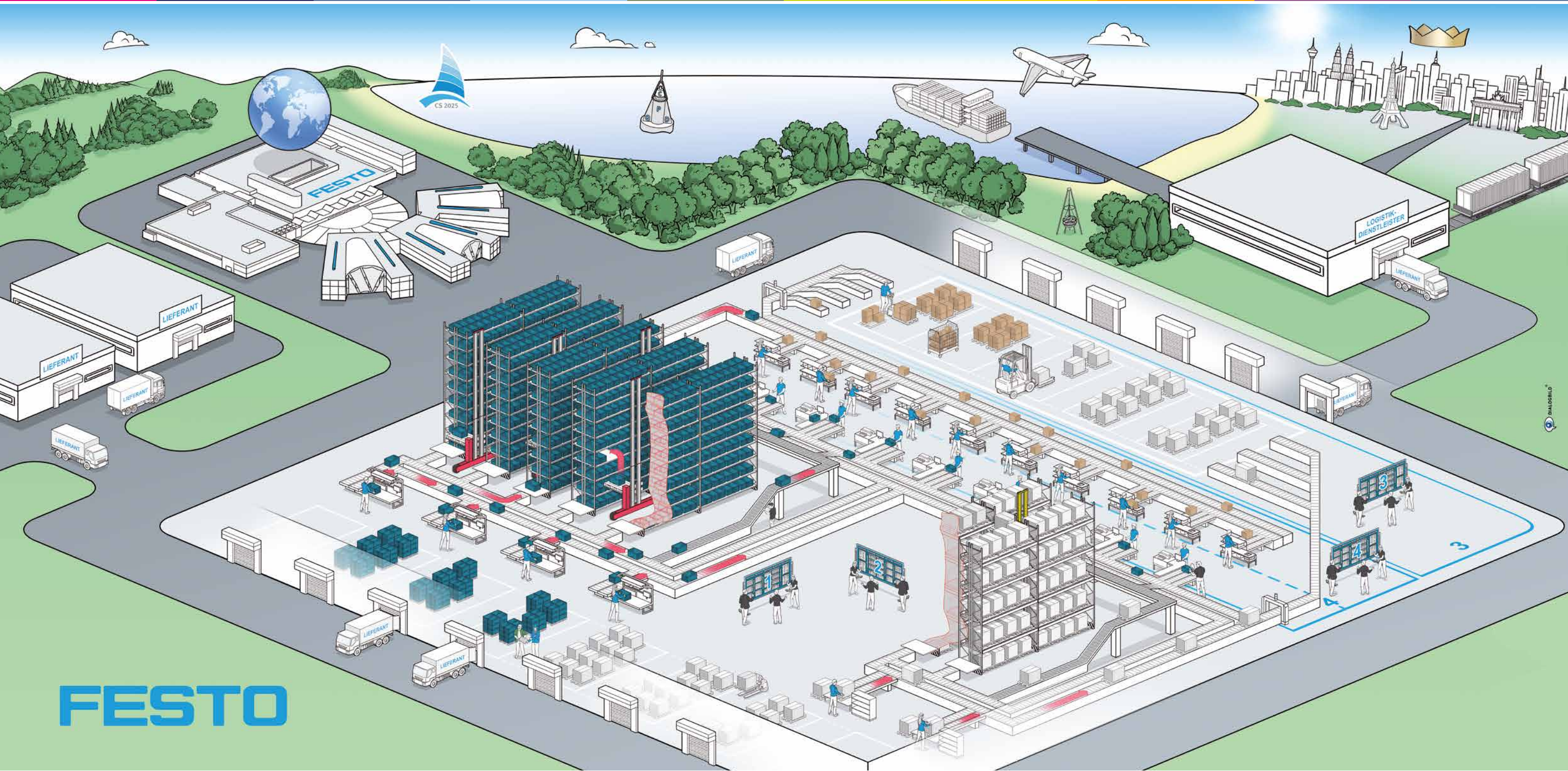
Technology for people

We use technological progress, insofar as it serves people, to improve the quality of life and mobility.



Technology makes work easier

We use automation and digitization, for example, for healthier workplaces and meaningful networking.



FESTO

DIALOG PICTURE LOGISTICS

INDIVIDUAL, INNOVATIVE & PROACTIVE

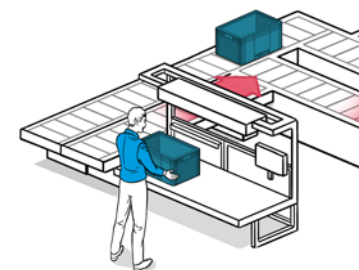
The Festo Group provides answers to questions in the field of automation technology. The success of these answers is demonstrated by the 300,000 customers worldwide from over 35 industries in 176 countries. If one of the approximately 33,000 catalog products is not suitable, Festo will develop customized customer solutions: Individual, innovative and proactive.

In order to drive forward its own internal development within OPEX, Festo initiated the collaboration with DIA-LOGBILD. The goal was to communicate to employees at first glance where their own work area is and which topics also interact across the board.

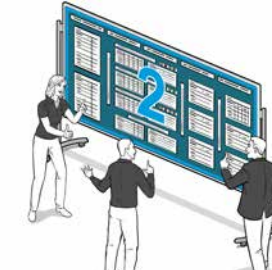
Christian Pflüger
Plant Manager Logistics

"From the very beginning, we felt very well looked after and that our ideas and wishes were understood. We wanted a meaningful representation that accurately depicted our flow of goods and the entire logistics, and that's exactly what we got. The dialog picture is already in use and has already received great approval from colleagues."

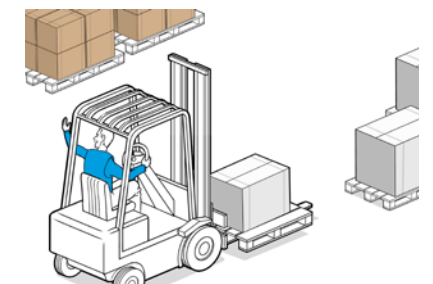
INDIVIDUAL SCENES AND THEIR MEANING



Repackaging into small load carrier (SLC)



Shop floor management



Preparation for the delivery of repackaged wares



HELLMANN PROMISE
FOR THE BETTER. TOGETHER.

For more than 150 years, the family-owned company Hellmann Worldwide Logistics has successfully delivered top performance across a broad range of services - freight forwarding services by rail, truck, air and sea

freight are complemented by CEP services, contract logistics and industry and IT solutions. What began with the transport of goods by horse and cart has evolved over the decades with technical innovations

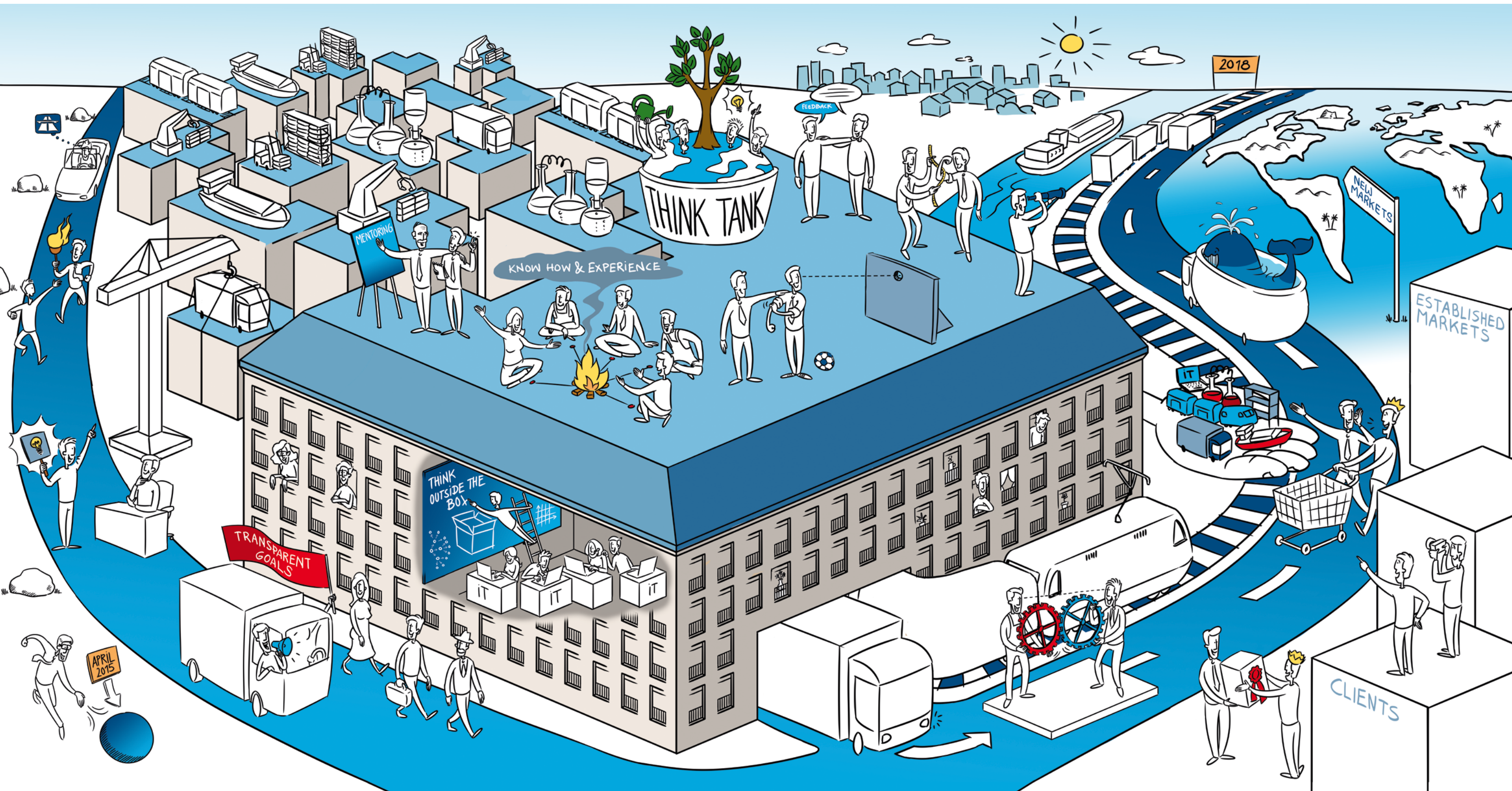
into state-of-the-art solutions. To enable Hellmann Worldwide Logistics to meet the challenges of tomorrow, interdisciplinary work is already underway today on new visions.

In order to position the company for sustainable success in times of constant change, a new corporate culture was defined, including a vision, mission and values. This globally valid culture, which connects all 14,000 employees, was to be conveyed in the dialog image and at the same time provided with a basic clarity.



Dükran Gencay
Global Head of Leadership & Culture, Corporate Development

"When our work with DIALOGBILD began, we filtered out together what content was a priority for us. From this large mass of topics, we developed a dialog picture with creative scene design, smart links and an aesthetic in which we can very much see ourselves as a company. Now we're looking forward to the application premiere of our dialog image!"



LEADERSHIP CONFERENCE

IMPERIAL Logistics International is a professional and reliable partner for worldwide flow of goods. With its close-knit presence and a broad port-

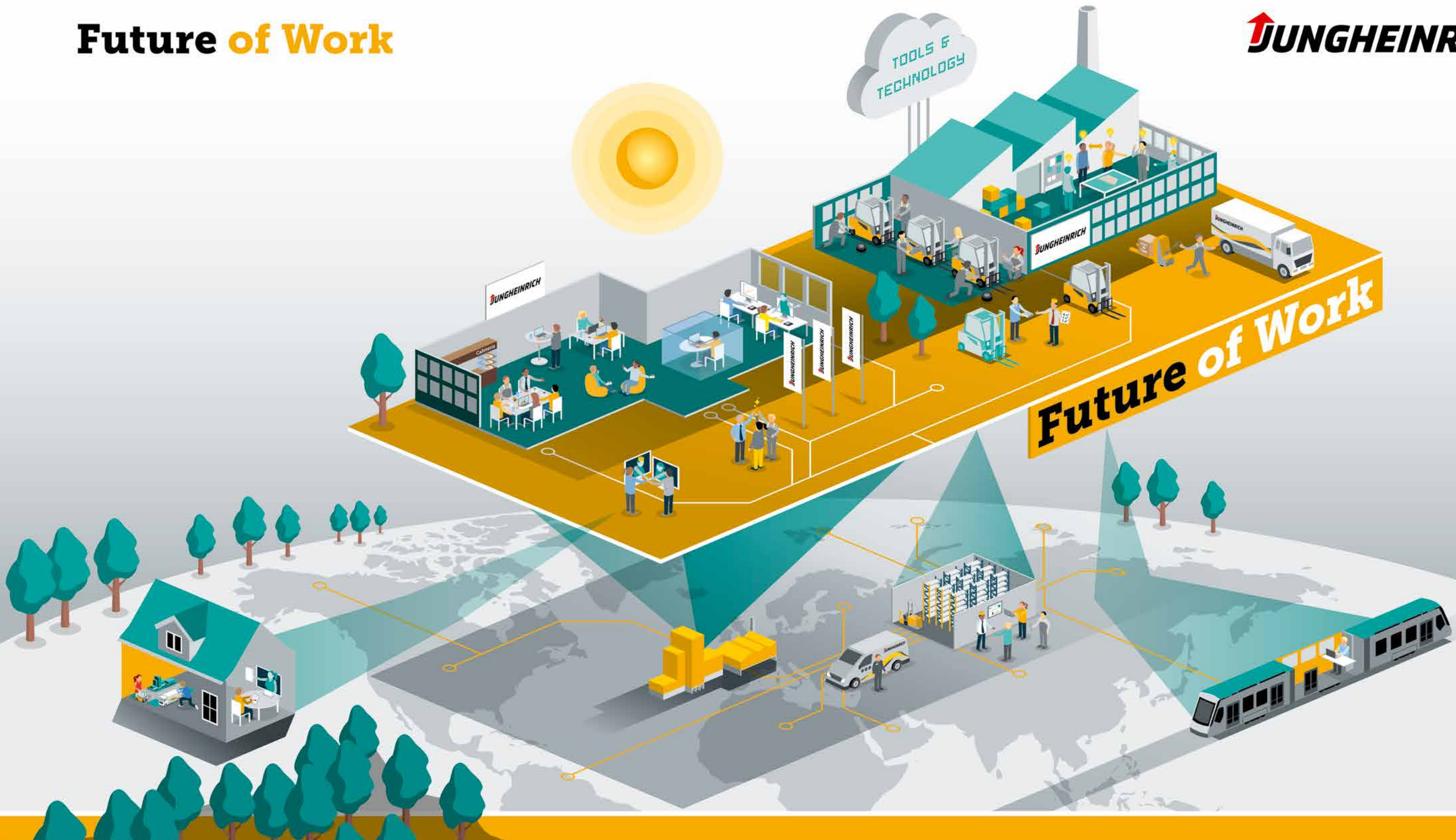
folio, the group, headquartered in Duisburg, offers integrated, cross-industry logistic solutions.

The project

How do you fill a new company strategy with life and make employees ambassadors of change and progress? IMPERIAL Logistics International has found a consistent answer to this question: Participation.

For the introduction of the new company strategy, 110 company executives spent a weekend exploring different aspects of the realignment and introducing their ideas for a successful future. In order to preserve, discuss and communicate these valuable contributions, the right

method was quickly found: an illustrator from DIALOGBILD visualized the workplace results live on site. The result was subsequently developed into this Dialog Picture Light, which has been an integral part of internal corporate communications since then.



FUTURE OF WORK

VISUALIZATION OF THE FIVE WORKSTREAMS

Jungheinrich, founded in 1953, is one of the world's leading intralogistics solution providers with 3.8 bn EUR in sales and more than 18,000 employees. With a comprehensive portfolio of material handling equipment, auto-

mated systems and services, the company offers its customers tailor-made solutions for the challenges of Industry 4.0 from a single source. Jungheinrich has energy expertise that is unparalleled in the industry and is a

pioneer in lithium-ion technology. Jungheinrich's goal is to be the world's first choice in intralogistics. With its Group Strategy 2025+, the company is committed to creating sustainable value-for its customers, employees,

shareholders and business partners as well as for society as a whole.

With its international, cross-functional and cross-hierarchical, 'Future of Work' program, Jungheinrich has embarked on a long-term transformation and cultural development process that is actively shaping the working world of the future within the compa-

ny. Jungheinrich is focusing on successful collaboration at all levels and making the best possible use of opportunities presented by digitalization and new forms of work to further develop the organization worldwide. The 'Future of Work' dialog picture shows how this affects different aspects of work. Jungheinrich has opted for a modern and purist illustration

style: Flat 2.0. The flat design focuses on simple, clear structures. In this way, the chosen design style underscores the clear visual language with which Jungheinrich conveys its vision of the future world of work at a glance.



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



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

KUEHNE+NAGEL 



DANGEROUS GOODS

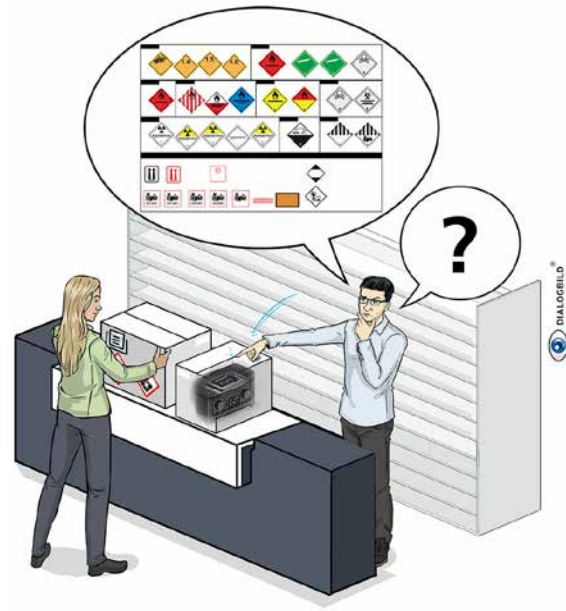
SAFE JOURNEY

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



KUEHNE+NAGEL

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.

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.

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.



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.”



Maik Heunemann
Senior Manager
Global Processes
& Systems Sea
Logistics

„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

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.”



SERVICE EXCELLENCE

This dialog picture was developed in 2011 and, under the theme of "Service Excellence", employed in the training of cabin crews. By now, at least 17,000 flight attendants have been trained using this picture. They particularly focused on services on board air-

planes during their training. Through the perspective shift towards customers, flight attendants may consider the challenges that come with short distance travel. Two exaggerations display extreme-case-scenarios, which challenges the employees to be espe-

cially sensitive in regards for these customer experiences. The picture does not just reflect individual scenarios, but further it showcases the implementation in the broader flight process.



Ursula Schulze
Group Leader Training and Development
Cabin Frankfurt,
Deutsche Lufthansa AG

"The dialog picture allows us to initiate a conversation about their duties on board with the crews. The crews can recognize themselves in the scenes, which makes it easier to engage with

self-reflection. The viewing and identification of scenes is the basis for a common understanding. Moreover, it creates stories and examples from one's own daily experiences."



Check-in as a mechanical process
 Through the use of a robot, it becomes clear that the individual customer and their needs are not focused on, instead, the check-in process is rigorously adhered to. Individual customer care is a foundation for exemplary service.



Employees with blinkers
 The employee is clearly so distracted by his hunger, than he fails to notice the passengers' questions. Even though the employee might be on break in this situation, the passenger still perceives him as a Lufthansa employee.



Lost & Found
 The mother is missing the stroller she handed off. As a passenger, one values end-to-end service, be it before, during or after the flight. It is part of Lufthansa's general service attitude to provide solution-oriented assistance even in such situations.



STATIONS WORLD "GROUND"

After the development of a dialog picture for the training of cabin crews,

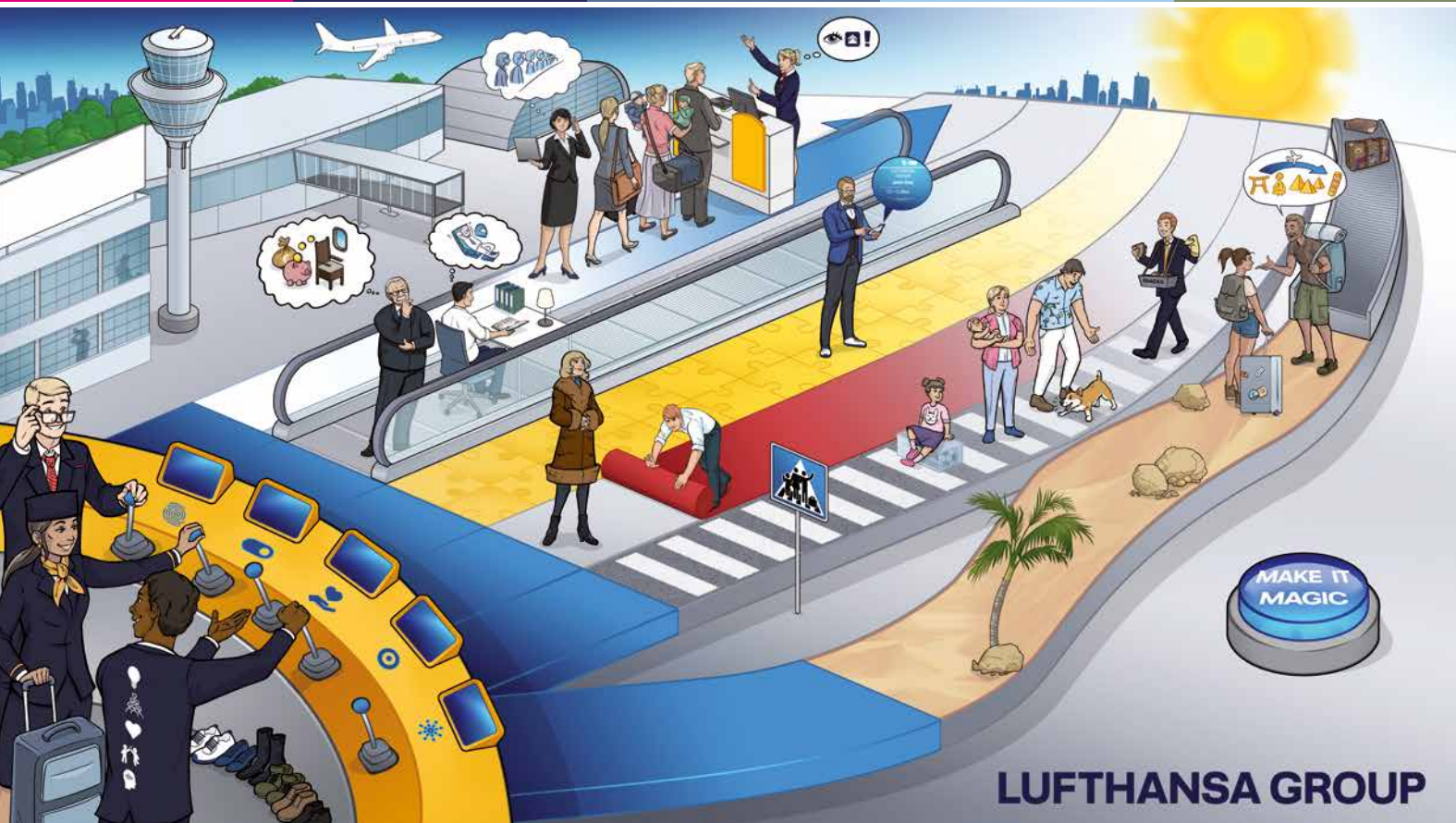
and due to a successful implementation, we devised an interactive dialog

picture for the specialist field ground handling. We created humorous

scenes along the entire service chain for this, which inspire reflection during the training process. From self check-in, to the exemplary service in

the First Class section - Lufthansa AG is serious about guest focus and attempts to elevate them individually even during automated processes.

The dialog picture shows that the guest experiences on the ground, among other things, are greatly influenced by the employees.



THE INTERACTIVE DIALOG PICTURE



"MAKE IT MAGIC" button

The "MAKE IT MAGIC" button serves the trainer to visually "reward" special service ideas of the employees with a simple click within the training courses.



MAKE IT MAGIC

THE SERVICE AT LUFTHANSA GROUP

The Lufthansa Group initiated an interactive dialog picture in order to respond more intensively to the different customer groups in training courses. This dialog picture is used internationally, for example at airports, to strengthen service orientation. One advantage of the

dialog picture media is the internationally understandable picture language. In the digital version, videos, text and graphics can also be embedded so that further information can be conveyed in addition to the image. These functions are perfect for putting service employees in the guests' perspective and thus reflecting and anchoring specific topics.

The interactive dialog picture in this case was based on the development of a classic dialog picture, which then received click points and transformed into an interactive version through programming.

A detailed briefing on the individual picture contents took place at the start of the project. The Lufthansa Group project team explained the strategy and together we developed initial ideas for implementation.

On the basis of the results from the kick-off meeting and extensive information material, we then created the dialog picture. In order to anchor the content even more deeply, we programmed an interactive version in which the Lufthansa Group provided live-action films as well as animated videos and graphics in the form of individual click points.

This interactive medium is used internationally by the Network Airlines of the Lufthansa Group (Austrian Airlines, Lufthansa Airlines and SWISS).



Try it now!
Simply the QR code
to scan.

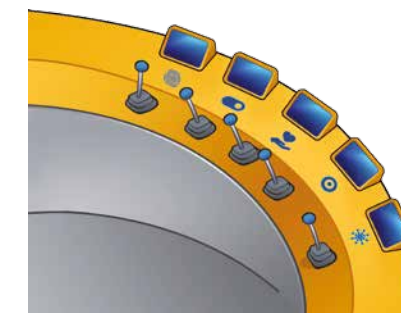


INDIVIDUAL SCENES AND THEIR MEANING



Service- und Teamculture

"There is no Customer Experience without Employee Experience!" - This scene expresses the connection between customer service and teamwork. 5 essential team values form the backbone of a healthy service and team culture.



The 5 pillars of the strategy

In the control tower, the strategy's 5 pillars are visualised in the form of individual monitors and control levers. Lufthansa Group employees are given an overview of the strategy topics and their significance for the individual steps of the entire travel chain.



Shoes of the customers

In this scene, viewers slip into the shoes of Lufthansa Group customers. It becomes clear what they understand by service. Different expectations and demands come to light.



Ursula Schulze
Head of Training
- People, Process
& Performance

"The cooperation between DIALOGBILD and Lufthansa was perceived by the project team as very constructive, professional and target-oriented. The creative cooperation was a lot of fun and ideas were implemented in an uncomplicated way. The picture has already been in use for almost a year and is regarded as particu-

larly helpful by the target group, the employees in customer contact. It is used as a whole picture for training purposes or individual scenes are discussed in briefings. The presentation and the interactive elements attract a lot of attention and encouragement from our service staff."



LEADERSHIP PRINCIPLES

STUTE Logistics (AG & Co.) KG is a modern logistics service provider with a long tradition. The company was founded in Bremen in 1853. Nowadays the company is one of the leading European service providers in the areas of contract logistics, overland transport and ocean freight. Since 1996 STUTE Logistics (AG & Co.) KG

has been a wholly-owned subsidiary of Kühne + Nagel-Group. Beside their corporate values of respect, customer orientation and self-responsibility, STUTE puts great emphasis on 10 leadership principles which shape working together on a daily basis. The values should be understood, accepted and lived by all employees

in order to establish them permanently in the company. DIALOGBILD was tasked with visualising these values. After the briefing discussion we started to design a background scenery which was used as a base for the following interdisciplinary live visualisation workshop consisting of one illustrator and one moderator available on site.

The workshop was used to fill the background scenery with life and to develop suitable drafts of scenes for the leadership principles. Key message, actors and image metaphors were considered as influencing factors among other things. Afterwards the dialog picture was finalized and completed after a three-month project phase. The background scenery reflects the company in all areas and creates connections as a result of it.

Nina Krebs
STUTE employee
and organisational development

"A few years ago we've already implemented our STUTE- leadership principles in our company and with the aid of the new dialog picture we want to establish them even stronger in the company. Our goal is that all employees understand and live the principles - from the

management to the industrial employee. The dialogbild shows a cross section of the whole company and visualises in single scenes our business culture and our leadership principles. It is supposed to familiarize all employees with the topics in a playful manner. To achieve high acceptance and identification we developed each scene in a creative workshop together with our colleagues from all business areas."

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 or to order by phone under: +49 (0) 40 30 70 261-0



Keep up-to-date concerning visual communication trends and DIALOGBILD-news: Follow us on social media platforms and sign up for our newsletter under: www.dialogbild.com/contact



DIALOGBILD®

DIALOGBILD GmbH
An der Alster 47
20099 Hamburg
www.dialogbild.com