

# DIALOGBILD<sup>®</sup>

SHOW WHAT YOU WANT TO SAY

## Water, Energy & Environment

We visualize Your Strategies, Processes and Visions

badenova  
Energie. Tag für Tag

EUROFORUM  
an informa business

GELSENWASSER  
GAS. STROM. NATÜRLICH WASSER.

ingenics GROUP

Leukoplast<sup>®</sup>

SCHAEFFLER

WW  
Westfalen Weser



INGENICS

**ZERO  
EMISSION  
COMPANY**

LEUKOPLAST ECO

**PROTECTING  
THE ENVIRONMENT**

WESTFALEN WESER

VISION MAP

**INTERCONNECTED  
INTO THE FUTURE**



## SHOW WHAT YOU WANT TO SAY

Our world is undergoing constant change as the global population and urbanization continue to grow. Often, infrastructure, such as water and energy supply, struggles to keep pace with increasing inhabitants. Simultaneously, the energy sector contributes to approximately two-thirds of global CO2 emissions. Lakes are drying up, glaciers are melting, large forests areas are being cleared, and deserts are expanding. The expansion of climate-friendly energy generation from renewable sources is crucial in combating climate change. Such a transformation of the energy system entails profound changes for both the economy and society.

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

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 "dialog 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 employee.

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**,

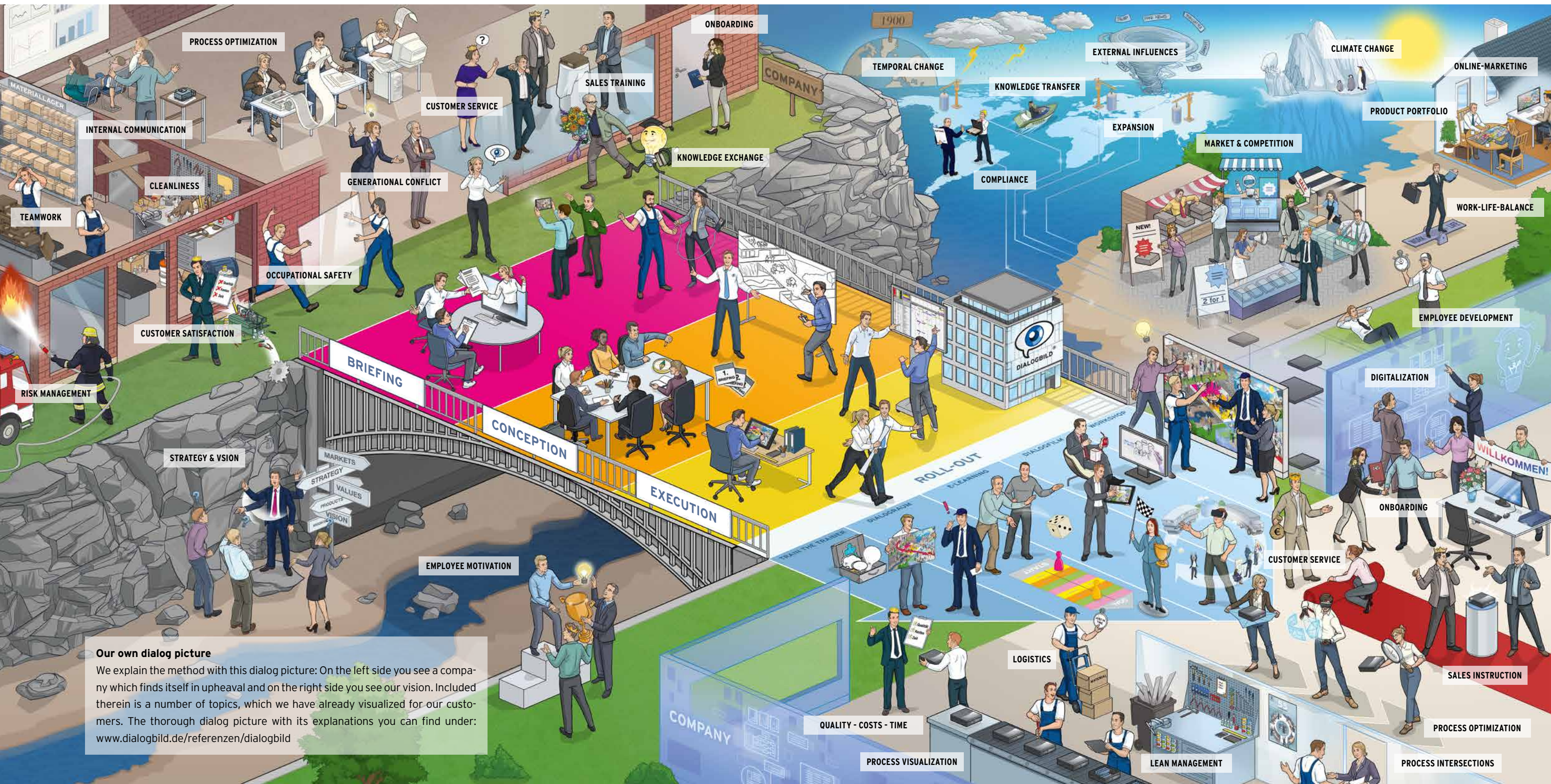
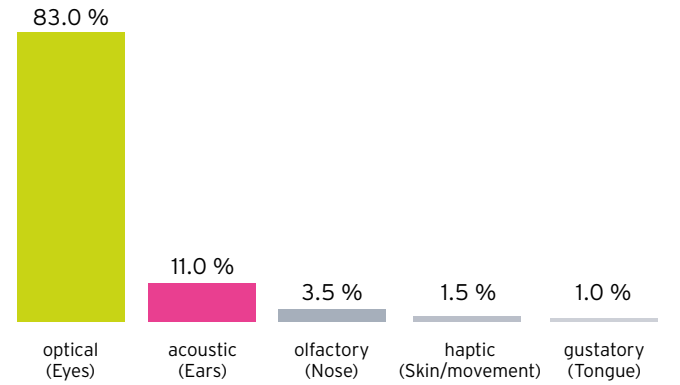
OF WHICH WE KEEP 20 %  
**= 2.2 %**

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)



## THE FUTURE VISION OF WESTFALEN WESER





## INTERCONNECTED INTO THE FUTURE

### THE FUTURE VISION OF WESTFALEN WESER

As a municipal infrastructure service provider, Westfalen Weser takes care of the provision of electricity, natural gas and water networks, which are constantly becoming faster, safer and more sustainable with increasing digi-

talization. Behind the success of the supply are efficiency and reliability, managed by a system of state-of-the-art network technology and competent employees.

In addition, Westfalen Weser is already working on innovative ideas for tomorrow's sustainable energy solutions in order to shape the energy transition together with municipalities and companies.

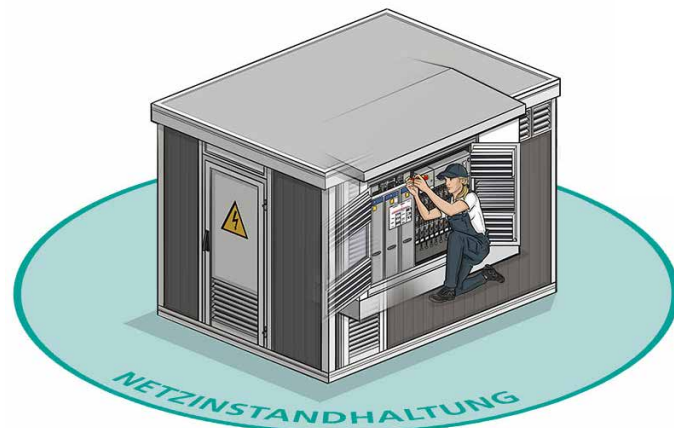
### CUSTOMER STATEMENT

**Dr. Niklas Dreyer**

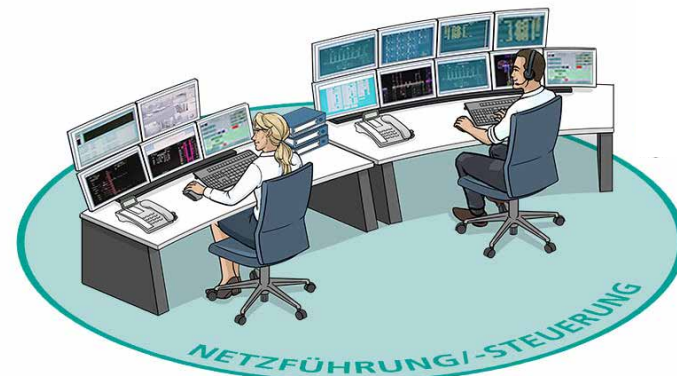
IT Projects & Digitalization

"Our short- and medium-term visions for the future hold a great fascination, which is difficult to grasp as such at first. We turned to DIALOGBILD because we wanted to see our visions not only summed up on paper, but also to be able to transfer this fascination to

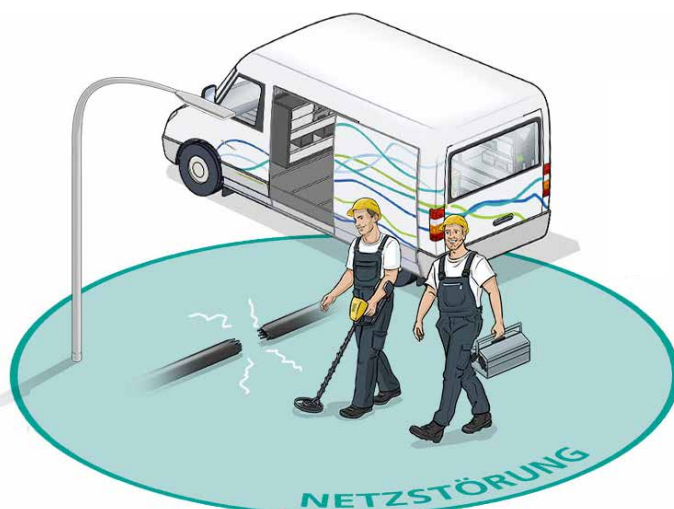
our employees, managers and clientele. Our topics, measures, processes and goals are all contained in a single picture - there is a lot of potential here. And we are looking forward to using this."



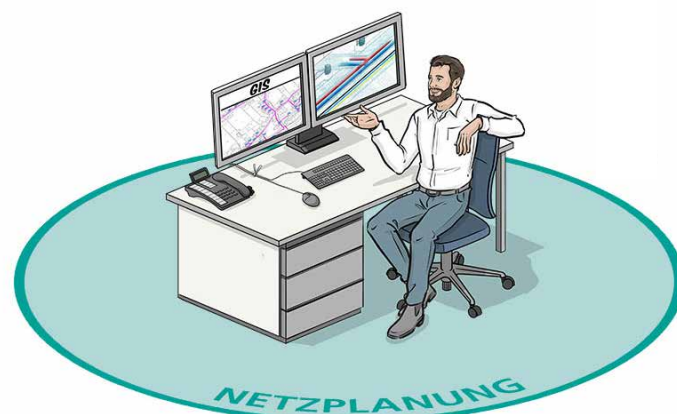
Network maintenance



Network management / control

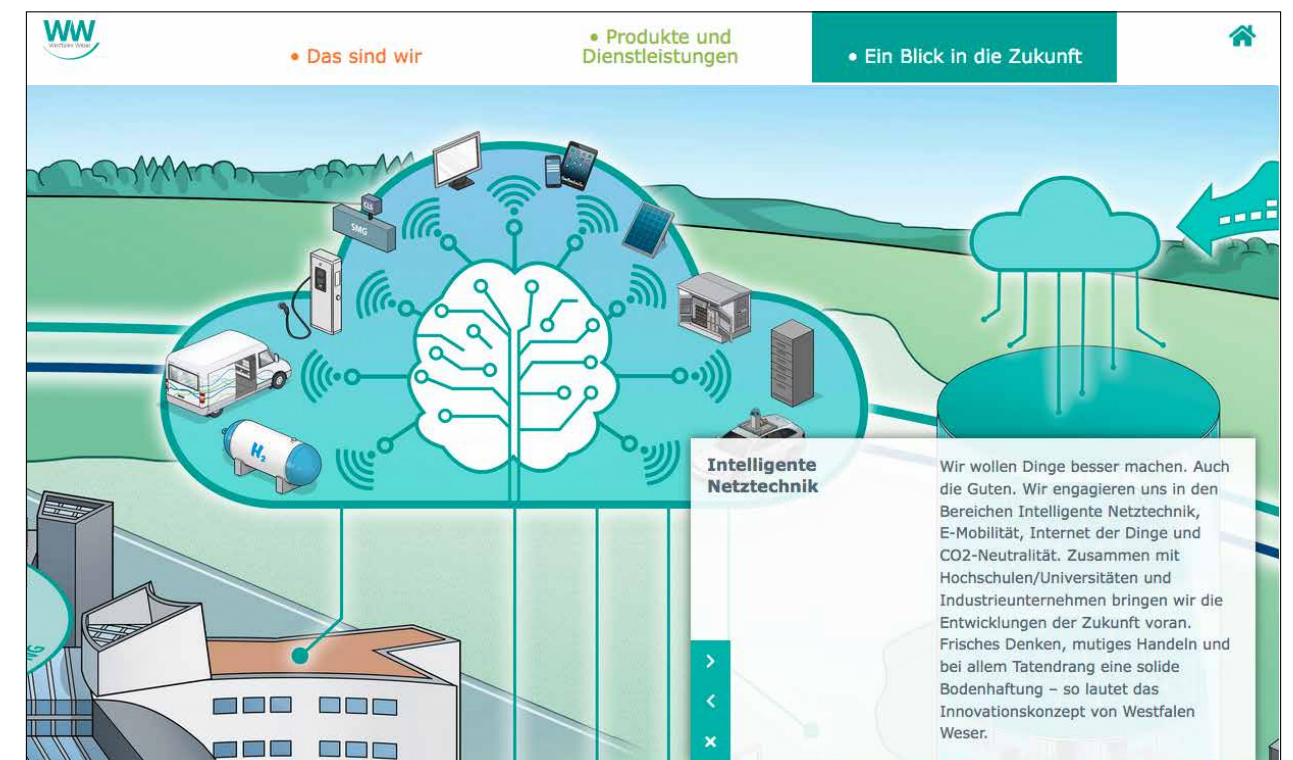


Network disturbance



Network planning

## THE INTERACTIVE VERSION



Try it now!  
Simply scan  
the QR code.





# STADTWERKE JAHRESTAGUNG

BERLIN 2017



ZEIGEN SIE, WAS SIE SAGEN WOLLEN.

Dialogbilder und -filme visualisieren komplexe Themen auf anschauliche und nachvollziehbare Weise. Sie sind ein effektives Instrument, um Wissen zu vermitteln und Motivation und Verständnis zu fördern. Wir unterstützen Sie mit unseren interaktiven Lernformaten für einen unterhaltsamen und nachhaltigen Wissenstransfer in einzelnen Kanälen oder mit einem übergreifenden Konzept.

Unsere Leistungen gliedern sich in 7 Bereiche:

1. Dialogbild: großformatige Schaubilder und Infografiken
2. Dialogbild light: das Dialogbild in Skizzenform
3. Dialogfilm: unterhaltsame Erklärvideos
4. Dialograum: Raum für Ideen
5. e-Learning: interaktive Selbstlernformate, NEU: AR und VR
6. Live: Live-Illustration, Graphic Recording, Teambuilding
7. Academy: Roll-Out-Begleitung und Scribble-Training

www.dialogbild.de

Ein Event von:  
**EUROFORUM**  
an informa business

## PUBLIC SERVICES ANNUAL MEETING

„At the 21st EUROFORUM Annual Conference „Stadtwerke 2017“, 50 speakers, 300 participants and 35 partners gathered to discuss strategies and solutions for the new energy age. Participants were particularly impressed by our Graphic Recording,

created off-stage by our partner DIALOGBILD. Overall, the Graphic Recording's structured and clear depiction of diverse topics and challenges was praised. Many attendees photographed the graphic on-site or later received the file, making it accessible

for all employees in their companies. The Graphic Recording added great value for our participants and we look forward to further projects with DIALOGBILD.“



**Claudia Paul**  
Senior Conference  
Manager  
EUROFORUM  
Deutschland SE







The goal of the dialog picture „Zero Emission Company“ from Ingenics is, to represent the incoming measures required to reach the climate goals within a company in a simple way. To facilitate this, individual Ingenics efforts are picked out from the three action fields „Green Supply Chain“,

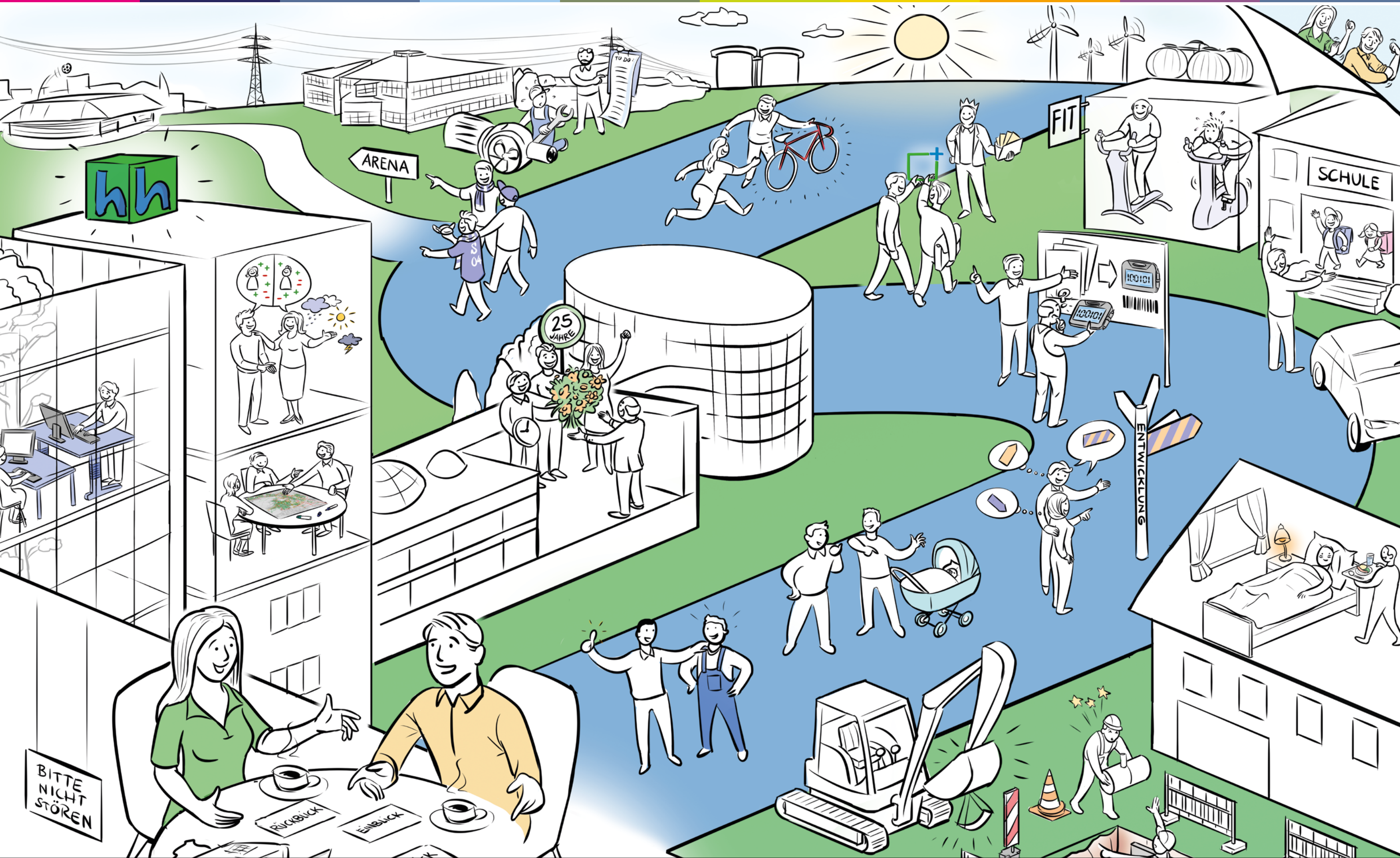
„Green Factory“ and „Green Product“ as examples and then visualized with context. Besides other topics, these include „CO2-optimization of logistic networks“, „CO2-optimization of existing products“ and „demand-driven modular production“. The examples cover the three scopes of the Greenhouse

Gas Protocol, which the company emissions can be designated to.

Try it now!  
Simply scan  
the QR code.











**SCHAEFFLER**

**CURRENT 3D-PROJECT**

**MORE INFORMATION  
TO THE PROJECT ON:  
[WWW.DIALOGBILD.COM](http://WWW.DIALOGBILD.COM)**





**Leukoplast®**

## FOR THE SAKE OF THE ENVIRONMENT

### LEUKOPLAST ECO

Essity works with more than 48,000 employees to adapt its own brands to the demands and developments of the

zeitgeist while maintaining its own high quality standards. The variety of the product range in the Health and

Medical Solutions segment extends across five brands, which are based on the common focus on pleasant applications and successful therapies for patients and users.

One of these brands is Leukoplast, which has stood for wound dressings of the highest quality for over 120 years. The Leukoplast brand range offers products for acute wound care, including wound dressings, roll plasters and surgical dressing material.

Whether parents, caring relatives or even medical staff, the portfolio of Leukoplast offers the right solution in every area: cleaning, liquid absorption, a stable and secure hold, but also the care of wounds for very sensitive skin.



The new Leukoplast eco is a disposable plaster made of at least 90% renewable raw materials such as bamboo fiber, while meeting the usual quality and functional standards. The illustrations for the plasters for "Leukoplast eco kids" were designed by DIALOGBILD with the aim of translating the theme of sustainability into an overall visual composition that embodies the principles of the new product line in terms of both color and motif: Sustainability meets proven quality. The "Leukoplast eco kids" design variant is intended to appeal in particular to the younger target group and, despite sustainable production, does not forego a lively design.

## COMMITMENT TO PROTECTING THE ENVIRONMENT THROUGH SUSTAINABLE PRODUCT DESIGN

With the topic of sustainability, the Leukoplast brand is doing its own pioneering work, which means dealing with new contexts and successfully communicating these very topics within the company.

In order to have an experienced and professional partner on board to support the communication of new and very complex topics and messages and to offer the own team the possibility to learn the current elements and contexts in a playful and self-didactic way at their own pace, Essity once again turned to DIALOGBILD.



**Brigitte Misch**  
Global Product  
Manager Pharmacy

"The start of a new project is always characterized by the enthusiasm and simultaneous challenge brought about by previously unknown subject areas. This is exactly what we encountered when we launched our first project with sustainable materials and sustainable product design "Leukoplast eco". We were faced with a complex entity that we not only wanted to understand together, but also to design. To do this, it was necessary to reach the internal marketing and sales channels of all country subsidiaries with a suitable medium. Before we decided to work with DIALOGBILD, we gathered ideas and requirements that the medium should fulfill. First of all, it should be

able to trigger enthusiasm for the new topic. It is important to us to work through the topic in a playful way, so that everyone can first develop a feeling as well as an intrinsic interest for the "Leukoplast eco" line. It should also express an invitation to deal with the new project structure at one's own pace, so that each individual has the opportunity to integrate into the new project structure in the best possible way.

Taking into account our wishes, we initiated the creation process with DIALOGBILD, which proved to be extremely professional, structured and creative. The collaboration was always characterized by an inspiring exchange, and at the same time the timeline discussed in advance was reliably adhered to. The final product not only impressed us graphically, but was also very well received by all ranks due to its simple handling and refreshing approach. approach were very well received. With our dialog image, we succeeded

in directing the internal launch of "Leukoplast eco" in a new and equally accessible-participative way for everyone, which is why we can recommend DIALOGBILD without reservation."

## INDIVIDUAL SCENES AND THEIR MEANING



Our customers are interested in sustainable and responsible living, which is reflected in their daily choices.



Close cooperation with our customers and market research evaluations drive our developments and quality.



We work together in a cross-functional team that combines strengths from all areas.



With the help of our global supplier network, we can select the best possible raw materials that meet our quality standards of sustainability and naturalness.





## EXCELLENT SERVICE

### LIVE ILLUSTRATION FOR BADENOVA

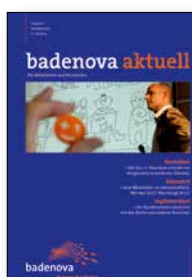
**130 top managers from Badenova participated in the live creation of a dialogue picture.**

Through exchanges with internal and external customers, Badenova, the energy service provider, developed a series of quality standards, called the 12 + 1 Standards. These standards

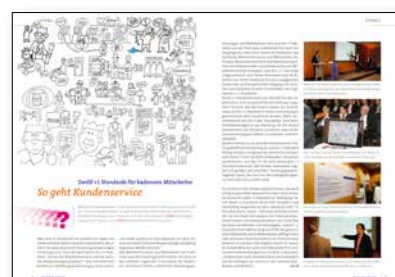
were formulated through a process called The Employee Mission Statement and Customer Relations and officially presented by the senior management.

It consists of 12 rules concerning communication, punctuality, appreciation and engaged competent handling of

customer requests. During the rollout all +1 standards were visualized. For each +1 standard Tom Becker (Dialogue Picture) created small cartoon sketches following dialogues with participants. These sketches were later developed into a complete dialogue picture. The event was moderated by Torsten Voller (Steife Brise).



The in-house magazine "badenova aktuell"



**Dr. Roland Weis**  
Head of Corporate Communication  
Badenova AG & Co. KG

## CUSTOMER STATEMENT

"Here at Badenova there are two important things: We had already drawn up our customer relations guidelines following several internal discussions and workshops which were then visualized. In the next step we merged the dialogue pictures with the visualized guidelines of the company. They are now a central element of our commu-

nication measures. These dialog pictures achieve identification, translation and recognition and are therefore a much stronger communication tool than only the spoken or written word."



## 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 re-

actions 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



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](http://www.dialogbild.com/contact)



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