

# DIALOGBILD<sup>®</sup>

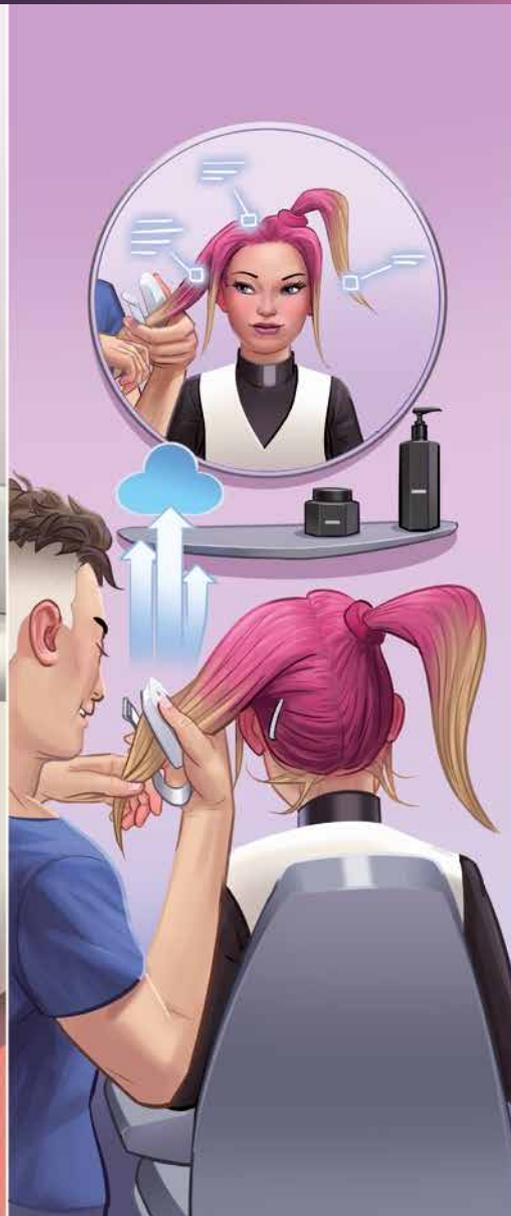
SHOW WHAT YOU WANT TO SAY

# Trade & Consumer Goods

We visualize Your Strategies, Processes and Visions



## TRUE BEAUTY GAME



HENKEL BEAUTY CARE:  
**DIGITAL STRATEGY**

E-LEARNING

FRESHNESS WITH  
**PENNY**

**READY**

POWERED BY



**HENKEL**  
BEAUTY CARE

FASHION DISCOUNTER KIK

CUSTOMER IS  
**KING**

OTTO

**MARKETPLACE**

## SHOW WHAT YOU WANT TO SAY

The retail industry is undergoing rapid transformation. As customer foot traffic in city centers decreases, the customer journey is increasingly shifting to online channels. Simultaneously, customers are making more conscious purchasing decisions, with values and sustainability playing significant roles.

The shift in buying behavior demands a reevaluation of strategies in retail and the development of new approaches.

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 "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 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,

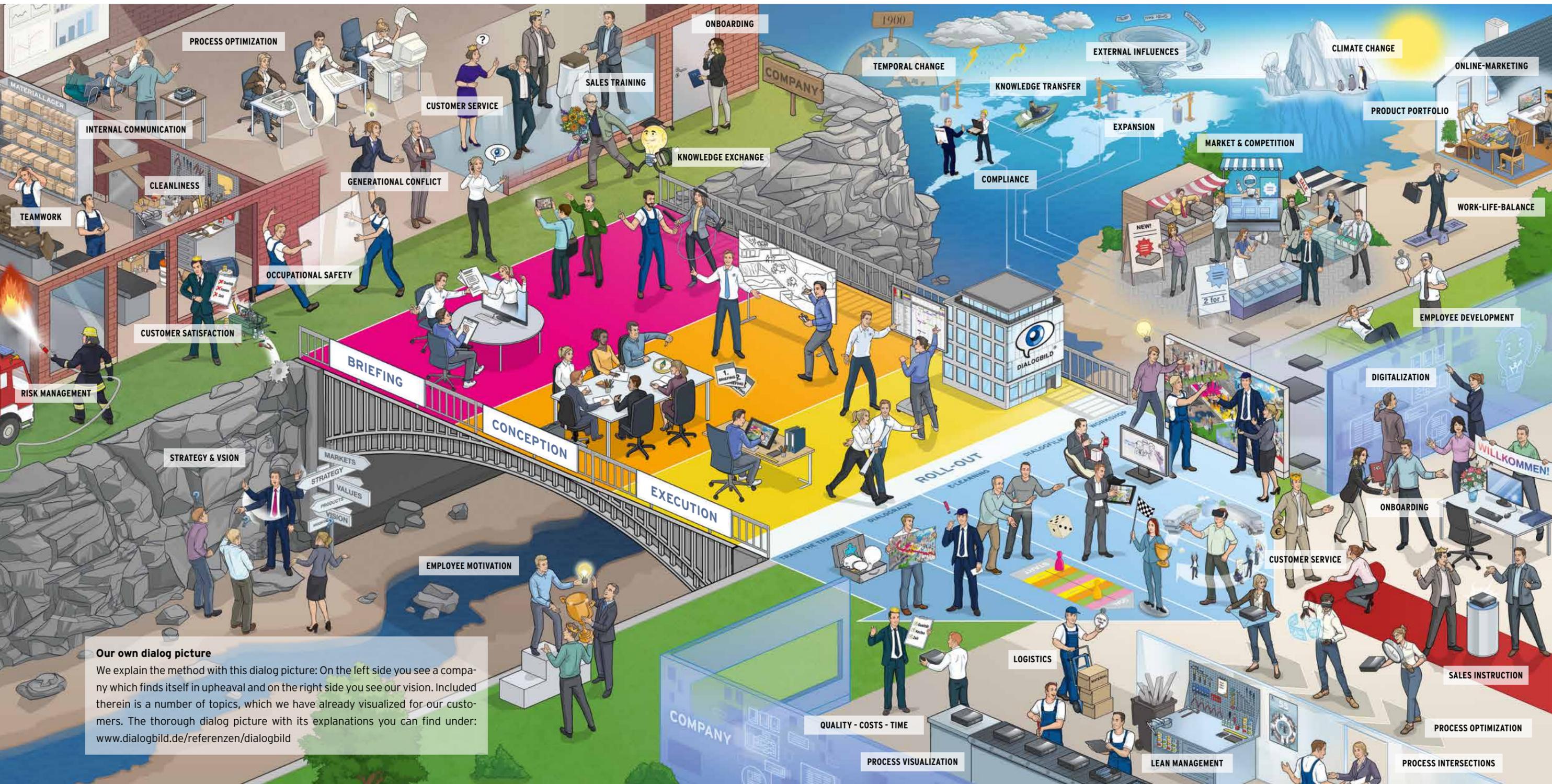
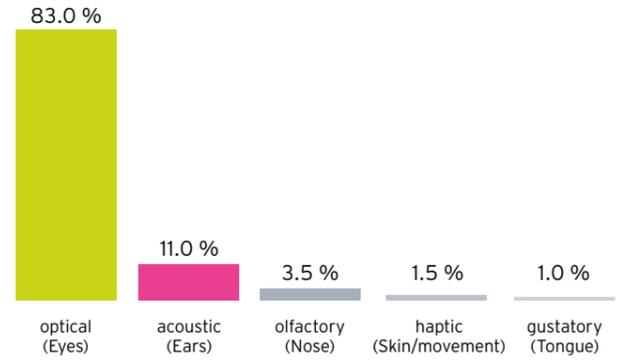
OF WHICH WE KEEP 20 %  
= 2.2 %

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)

# FRESHNESS WITH PENNY

## E-LEARNING FOR AROUND 28.000 EMPLOYEES



Try it now!  
Simply scan  
the QR code.



### BASIC & ADVANCED TRAINING

#### FOR BRANCH EMPLOYEES & STORE MANAGERS

The PENNY discount store, which belongs to the Cologne-based REWE Group, is one of the leading discounters in Europe with a turnover of around twelve billion euros. In Germany, approximately 28,000 employees work in 2,180 stores. With innovative concepts, PENNY offers its customers a tangible added value in terms of freshness and price.

PENNY offers its customers innovative concepts a livable value concerning freshness and prices. Part of this project is to use online training to convey the most important contents of the daily work in the fruit and vegetable department in order to ensure a 100% fresh experience in the PENNY stores. The e-learning developed by DIALOG-BILD consists of a mix of audio and vi-

deo elements as well as a series of interactions and quizzes. The central pivotal point is always the dialog picture. This shows an exemplary PENNY store from a bird's eye view, in which the fruit and vegetable department is shown. Within the department, scenes show the employees performing important tasks. The dialog picture itself can therefore also be used as an independent medium to keep an eye on daily routines.

For the e-learning, the dialog picture was divided into several video clips, in which relevant situations in the fruit and vegetable department are addressed depending on the training chapter. The training contents are presented by a speaker. After the videos follows the knowledge test, among other things in

the form of drag & drop elements and simple multiple choice tasks. Each interaction is based on elements from the dialog picture, so that there is always a reference to the fruit and vegetable department shown.

Since the e-learning is aimed at both store employees and store managers, two training variants were developed: a basic training course, which is limited to the basics, and a more in-depth training course for store managers, in which extended specifications on the subject of freshness in the fruit and vegetable department are taught. The e-learning is used in all PENNY stores throughout Germany and runs cross-platform on various end devices.

### INDIVIDUAL TASKS FROM E-LEARNING



**Martina Weinhold**  
Expert Learning/  
HR national (H HPK)  
PENNY Markt GmbH

"We are very pleased to be able to offer our colleagues in the PENNY stores an online training course realized by DIALOGBILD, which presents important connections and processes related to our fresh produce offensive in an appealing and activating way. We find the combination of differently prepared learning content in the form

of pictures, video and various interactive elements very entertaining and amusing, but at the same time instructive. That's why we consider online training to be an absolute added value in order to convey important contents in a learning-friendly way for us as a company".

# Poster Guide



## 1. Kunde ist König

- Blindtext
- Blindtext
- Blindtext

## 2. Preisführerschaft

- Blindtext
- Blindtext
- Blindtext

## 3. Ordnung und Sauberkeit

- Blindtext
- Blindtext
- Blindtext
- Blindtext

## 4. Kasse

- Blindtext
- Blindtext
- Blindtext

## 5. Nachbewertung

- Blindtext
- Blindtext

## Allgemein

- Blindtext
- Blindtext
- Blindtext





## THE "CUSTOMER IS KING" POSTER GUIDE

### STANDARDIZED PROCESSES & FIRMLY ESTABLISHED PRINCIPLES

KiK means "Kunde ist König" (engl. "customer is king") and is the guiding principle of the company, which since its foundation in 1994 has now successfully established itself with around 3,500 branches in eleven European countries. As one of the top ten companies in the textile discount sector, KiK is a real heavy weight in the German retail trade. More than 26,000 employees contribute to the annual branch growth of approximately 200 shops and the economic success of KiK. The long-term goal is to operate 5,000 stores in Europe with a modern design.

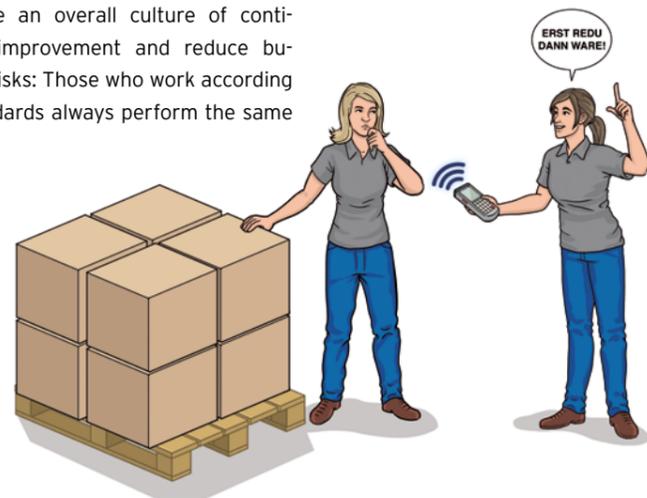
Standardized processes in the branches and firmly established principles are indispensable in this context. Standards promote an overall culture of continuous improvement and reduce business risks: Those who work according to standards always perform the same

activities in the same way. This reduces variation and leads to an increase in productivity, performance and efficiency while maintaining the same high quality. In order to establish and implement the most important processes and principles, KiK has opted for a dialog picture. The dialog picture provides store employees with orientation for the most important work processes in daily business.

The basis of the dialog picture is a neutral KiK branch. Inside and outside this branch all the themes were arranged, which can be explored in the form of a visual tour. A legend below the image

with descriptions provides quick and intuitive access to the content. The combination of text and scenes ensures a uniform understanding and the employees can explore the dialog picture independently. To ensure that every employee can identify with the image and the overall theme, particular importance was attached to ensuring that employees recognise their own working environment. To facilitate this, DIALOG-BILD has visited a location to get a good idea of the structure. Together with the KiK project team, a branch in Hamburg was explored and extensive photographic material was collected. Based on this, a detailed illustration of the branch was created. The work processes and principles to be observed were outlined live in a workshop together with DIALOGBILD and then finalized.

The dialog picture is now being used as internal training material and rolled out throughout Europe in the respective national languages. For this purpose, the dialog picture for all stores was printed in large format and made available to the store managers. The branch managers have already been collected on the topics and contents and are now entering into an intensive dialog with their employees.



### INDIVIDUAL SCENES AND THEIR MEANING



#### Customer is king

KiK's clientele includes people of all ages. In order to bind customers in the long term, friendliness and helpfulness are the top priorities.

#### Additional sales

At the checkout, customers are offered supplementary products as additional sales. And finally, the customers are bid a friendly farewell.

#### Clearance of goods

New goods must be moved to the designated goods carriers within 48 hours.



**Sebastian Bader**  
General Sales  
Manager  
Germany

"For a uniform & goal-oriented workflow, we would like to offer our colleagues in the branches a visual representation to make it easier for new employees to learn. But we would also like to inspire our long-standing colleagues with something new and thus refresh their priorities on the floor".



## SALES CONFERENCE

### NEW PRODUCTS, NEW CUSTOMERS, NEW TOYOTA

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 dialog picture and 2 dialog films. The strategy for 2013 was explained to the dealers through the dialog picture during the sales conference in December 2012. With the help of the dialog

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

Central to the picture's world is the Toyota salesperson. Here, one may find any service: from the car service

station, direct acceptance and customer service. The new products are located on the yard and are presented to their respective target groups. An integral element to the picture is the street, which leads from the past, passing by the sales conference 2012 and the dealership towards the overarching goal in 2020.

### INDIVIDUAL SCENES AND THEIR MEANING



#### The new Auris

Product presentations at the salesperson are meant to be an experience for the customer. Middle-aged persons, that are still felling adventurous, are the target group of the Auris. It will be also possible to get with hybrid features.



#### Service-Coaching

Salespersons can get a TOYOTA Service-Coaching, in order to be able to give better advice to the customer. TOYOTA has build up a coaching center only for that reason in Cologne.



#### Target group

The commitment to one target group for a special car helps the car vendor later in consulting the customer. At TOYOTA every target group gets a matching car, regardless of whether it is a young married couple of a key service.



#### Marcus van Marwick

Head of Trade Marketing & BTL Communications  
TOYOTA DEUTSCHLAND GMBH

"We approached Dialogbild proactively with a clear conception in mind. Our aim was to obtain a useful and relevant look at the entire year. The implementation of playful visuals helped 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. Despite our initially quite critical view

in regards to the coordination effort, we were very positively surprised and the internal time spent was far below our expectations, due to a professional and swift comprehension by DIALOGBILD. Impressive, too, is the eye for detail with which our topics were translated into images. The final result was appropriately well received."

NEUE PRODUKTE. NEUE KUNDEN. NEUES TOYOTA.



TOYOTA

NICHTS IST UNMÖGLICH



2011 2012 2013

100% TSP-UNTERSTÜTZUNG

Neukunden  
Neuwagen-Tours

Prämie  
Werbung  
WKZ  
Bank

Prämie  
Werbung  
WKZ  
Bank

Prämie  
Werbung  
WKZ

Prämie  
Werbung  
WKZ  
Bank

VOLUMENZIEL 2013 ERREICHT!

8 STUFEN ZUM ERFOLG

NICHTS IST UNMÖGLICH

WERKSTATT

DIREKTANNAHME

Unser Angebot: Winterkompletträder

DER NEUE AURIS

AUCH ALS HYBRID

TOYOTA

Willkommen bei TOYOTA

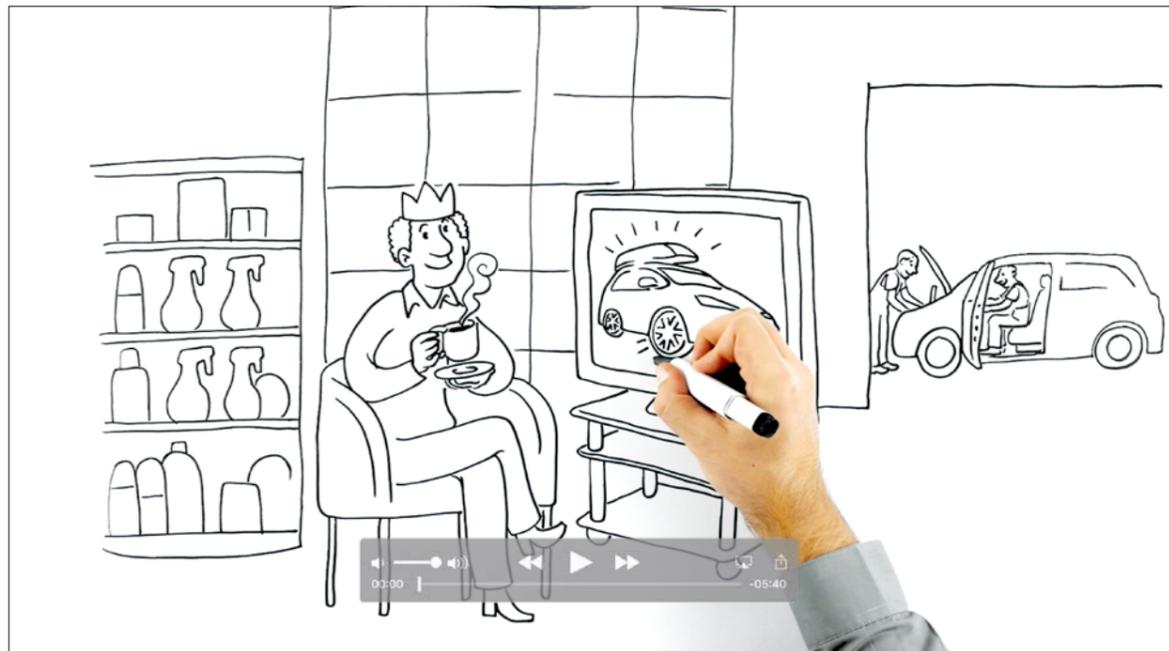
DAS KÖNNEN NUR WIR

AUCH ALS HYBRID

MIT EINEM LÄCHELN BELIEBT SICH WEIL WIR DIE ERWARTUNGEN ÜBERTREFFEN

SCHLÜSSEL-DIENST SCHULZE

Markenvisio



TOYOTA

**HYBRID-CHECK**

We developed a learning-film for the „hybrid-check“ topic, during which the customer Mister King arrives for inspection after 5 years, for the Toyota salesmen-convention.



TOYOTA

**5 YEAR INSPECTION**

This is Mister Dietrich. Mr Dietrich works in the Toyota service reception. As a service consultant, he deals directly with customer relations. He knows that good preparation is essential for a successful customer meeting.



**Hahn Gruppe**

**STRATEGY 2028**

**THE HAHN GROUP - TRADITIONALLY INNOVATIVE!**

The Hahn Group is one of the largest automobile trading companies in Germany. With around 2,000 employees and 35 plants of the Volkswagen, Volkswagen Commercial Vehicles, Audi, Porsche, Škoda and Seat brands in the Stuttgart metropolitan region, Hahn has enjoyed a strong market position for 100 years and is a reliable partner for customers, employees and business partners. The automotive industry is undergoing the greatest upheaval in its history. The Hahn family of entrepreneurs has always implemented innovative ideas and broken new ground, making

the company an extremely successful enterprise. In 2018, the management developed a long-term strategy that, in addition to economic factors, also includes topics such as digitization and new business models. The great challenge that drew our attention to DIALOGBILD was to make this 150-page paper understandable to all employees in a simple way. We were immediately convinced by the idea of using a picture to display content with stored click points for explanations. The result is an exciting work that encourages employees to take a closer look at the individual

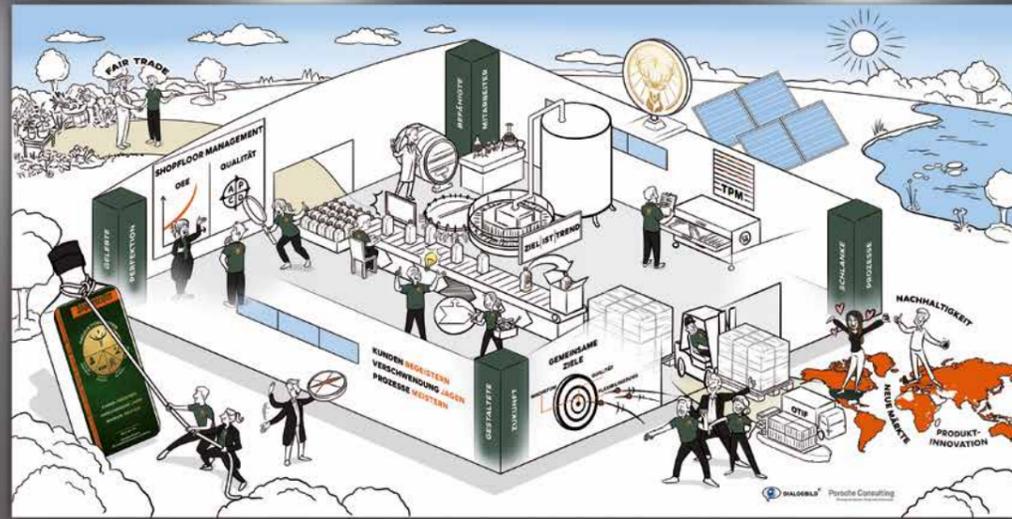
strategy points. The picture is particularly suitable for use in lectures and presentations, since individual topics can be selected without losing sight of the overall strategy. The employees reacted enthusiastically to the presentation of the strategy during our series of lectures in all plants on the occasion of the start of the year 2019. The constantly changing scenes have made it possible to maintain the attention and interest of the employees over a long period of time.



**Steffen Hahn**  
Managing Partner  
Hahn Group

“The cooperation with DIALOGBILD was very pleasant and based on partnership. In a full-day workshop, the strategy was perfectly implemented in individual scenes together with the team from DIALOGBILD. It was fascinating to see how a whole picture was created from individual themes

that combined our strategy like a puzzle into a unit. It would be hard for me to name a favorite scene. The strategic picture of the Hahn Group convinces me in its entirety. At any time we would again have our strategy presented with the support of DIALOGBILD.”



## THE PRODUCTION SYSTEM

Mast-Jägermeister SE is the world's most successful German premium spirits manufacturer. For over 80 years, the company has been successfully selling its world-famous herbal liqueur, combining the great tradition of a family business with innovative marketing. Today, around 1000 employees work for Jägermeister worldwide. In addition to three German locations and subsidiaries in the USA, Great Britain and the Czech Republic and Slovakia, Jägermeister also has representative offices in China, Hong Kong, Mexico, Russia and South Africa. With its products, the family-owned company is present in over

140 markets. As an international company with strong roots in Germany, Jägermeister shapes developments in the market and inspires even more people worldwide every day for the brand. Mast-Jägermeister SE owes its great success to the work of its committed employees, who are passionately committed to the common goals of the company.

### The Jägermeister production system

In 2017, the expansion and relocation of production lines in Wolfenbüttel Linden resulted in one of the largest and most modern spirits bottling plants in Europe. Driven by the vision of the new production system "Excite customers, hunt down wastefulness, master processes" the new Jägermeister production system (JMPS) was developed in cooperation with Porsche Consulting. The introduction is intended to drive goals such as efficiency and growth and to achieve greater flexibility in order to be able to respond to current trends.

### The Dialog Picture

The principles of the production system are represented by 4 massive cornerstones in the production hall: "Lived perfection. Shaping the future. Qualified staff. Lean processes." The End2End value stream, which is geared towards the customer, starts at the top left with the fair purchase of the ingredients and ends at the bottom right with the worldwide delivery of the products. The production with its new principles forms the centre of the dialog picture.

### A dialog picture as an effective communication tool for employees

In order for the new production system to deliver its desired benefits, all employees should be fully informed. In order to bridge the gap between theory and practice, an effective, collective as well as emotionalized means of communication is needed. It is intended to provide employees with the content as well as

an overall overview. It is important that every employee finds himself in his or her individual role in the overall process. The dialog picture makes a major contribution here. The visual translation of the topics was developed in the course of a workshop together with the project managers of the end-to-end supply chain by Jägermeister, consultants of Porsche Consulting and DIA-LOGBILD. The basis for this was the visual world developed in advance.

During the workshop, the bottling plant was visited and thus, in a very short time, a highly professional further development of the visual world was made possible. Proposals and corrections were submitted in a very solution-oriented manner on site due to an incredibly high level of comprehension, so that the final visualisation could be completed very quickly. The associated development and final implementation of the image illus-

trates the direct connection of each process step in the entire value chain.

### Roll-out of the dialog picture in the company

In order to present both the JMPS and the visualizing dialog picture, all 250 employees of the extended supply chain were invited to a JMPS day-off at the Linden bottling plant.

As the cover image of the invitation, the dialog picture was used, which can now be found on the desk of many colleagues and thus conveys togetherness, recalls the principles of the JMPS and reminds of an enthusiastic day together. At the beginning of the event, the vision and the principles were explained on the basis of the dialog picture. The next day, the employees were able to experience the work of the individual teams at individual exhibition stands and thus get to know individual methods from the JMPS better.



When purchasing our 56 different herbs, flowers and roots, Jägermeister attaches great importance to controlled trade, fair prices and decent working conditions.



Common goals can only be achieved if you are communicated transparently and clearly, if everyone knows the way there and looks in the same direction and pulls together.



The standardized problem-solving process is used for all downtimes of a certain duration. It provides structured support in finding the cause, taking into account different perspectives and finding the solution in cooperation with all parties involved, in order to resolve the cause in a sustainable manner.



**Christopher Ratsch**  
Board member and sponsor of the JMPS project

"We started a joint trip with Porsche Consulting in 2019, which was a lot of fun for us. For us, the empowerment of our employees on the shop floor is a central aspect. Because they know the processes best, they are a part of them. I am convinced that our employees want to do the best possible job and want to constantly improve themselves and their processes,

so you have to leave them and trust in their skills. Our responsibility in the leadership is to provide our colleagues with the necessary resources. This also includes dialog-oriented processes, such as those we have developed together."

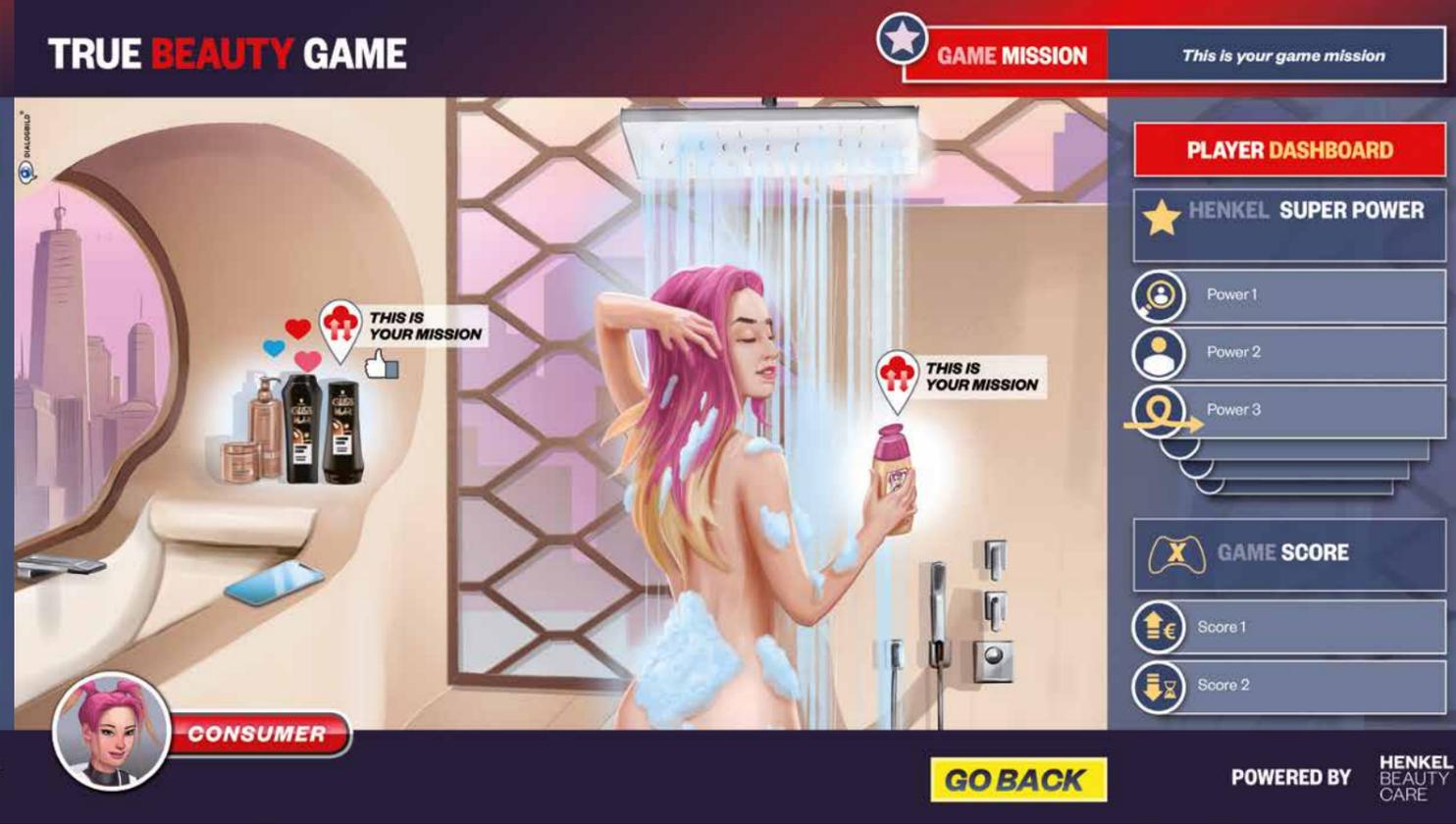


# TRUE BEAUTY GAME

HENKEL BEAUTY CARE DIGITALSTRATEGY

# CONSUMER TOUCHPOINTS

FROM THE STRATEGY



The Dax group Henkel operates worldwide with leading innovations, brands and technologies in the three business areas Adhesive Technology, Beauty Care and Laundry & Home Care. Founded in 1876, the company now employs around 53,000 people worldwide. The Beauty Care division is active in the consumer business for hair cosmetics, body, skin and oral care as well as in the hairdressing business. Well-known brands are Schwarzkopf, Dial or Syoss. In order to present the digital strategy of the Beauty Care business unit in an innovative way and to communicate it to the employees,

Henkel commissioned a special dialog picture. In the optics of a modern video game, the viewer should be given an understanding of the various playing fields and missions that are important for the success of the customer-centric digital strategy. In addition, particularly relevant key figures and skills are displayed for the respective mission, which enable the best possible customer experience and thus the success of the mission. In the analogy of a video game the symbolism is representative of the digital future at Henkel Beauty Care. The concept was developed in several rounds of digital

briefings and workshops. A dialog picture moderator and a dialog picture illustrator have worked closely with the project managers. After the concept phase, the sketches of the overall visual world and the mission worlds were created. The illustrators worked out the individual scenes accordingly in the coordinated gaming optics. Finally, the dialog picture was programmed in an interactive version. This allows the customer to host the image on their intranet servers as an HTML5 version or use it as a local application on iOS and Windows computers. The user can use the various click points



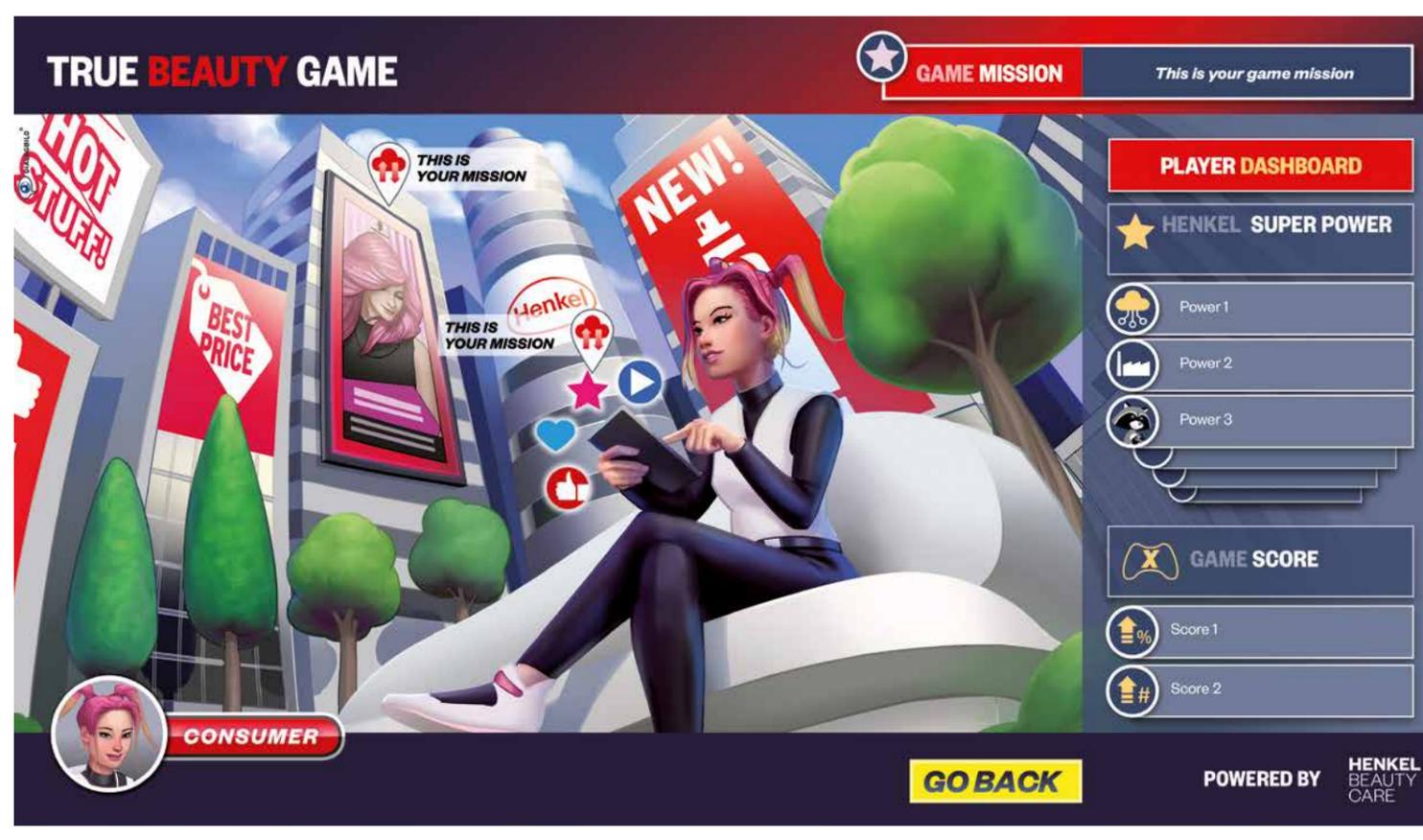
**Tim Petzinna**  
Corporate Vice President Growth & Digital Office

"Our strategy describes the successful future of digital marketing at Henkel

Beauty Care. DIALOGBILD makes it possible to experience visually how we accompany our consumers in their everyday lives and inspire them with digital solutions at various touchpoints. In close cooperation with DIALOGBILD we have developed a completely new visual language in gaming style. The convincing implementation

enables us to transport our vision and spark enthusiasm for digital marketing throughout the company."

Try it now! Simply scan the QR code.



# CONSUMER TOUCHPOINTS

FROM THE STRATEGY

**TRUE BEAUTY GAME**

★ **GAME MISSION** *This is your game mission*

**PLAYER DASHBOARD**

★ **HENKEL SUPER POWER**

- ★ Power 1
- ✍ Power 2
- € Power 3

**GAME SCORE**

- € Score 1
- % Score 2

CONSUMER

**GO BACK**

POWERED BY HENKEL BEAUTY CARE

**TRUE BEAUTY GAME**

★ **GAME MISSION** *This is your game mission*

**PLAYER DASHBOARD**

★ **HENKEL SUPER POWER**

- 💎 Power 1
- 📈 Power 2

**GAME SCORE**

- % Score 1
- % Score 2

CONSUMER

**GO BACK**

POWERED BY HENKEL BEAUTY CARE

**TRUE BEAUTY GAME**

★ **GAME MISSION** *This is your game mission*

**PLAYER DASHBOARD**

★ **HENKEL SUPER POWER**

- 💡 Power 1
- 👍 Power 2

**GAME SCORE**

- # Score 1
- % Score 2

CONSUMER

**GO BACK**

POWERED BY HENKEL BEAUTY CARE

**TRUE BEAUTY GAME**

★ **GAME MISSION** *This is your game mission*

**PLAYER DASHBOARD**

★ **HENKEL SUPER POWER**

- 🌀 Power 1
- 🐼 Power 2
- 🏠 Power 3

**GAME SCORE**

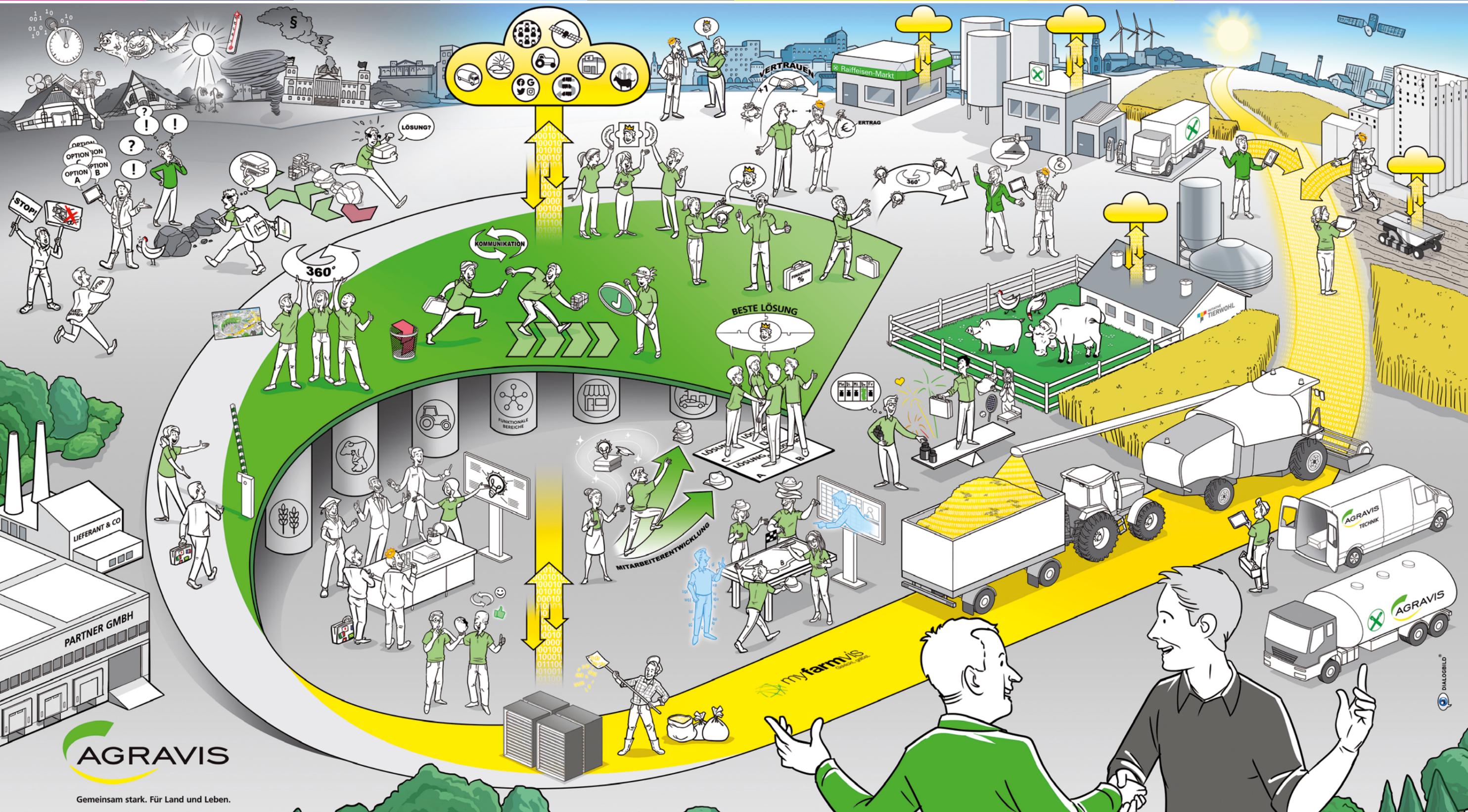
- % Score 1
- % Score 2

CONSUMER

**GO BACK**

POWERED BY HENKEL BEAUTY CARE





TradeDialogbild Light

AGRAVIS Raiffeisen AG is a modern agricultural trading company in the seg-

## CHANGE COMMUNICATION

### OUR WAY INTO THE FUTURE

ments of agricultural products, animal nutrition, crop production and agricultural technology. It also acts in the areas of energy and Raiffeisen markets. With

over 6,300 employees, the AGRAVIS Group generates a turnover of 6.4 billion EUR and is a leading company in the industry with more than 400 locations,

predominantly in Germany. International activities exist through subsidiaries and affiliated companies in more than 20 countries and export activities in more than 100 countries worldwide.

In order to make the entire company fit for the way into the future, the AGRAVIS Board of Management initiated a pro-

cess in 2020 in which current challenges and future requirements are addressed in a positive, profitable and dialog-oriented manner. The aim is to sensitize managers and employees thematically and on the basis of an evolving corporate culture in order to shape the change process together. It was and still is import-

ant to involve all employees as much as possible in the development of the guiding principles for a continued successful future. For this reason, AGRAVIS decided to use the dialog picture as a supportive tool in order to reach all employees and to invite them to a dialog about the future of AGRAVIS.

## CHANGE COMMUNICATION

### OUR PATH INTO THE FUTURE

The target image "AGRAVIS 2030" was initially developed as the basis for the dialog picture. This written vision was the foundation for discussing the messages, values and future focus topics in numerous workshops with different members, which were then reflected step by step in the dialog picture. The change in the company could already be initiated through this process.

The rollout on the employee level and

thus the discussion of the topics of the dialog picture is carried out by the managers. They discuss the scenes of the dialog picture with their employees and derive what the messages mean in concrete terms for their own department or society. The dialog picture is a tool that is particularly suitable for the decentralized structures of AGRAVIS, as each company can work with the tool independently. For this purpose, the managers were provided with supporting ma-

terials and the guidelines that match the dialog picture.

The progress on the way to "AGRAVIS 2030" is continuously checked and compared with the goals that we have set yourself. The dialog picture is a helpful tool to always have a visual anchor point for the different topics and to quickly give new employees an orientation for the future topics.

### INDIVIDUAL SCENES AND THEIR MEANING



#### Innovative ideas for customer loyalty

Innovations are presented to colleagues so that they can develop ideas on how the Innovation can best reach customers. It's not just about the way, but about the successful business model for customers and AGRAVIS.



#### Finding the best solution across departments

We work together and across departments to find the best solution for our customers. With clear responsibility, the offer is generated from the experience of the individual business areas and the broad knowledge that AGRAVIS has at its disposal.



#### Create the "+1" for customers at eye level

AGRAVIS is characterized by its special closeness to the customer. We are proud of that. The customers place their trust in us because they always receive the "+1" for advice / support from AGRAVIS. We always meet our customers on an equal footing. This relationship creates a win-win situation for both sides.



**Melanie Komossa**  
Head of Recruiting & Employer Brand

"The vision of the future outlines here, looks ahead from today's perspective. It is intended to give mana-

gers and employees orientation, to illustrate the goals and the strategic direction. In addition, it also contains cultural elements that are necessary to achieve the vision. In other words: Are we at AGRAVIS ready for this future, do we have the right mindset and a corporate culture that is ready to change? In order to discuss these important questions, we have chosen the instrument dialog picture and are

enthusiastic about how it is being accepted in the organization. The topics and ideas of the employees are often even more profound than we suspected at the beginning. Now it is up to us as a company to continue this successful start and implement it. We will continue to use the dialog picture as an anchor for this."



### PEOPLE@PUMA

People@PUMA is a standardized and international Talent Management System. This system captures evalua-

tions, derives developmental measures and identifies talents.



Try it now!  
Simply scan the QR code.

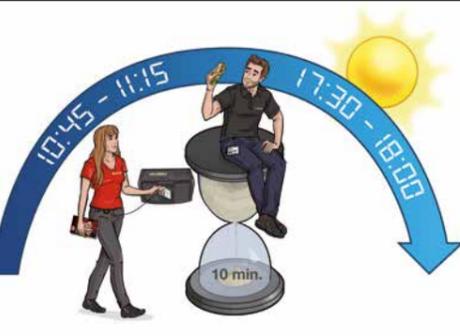
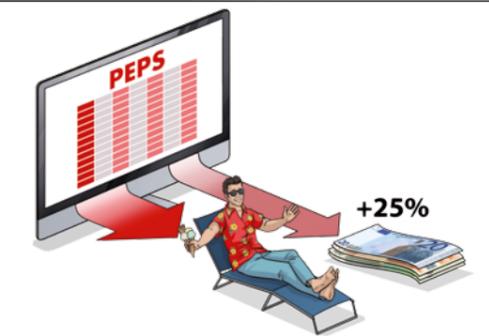
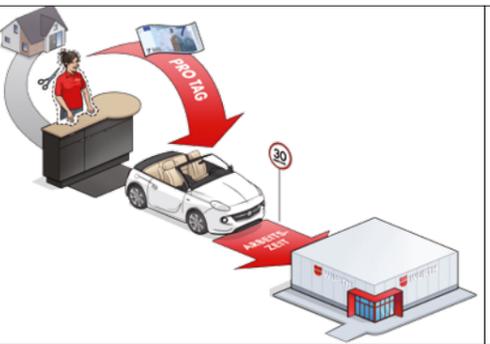


**Katrin Niekrawitz**  
Manager HR Development

"With the dialog film designed for PUMA to introduce our talent management system "People @ PUMA" we have found an ideal format to inspire our employees worldwide.

In about three minutes, executives and employees will learn about the key features and characteristics of "People @ PUMA" in a vivid and entertaining way that contributes to accep-

tance and satisfaction with the system and its benefits. DIALOGBILD was a very competent partner in the implementation of the project. Already at the first appointment, the most important contents were transferred to a creative concept and visualized as scribbles. Through regular feedback loops, the final film was completed in a timely manner."



## NEW FEATURES OF THE COMPANY AGREEMENT DEVELOPMENT OF INDIVIDUAL SCENES

Adolf Würth GmbH & Co. KG is a market leader in Germany and employs over 7,400 people. Norbert Heckmann, Chairman of the Board of Management, on Würth's strategy: "We network sales channels. We solve technical challenges and meet each customer's individual needs. And we know that only constant further development, makes a company attractive for its customers." The company has evolved from a screw shop into the world's leading specialist for fastening and assembly materials and tools, with more than 125,000 different products. The goal: to make work easier for customers through individual services, practical system solutions and a broad product range. Würth works with more than 650,000 customers from the trades, construction and industry in Germany.

The workers council at Würth is currently renegotiating the company agreements between the employees and the management. The works agreements regulate rights and obligations between the employer and the workers council and formulate binding standards for employees of the company. Particularly in the logistics sector, where a wide variety of nationalities work together, there is a need for clear and transparent communication that can be understood by everyone concerned. Since this is a series of communications and not a one-off piece of information, a good structure with recognition value is necessary.

The communication of the company agreements is translated into an easy-to-grasp visual language with the help of illustrations. The core messages of

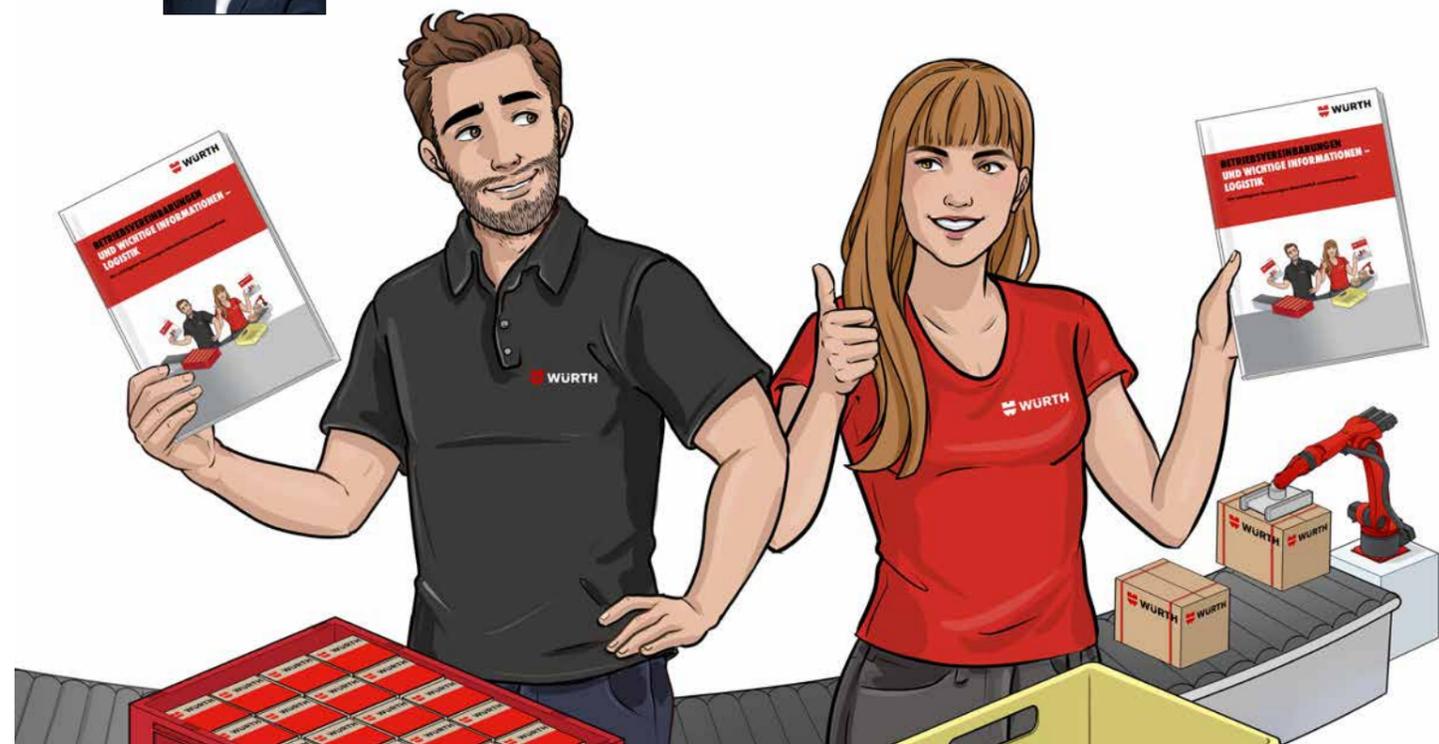
the images include the most important innovations for employees and lighten up the written agreements. The subject of the illustrations includes "overtime" and the resulting "Saturday work". In terms of content, the aim here is to illustrate what needs to be taken into account when scheduling employees and how the regulations are structured on the employer and employee sides in the event of cancellations at short notice. The central element here is two recurring main characters who wear the typical Würth work clothes and thus create a recognition value.

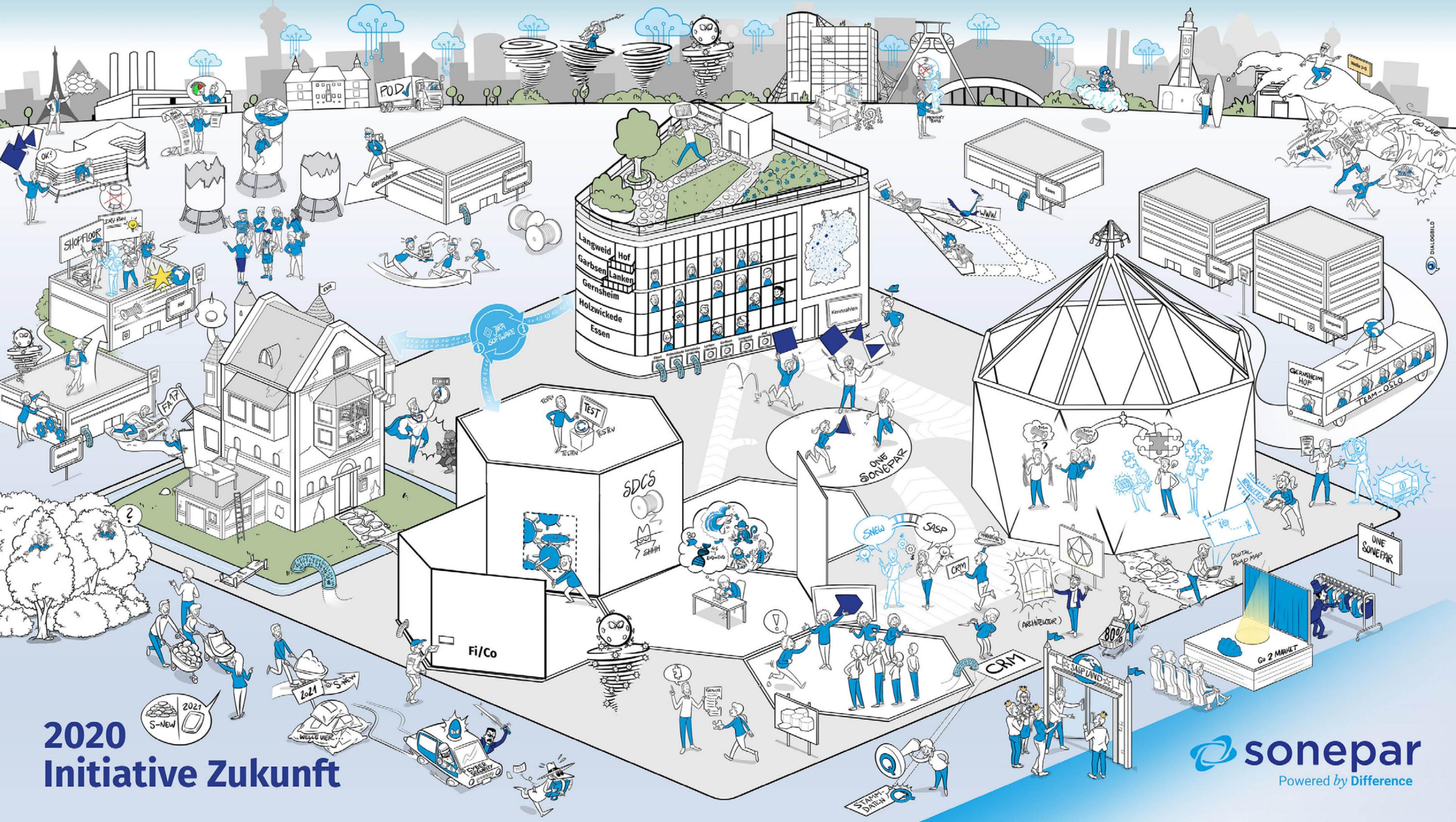


**Aleksandra Melke**  
Picking department manager

"DIALOGBILD immediately understood where the focus needed to be for our communication of the company agreement to the workforce and implemented it superbly in the illus-

trations. In the pictures, our employees recognize themselves and their working environment and see at a glance the benefits that the new agreements will bring them."





# 2020 Initiative Zukunft



## ANNUAL OVERVIEW

### OF CHANGE MANAGEMENT PROCESSES

As the market leader in electrical wholesale, Sonepar sells high-quality branded electrical goods for customers in

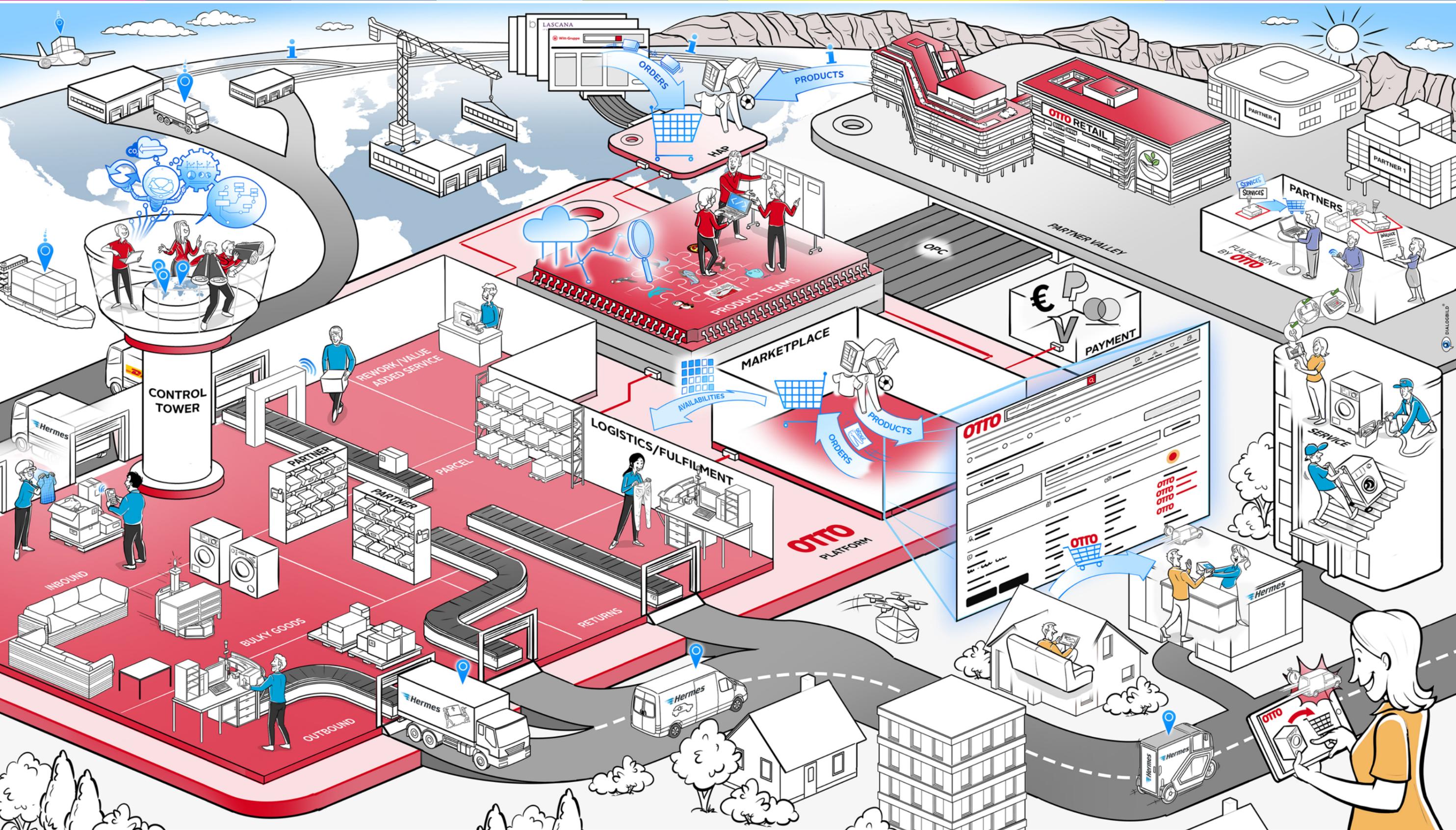
the trade, retail and industry segments. In addition to the large product selection in the online store, more than 5,000

employees in around 200 branches are also busy fulfilling special customer wishes. In this way, Sonepar is con-

stantly working to meet the ever-changing requirements of its customers in an innovative and sustainable way. The sudden outbreak of the pandemic also influenced already established structures here.

With the help of the „2020 Initiative Future“ image, DIALOGBILD is once again working with Sonepar to design an annual overview of the change management processes, which records the company's realignments and an-

nual projects. As a visual instrument, it is intended to help the workforce to orient themselves within the process flows and to understand interrelationships.



# OTTO

## OTTO MARKET

### THE MARKETPLACE OF OTTO

OTTO is the only former catalog retailer worldwide that has not only successfully made the leap into the digital world but has also managed to evolve.

With the OTTO "Marketplace", OTTO provides external merchants the opportunity to benefit from the online shop's reach by selling their goods through the

marketplace. OTTO developed a new transaction system that starts at the online shop and handles the shipping, including the option for returns.

To clearly communicate this newly initiated purchasing process, OTTO commissioned a dialog picture. The of the collaboration was particularly on illustrating the synergies that arise between OTTO, external merchants and the necessary process flows.

**Alexander Gödeke**  
Senior Expert  
Business Architecture  
Logistics & Services

"The OTTO "Marketplace" is a virtual space that, through the collective con-

tributions of all participants and their activities, brings a new dimension to our shipping company. The dialog picture manages to clearly depict the complexity and interconnections of the processes, providing a base that everyone can refer to and work with."

## 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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