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THE TARGET PICTURE

A success story by DIALOGBILD and GOLDPARK

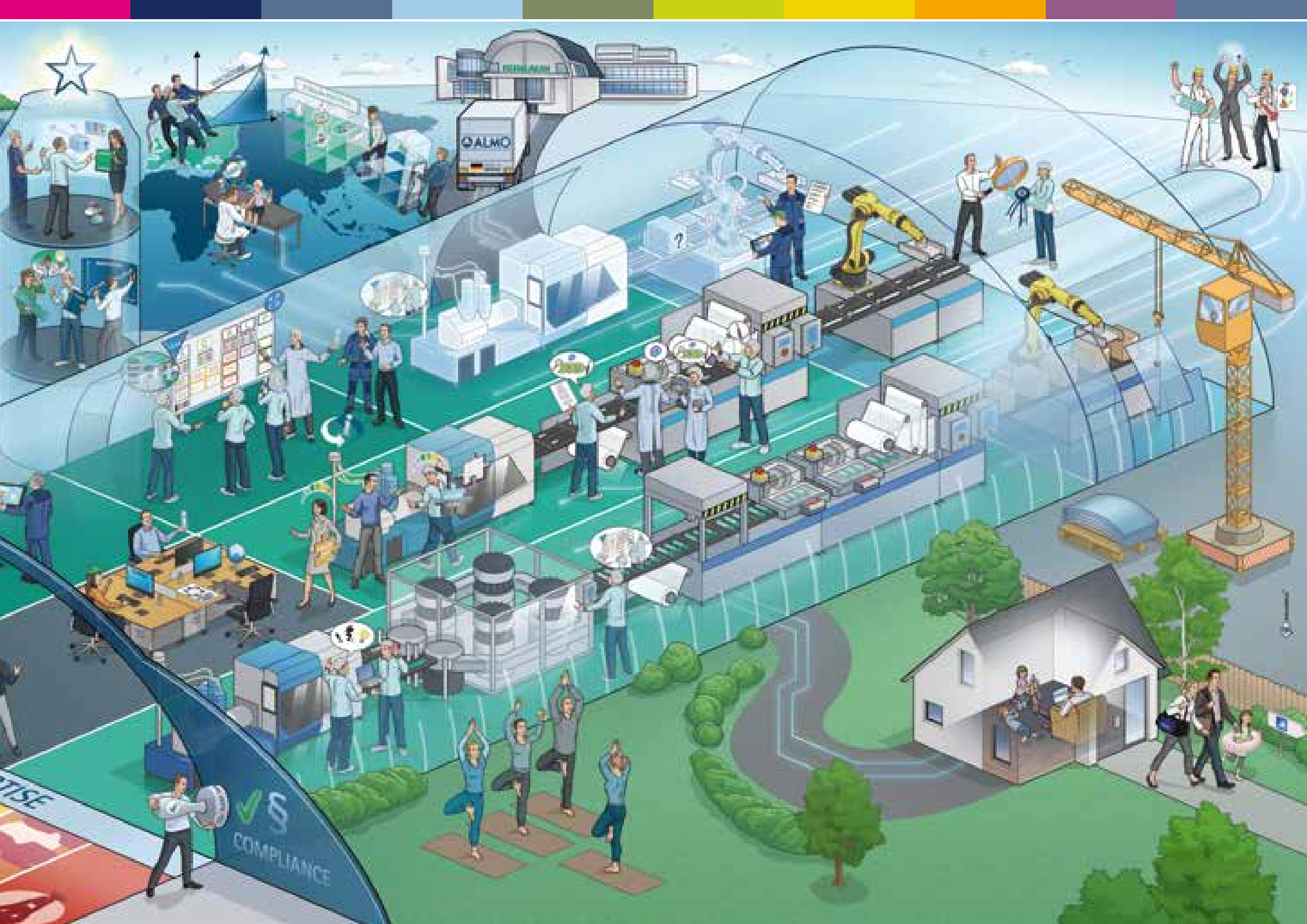
THE DEVELOPMENT OF THE DIALOG PICTURE

The syringe manufacturer ALMO has decided to present its new future strategy with a dialog picture and to communicate it in an extensive rollout.

DIALOGBILD has worked in successful cooperation with GOLDPARK, a transformation consulting service, to provide a comprehensive overview and perspective at the upcoming developments.

At the beginning of the creation process, the management considered what the strategy must look like and on which points to focus. In a joint workshop with DIALOGBILD and GOLDPARK, ALMO were able to record crucial points, (including different perspectives and interpretations) resolve, and then capture them via live illustration. With these results DIALOGBILD started with the conception and elaboration of the picture roll-out. After the roll-out, GOLDPARK took over again in order to create and further support the strategy and change process on the basis of the target picture.





THE BEST OF BOTH WORLDS



As a creative communication agency, DIALOGBILD helps companies to communicate complex topics sustainably and efficiently. Discussion on the basis of a visualization has the decisive advantage of creating a common, concrete target picture of the future and to present and internalize how the company goals can be achieved.

GOLDPARK, as a consulting service, effectively facilitates such a change process - before and after the roll-out. Any change or impact on a business automatically causes movements and reactions in the relationship patterns of the organization. The recognition and understanding of these factors and their successful consideration and implementation during the change process differentiate successful from less successful change processes.

Based on the already existing target system, the strategy and the mission statement, with the support of DIALOGBILD and GOLDPARK, ALMO developed their target picture. In doing this, it was ensured that employees and executives alike were included in the development process. Employees and managers from all areas as well as members of the workers' council participated in a total of three workshops.

GOLDPARK was an important strategy partner, especially when it came to the content of the target picture development. It also supported the managers in the target picture implementation together with DIALOGBILD. At the same time, DIALOGBILD translated the contents into pictures and thus enabled fast and intuitive access to the target picture.

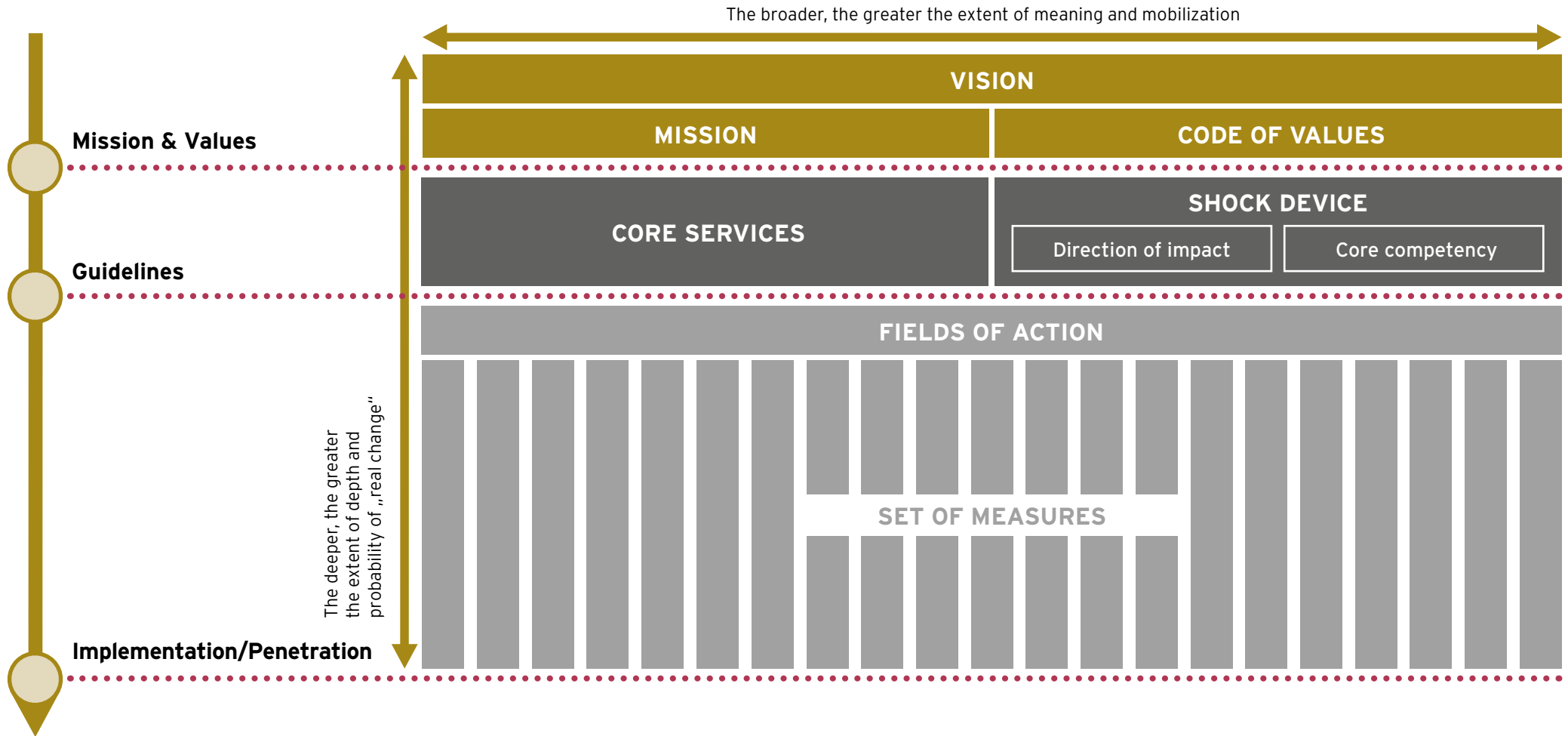
The dialog picture was finally rolled out and implemented for the first time as part of an interactive event. DIALOGBILD brought in many ideas for an interactive rollout. Various action games were developed to bring the dialog picture to life, make it fun, inspire and promote interaction and creativity. This ensured sustainable communication. DIALOGBILD was also present at the rollout itself to help out and facilitate with a consultant.

Through the close cooperation between DIALOGBILD and GOLDPARK, it has not only been possible to define ALMO's target picture, but also to make the way clear and to safely transition the employees into their new working environment.



THE GOLDPARK - STRATEGY MODEL

The components of the strategy have different effects within the company.



THE GOLDPARK SERVICE PORTFOLIO



Creating Clarity for the Situation



Developing the Change-Story



Modeling Company DNA



Experimenting with the New



Navigating through the Change Process



Increasing Role Competence



Managing Projects



Editing Dynamics in the Field

Managing Projects

Defining Measures / Projects: After the basic definition of the focus / positioning, the necessary measures and projects for implementation were set up in stages.

Setting up the Project Work: It was about the identification of the appropriate action fields and about the fundamental discussion of the way in which this processing should be controlled.

Modeling corporate DNA

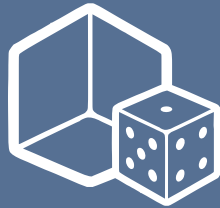
Vision Work: In order to synchronize a common target picture, a vision / mission was first defined by the management. Through a common sense („WHY“), the subsequent strategy could be formulated „more easily“.

Strategy-Workshop: In order to increase the commitment, to provide more clarity and to generate energy, the results of the workshop were directly considered for the coming effective communication: DIALOGBILD has already used the first workshop to capture its thoughts on the future and strategy in the first scenes.

THE SERVICE PORTFOLIO OF DIALOGBILD



Dialog Picture



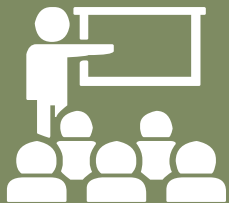
Dialog Rooms & Games



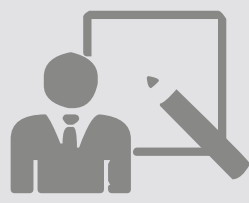
Roll-Out



e-Learning



Live Illustration & Workshop



Graphic Recording



Dialog Film



Academy

Dialog Picture

In order to communicate the new ALMO future strategy in a target group-oriented and interesting way, a dialog picture was developed in a finely illustrated style with 31 scenes

Live Illustration & Workshop

In order to actively involve the participants in the development process, the contents of the dialog picture were developed in a series of workshops and sketched live. A DIALOGBILD moderator led the discussion and the illustrator translated the contents parallel into pictures. This approach not only increases awareness and acceptance of the issues, but also makes the participants their ambassadors.

Dialog Room & Games

In order to communicate the future strategy to the ALMO employees and to establish a connection to their daily work, various dialog room games were developed for the kick-off event with all employees, which allow creative and varied access to the topics. Each game had a different focus. With questions and puzzles about the change process and the company guidelines, for example, it was ensured that the contents were really understood. Other games have dealt with the product portfolio or corporate conduct. In addition, value was also placed on querying the moods in order to be able to take them into account.

Roll-Out

In order to effectively and sustainably roll out the dialog picture, DIALOGBILD not only accompanied the kick-off event, but also created further roll-out elements such as clippings (single scene clipped against a transparent background), guide-lines (brochure explaining the complete history of the dialog picture and each individual scene) and large-format prints.

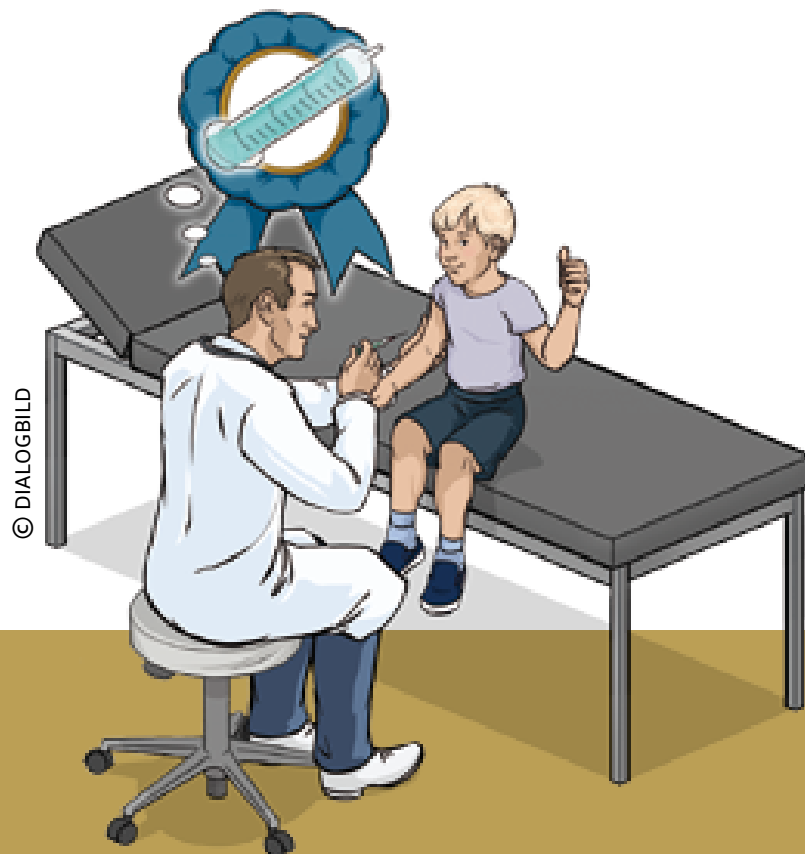
e-Learning

An interactive version was developed to bring the image to the interested parties via digital communication channels. The dialog picture is used digitally as a supplement and as an independent self-learning medium. The ALMO employee can click through the history of the picture step by step with his PC or tablet and get to know the contents. At the anchor points, the corresponding scene is zoomed in and a descriptive text field appears. In this way, the contents that were already communicated at the kick-off event can be called up again and again by every employee in a compact form.

SCENES FROM THE DIALOG PICTURE

Provide Security

Due to our reliability in the combination with our expertise we give both, users as well as patient, safety.



Employee

ALMO attaches great importance to quality and reliability as well as compliance with company standards.



Suppliers and Partners

Cooperation with partners and suppliers takes place at eye level.



Growth

Everyone is pulling in the same direction to drive the growth of the company.



THE ROLL-OUT

In order to roll-out ALMO's dialog picture as effectively and sustainably as possible, DIALOGBILD developed various dialog games for the interactive introductory event of the target picture.

The visual representation of the target picture invites you to use different channels and media to work with. The employees are not only inspired by this, but also enter into direct dialog with their colleagues. The contents thus remain in the mind for a long time. The playful approach ensures variety and diversion. Curiosity and creativity are aroused and employees are given fast, intuitive and emotional access to the content of the target picture. On the following pages you will get an overview of the dialog games used.

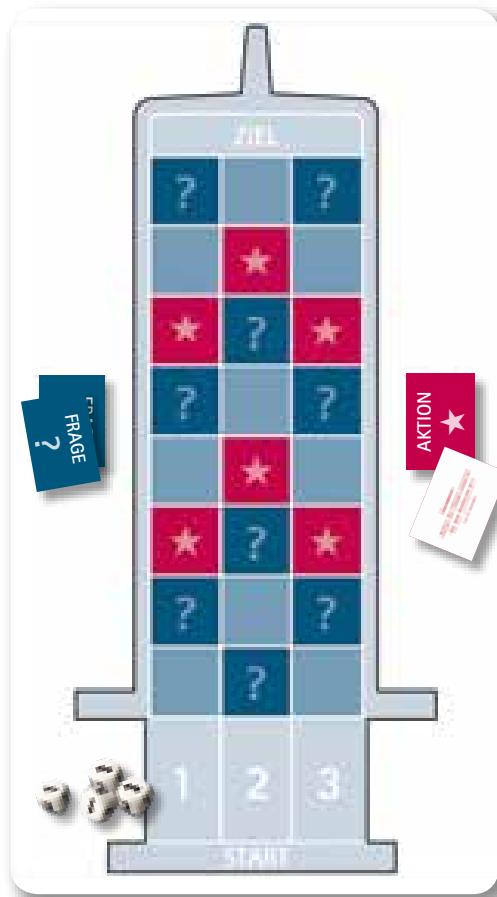


The guide explains the complete history of the dialog picture and the overall measure in which the dialog picture is embedded. On the first pages the general conditions and goals of the dialog picture applications are explained. A red thread shows the way through the picture. Then the basic idea of the picture and finally every single scene of the picture is explained.

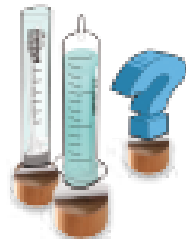


GAME

„SYRINGE“



Three players compete against each other on the 80 x 140 cm playing field in the form of a syringe. By throwing dice, they move in the direction of the goal and must either answer questions about the change process or solve puzzles about the corporate guidelines.



ACTION CARD

„DUMMY DRESSER“



In this puzzle, the clothing regulations within the company are queried using a dressing doll.



ACTION CARD

„ERROR IMAGE“ + „WHERE IS ALFONS?“

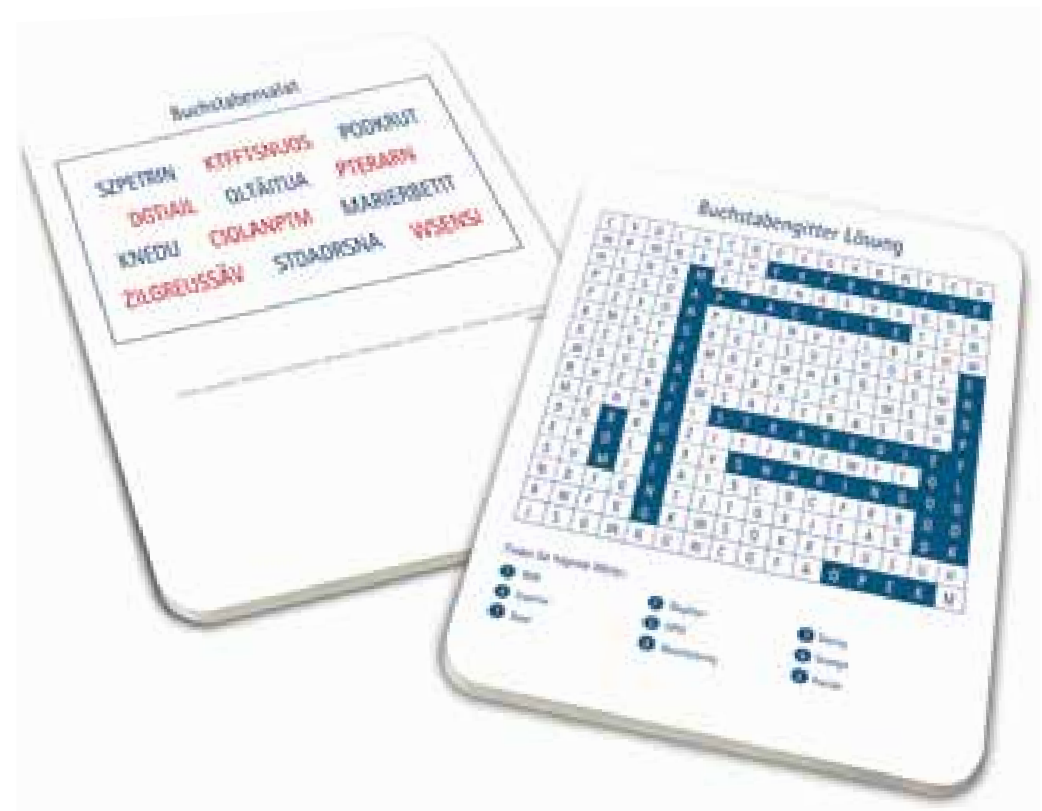


In the error image some errors have been added to the dialog picture which the player has to find within a short time. At “Where’s Alfons?” the player has to find the ALMO-mascot Alfons.

ACTION CARD

„LETTER GRID“ + „LETTER SALAD“

In these classic word puzzles, players have to find various terms around the dialog picture theme on a grid of letters or in a salad of letters within a certain period of time.



SZPETRIN KIFFISNUOS
DGTAIL QLTÄITUA PTE
KNEDU CIOLANPTM MAR
ZILGREUSSÄV STADARSNA



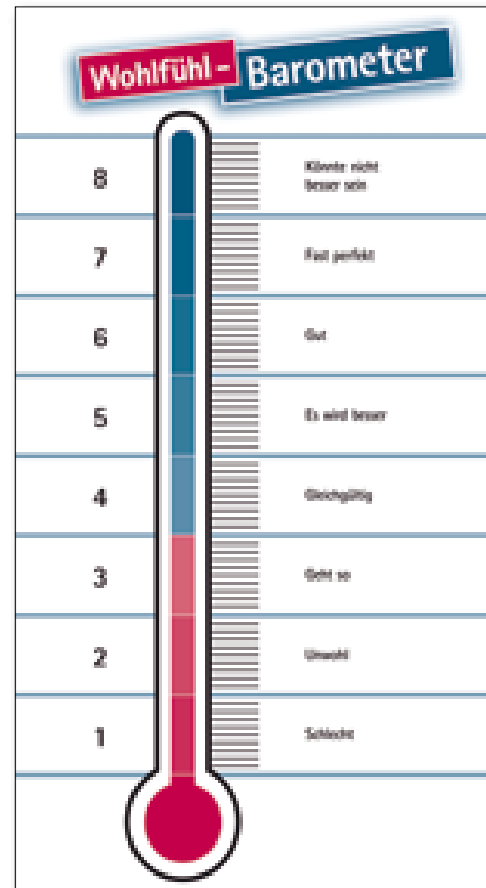
M R F C I M E M O
L V B R J T B K S Q H P
M S A J T B K S Q H P
I S T R A T E G I E F
Z I T J N C W T I G L
X V S H A R I N G O O
A T S C G C F K R O O

GAME „SYRINGE SEARCH“



In this search game, employees should be able to identify their own products manufactured by ALMO among a large number of syringes and similar products.

FEEDBACK-INSTRUMENT „FEEL-GOOD BAROMETER“



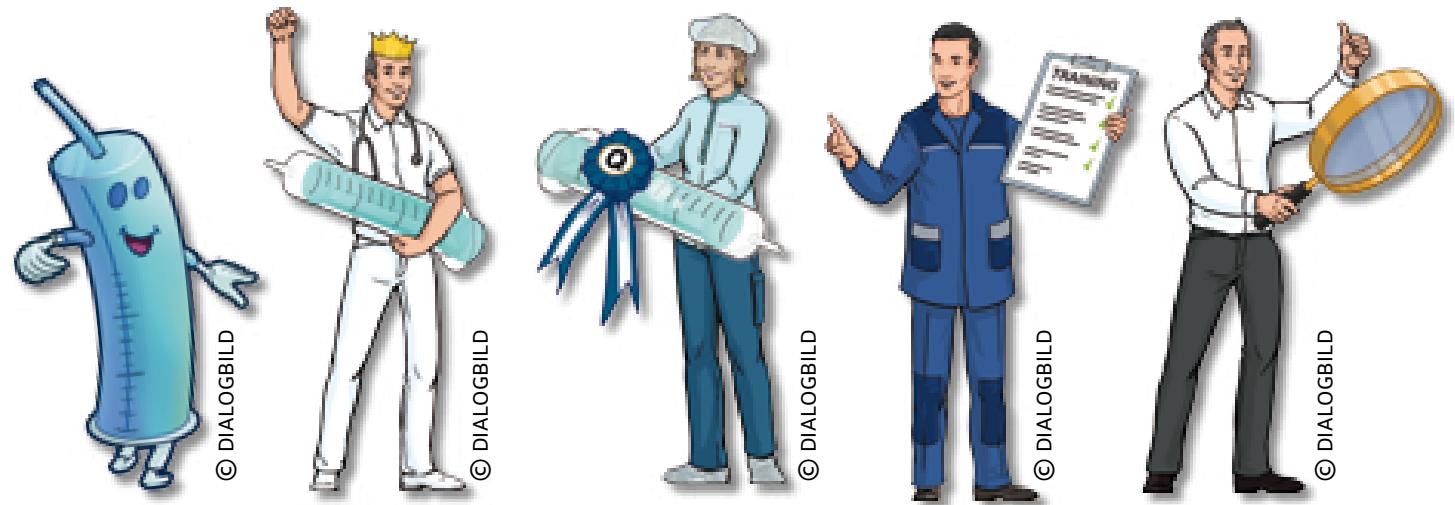
The mood of the workshop participants is recorded on a feel-good barometer. At the beginning of the event, each employee places a red and at the end of the event a blue setting stone on the field that corresponds to his or her mood.



FEEDBACK-INSTRUMENT „PUZZLE-WALL“



On the puzzle wall, each participant has the opportunity to contribute their own ideas for possible new products. So every employee can write or draw his idea on a magnetic puzzle piece and expand the ALMO world.

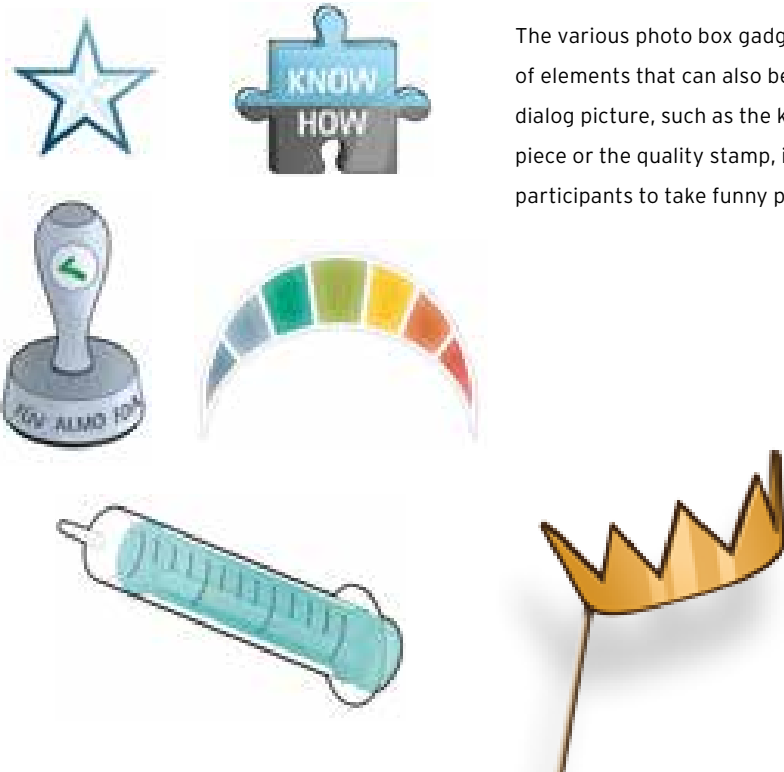


ROOM INSTALLATION „CARDBOARD STANDUP“

The life-size standups on the basis of dialog picture scenes fill the room with life and offer further possibilities for interaction.

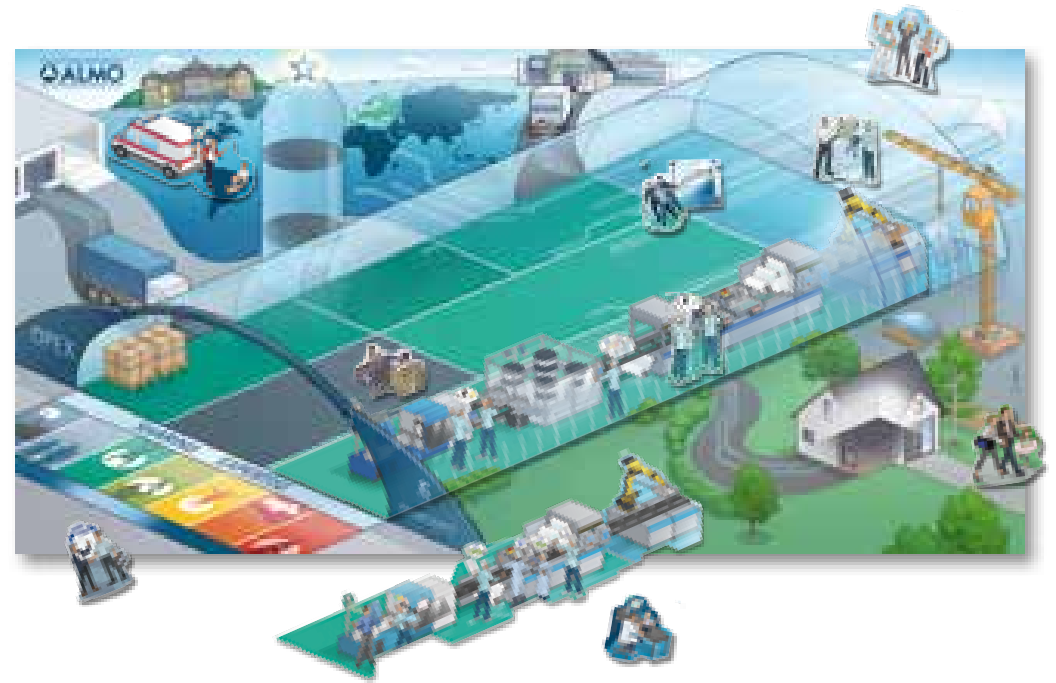


FOTOBOX „GADGETS“



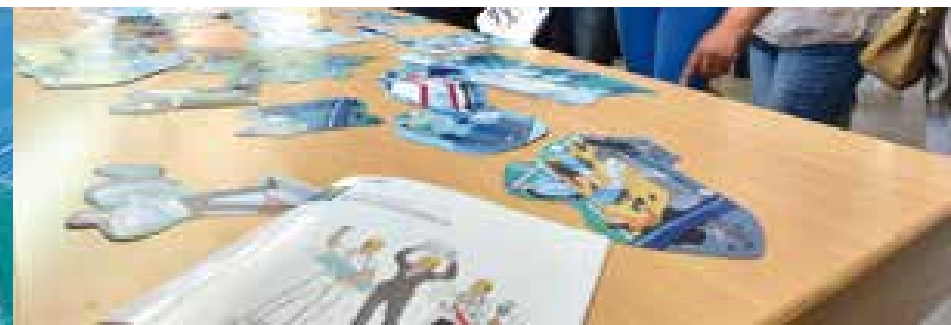
The various photo box gadgets, consisting of elements that can also be found in the dialog picture, such as the know-how puzzle piece or the quality stamp, invite the workshop participants to take funny photos.

GAME „TARGET PICTURE COMPOSING“



The target picture composing consists of the empty picture world as a large-format print and the individual scenes of the dialog image on magnetic foil. In dialog with the employees, the

individual scenes are placed step-by-step on the picture world in order to develop an understanding of the themes of the picture.



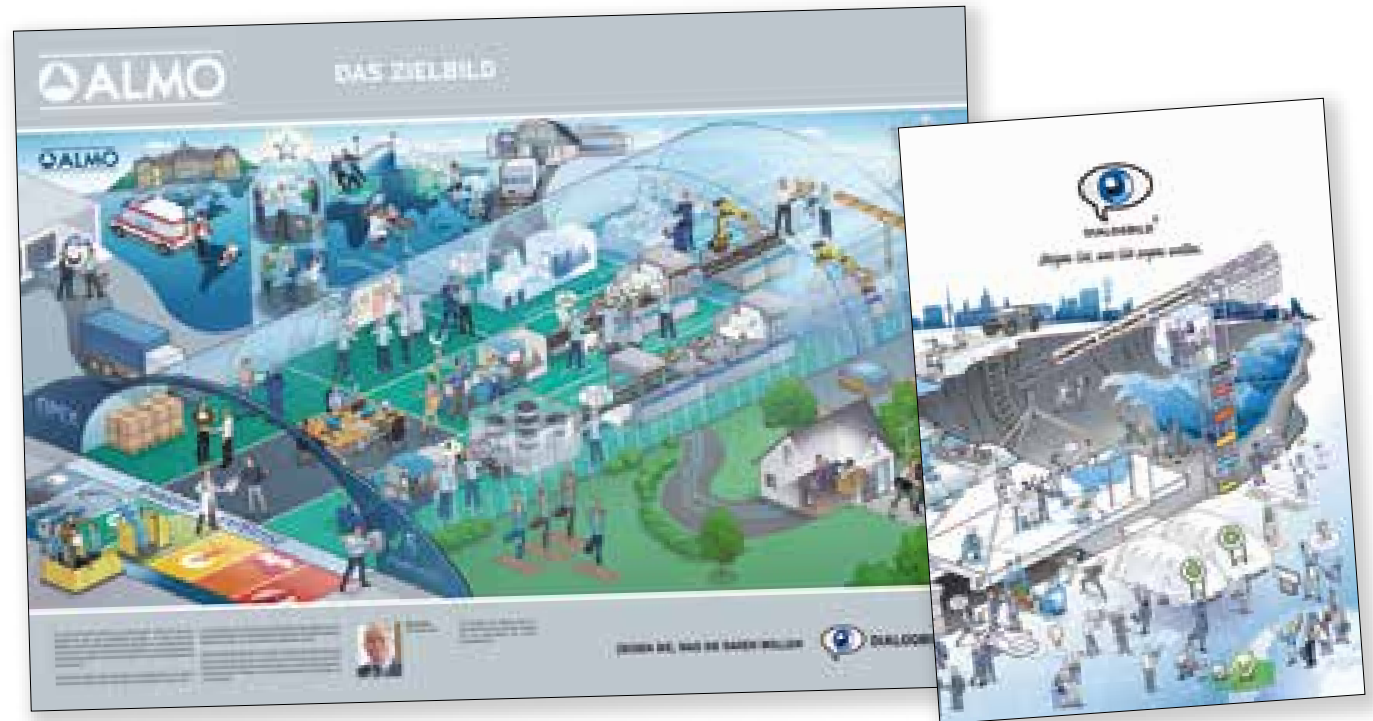
THE CLIENT



Bernd Denk
Chief executive

„With DIALOGBILD and GOLDPARK we had the optimal mix of know-how, moderation and support for our dialog picture process.“

ORDER NOW: OUR FREE XXL-INFOPACKAGE



Do you also want to convince your colleagues of the dialog picture method? Then order now our free info package with various sample posters. The larger format gives you a perfect impression of how to work with your own dialog picture. The posters are also suitable for testing the acceptance of visual media in your company: simply hang up the posters in the office or in the hallway and test the reactions and the joy

of dialog of your colleagues. We are also happy to provide you with digital material for your internal presentation. You can order the information package with the ALMO poster and other documents simply at www.dialogbild.de/en, by sending an e-mail to dialog@dialogbild.de or by telephone at: +49 (0) 40 30 70 261-0. Keyword: ALMO



DIALOGBILD visualises complex topics in a clear and comprehensible way. DIALOGBILD media are an effective instrument to impart knowledge, to present connections and to give orientation.

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GOLDPARK supports small and medium-sized companies as well as large corporations in the areas of transformation support, diagnostics, leadership, conflict management and team development.

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