



Using pictures to engage people in strategy and change

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Change and employee communication consultancy that has helped:



Deutsche Bank



THE REALLY USEFUL GROUP
THEATRES



Why big pictures?

1. Convey a lot of information quickly
2. Visually attractive
3. Appeal to a wider range of learning styles
4. Encourage debate and dialogue
5. Enable co-creation
6. Clearly link major themes
7. Open to all employees at every level, in every language and in every culture
8. Test and help create alignment
9. Help presenters think through their story
10. Memorable



The four key steps_____

1. Evaluate the need, set the objectives and benchmark
2. Co-creation
3. Coach and equip leaders, managers and facilitators
4. Using the picture to create dialogue and feedback; measure the impact

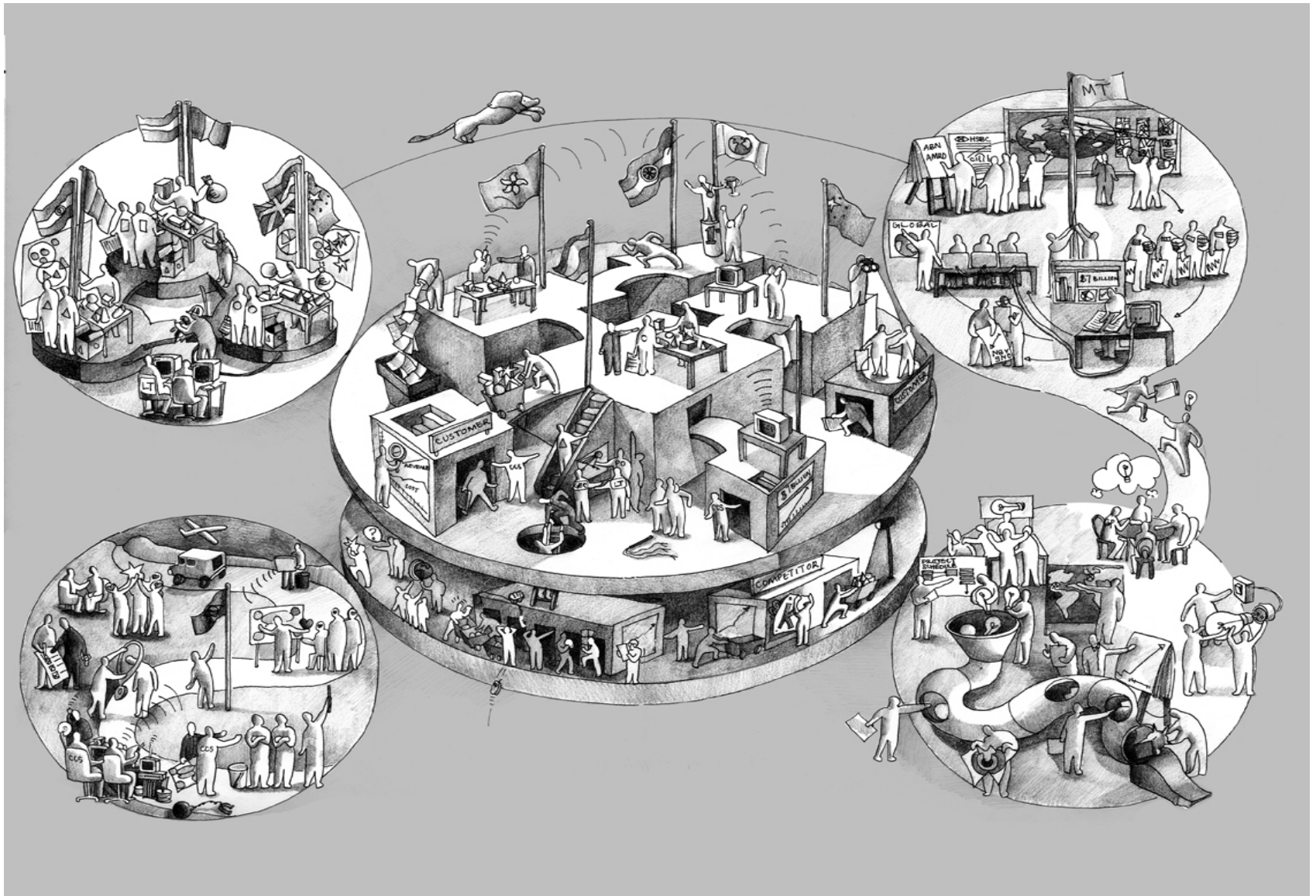
Mistakes to watch out for _____

1. Not getting the right input
2. Not coaching managers
3. Inappropriate style
4. Taking too long
5. Using them to replace slides



How some organisations have used them

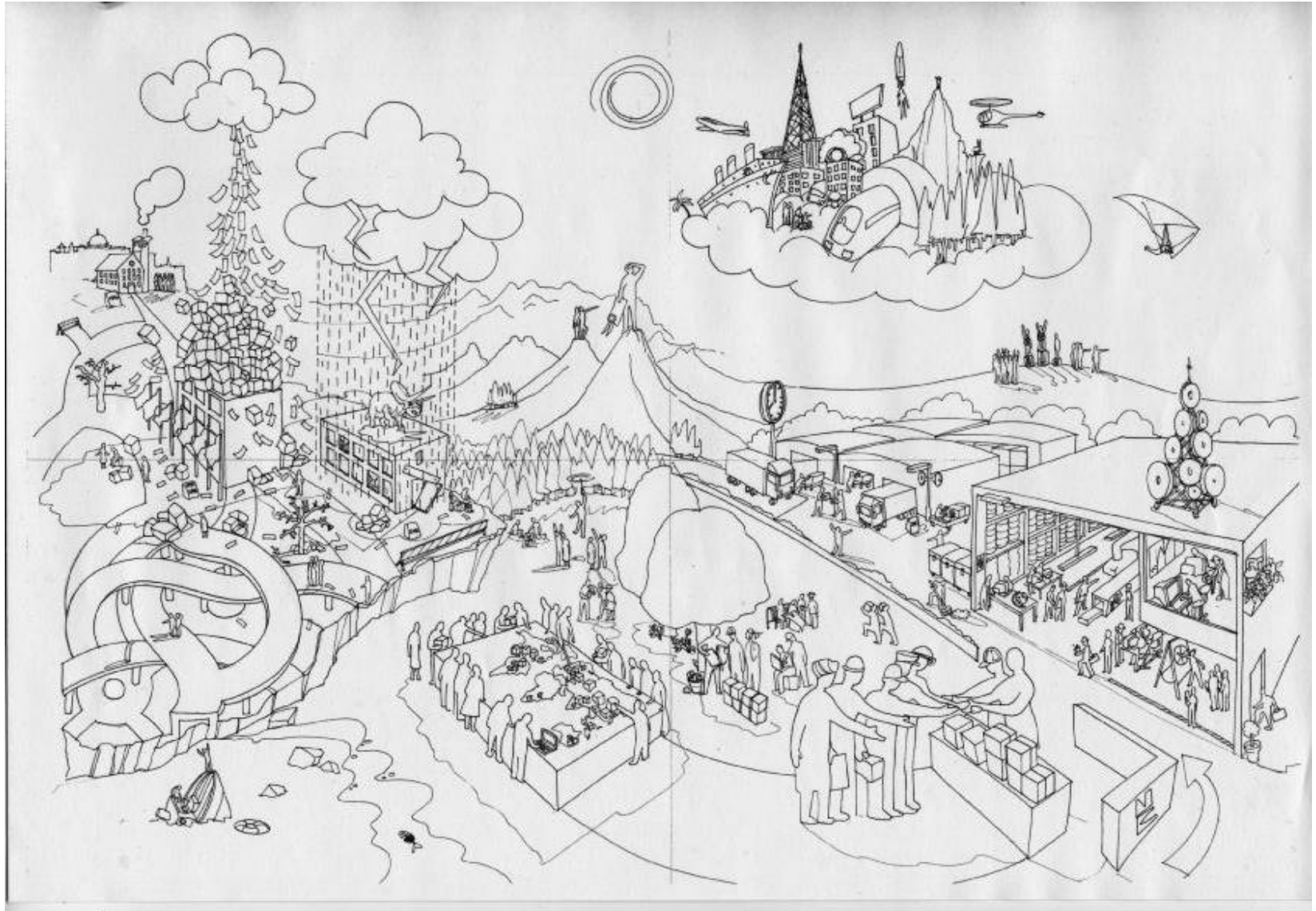
A change programme



Diversity



A work in progress



As part of a display

