

SEEING THE BIG PICTURE

How images and storytelling bring corporate strategy to life –
The **Big Picture Approach** from Axiom.

THE FACTS – VISUAL COMMUNICATION

JUST HOW MUCH DO WE ACTUALLY REMEMBER?



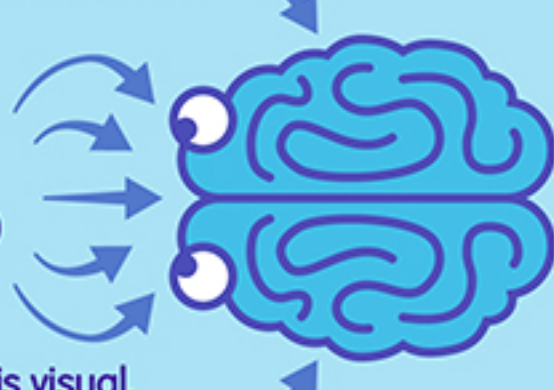
IT'S IN OUR DNA

From selecting a mate to identifying potential predators and food sources, humans are hard-wired to respond to visual stimuli.

IT MAKES SENSE

90%

of information that comes to the brain is visual.



VISION

is our most dominant sense and the most powerful tool in human communication.

WHY BIG PICTURES WORK



GLOBAL

Pictures transcend national borders – working globally.



EMOTIONAL

We human beings have always loved a good story.



UNDERSTANDABLE

We are becoming a visually mediated society.



For many, understanding of the world is being accomplished not through words, but by reading images.

WHAT IS AN AXIOM BIG PICTURE?



We use two of the most effective forms of communication yet devised:
PICTURES & STORYTELLING.



THE POSSIBILITIES ARE ALMOST ENDLESS!

Proof that Axiom's Big Pictures have made a real difference:

THE STATS – IMPROVING UNDERSTANDING*

93%

of people managers understand how they fit in to the Big Picture.

75%

believe they have a clear understanding of this company's objectives and vision.

80%

of our people who climb poles or dig holes were aware of the business plan and their role in delivering it.

UP 26%

I understand the Strategy.

UP 26%

I am familiar with our mission.

UP 24%

I know what I can do to help achieve our strategy.

UP 22%

I understand how we are going to achieve our strategy.

UP 16%

I understand why we need to follow this strategy.

UP 14%

I understand the company's values.

UP 13%

I have a clear understanding of the vision.

THE STATS – IMPROVING CONFIDENCE*

83%

Confidence in strategy and leadership improved from 73% to 83%.



UP 16%

Senior leaders provide clear direction.



UP 16%

I have confidence in the ability of senior leaders.

87%

of senior managers believe the Big Picture helped bring the strategy to life.



UP 14%

Job satisfaction went up by 14% to 82%.

THE STATS – IMPROVING ENGAGEMENT*

80%

of senior managers felt the Big Picture engaged people more than a traditional slide deck.

74%

Engagement Score increased from 67% (2010) to 74% in 2011.

UP 12%

Improvements in employee involvement increased 12% to 79%.

It's a compelling story isn't it?

Find out more about how the Big Picture Approach to communicating strategy could work in your organisation:

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Sources

*Statistics based on 3rd party surveys measuring the effectiveness of Axiom's Big Picture Approach.

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Eric Jensen, Brain Based Learning: The New Paradigm of Teaching, 1995

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