

**INVOLVE**

VISUAL INVOLVEMENT

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L · U · C · I · D

**lucid** *adj.* 1. Easily understood; completely comprehensible; a LUCID explanation (from Latin *lucidus*)

L · U · C · I · D  
LISTEN UNDERSTAND CLARIFY INTEGRATE DRAW

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83% OF HUMAN  
LEARNING OCCURS  
VISUALLY.

# VISUAL INVOLVEMENT











**Involve participants to generate ownership, personal interpretation and increased retention.**





**Deploy multiple artists to help co-create your visual narrative.**

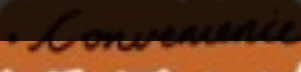


"I HEAR. I FORGET.  
I SEE. I REMEMBER.  
I DO. I UNDERSTAND."

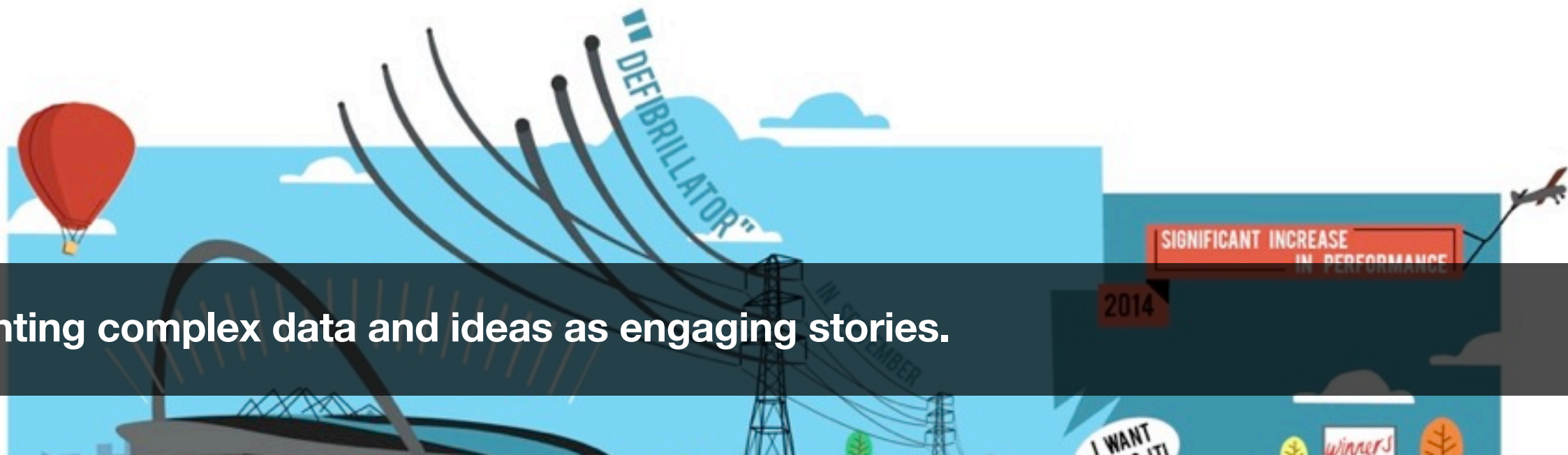
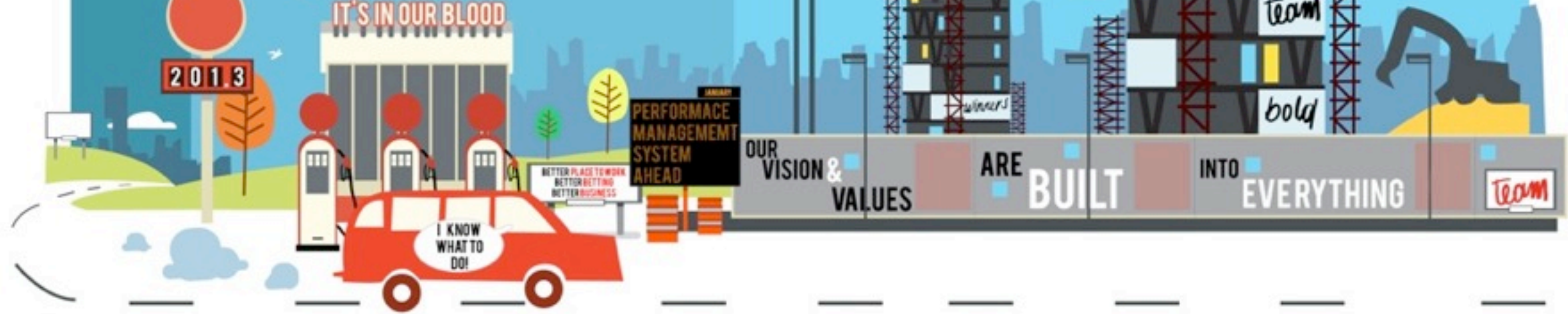
# A COMPELLING STORY





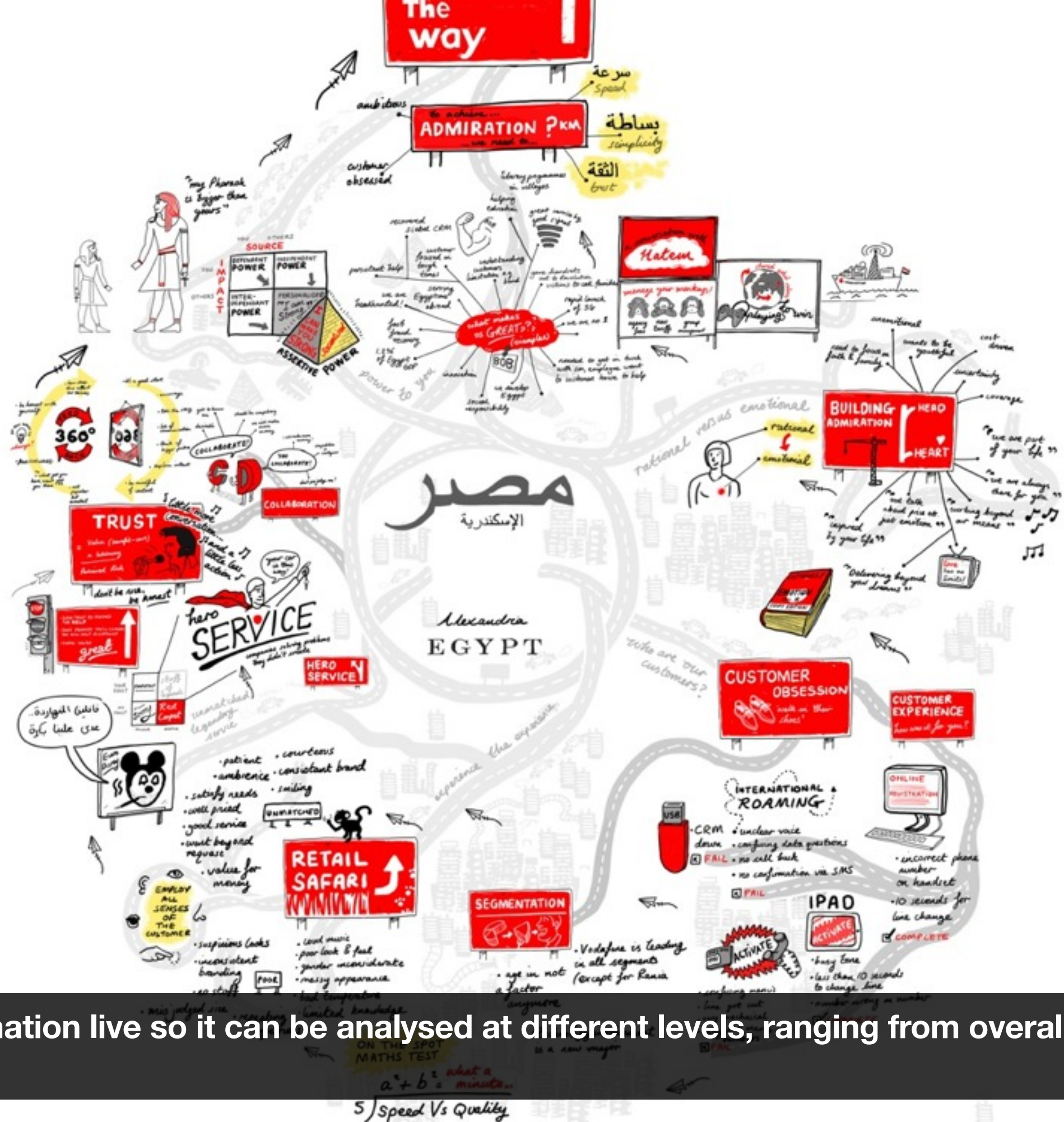






Presenting complex data and ideas as engaging stories.





Capturing information live so it can be analysed at different levels, ranging from overall patterns to fine detail.

“CONTENT IS ONLY AS  
GOOD AS THE WAY  
WE COMMUNICATE IT.”



# A POWERFUL TOOL



## WHAT'S IN IT

This guidebook is divided into five client service attribute **CHAPTERS**:

**CLIENT NEEDS**  
**COMMUNICATION**  
**COMMITMENT**  
**PEOPLE**  
**VALUE**

Each chapter is made up of **5 THEMES**:

### DO's & DON'Ts

Delegates were asked to create a 'bestseller' list of DO's and DON'Ts book covers related to each chapter



### INTERNATIONAL ENGAGEMENT

A board game that delegates played in order to develop a concise approach to working effectively across numerous territories during an international assignment



### SUCCESS STORIES

Using a recording device, delegates shared best practice via their previously-prepared, real-life success stories



### GOING THE EXTRA MILE

The teams took an external example of exceptional customer service and built on it in order to explore how this inspiration could be integrated into the way we do things at BDO



### "HOUSTON, WE HAD A PROBLEM"

Drawing and writing on a film 'storyboard', groups of partners gathered learnings from challenging situations that had led ultimately to a positive outcome



And throughout the guide, you'll find standard statements that explore how we can turn our exceptional client service approach into a revenue-winning, client-retaining, brand-enhancing **COMPETITIVE ADVANTAGE**!

THE ART & SCIENCE OF EXCEPTIONAL CLIENT SERVICE | BDO

Quick response  
**IS GREAT**  
Thoughtful response  
**IS EXCEPTIONAL**



Canvases

Books

Leaflets

Communicate powerfully through the simultaneous presentation of words, numbers and pictures.





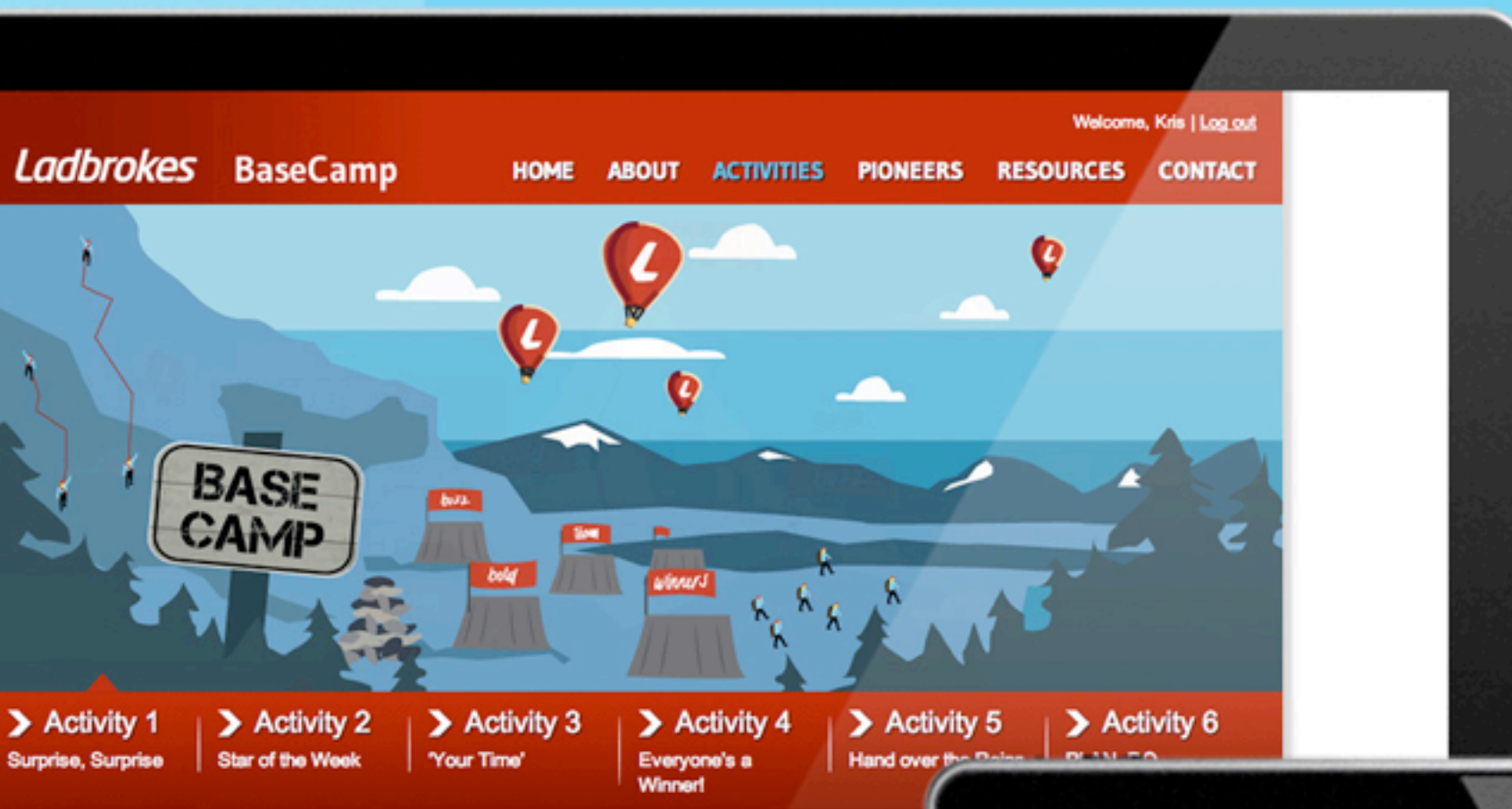
Projections

Posters

Installations

**Give form to your ideas and force reflection on data rarely visualised.**

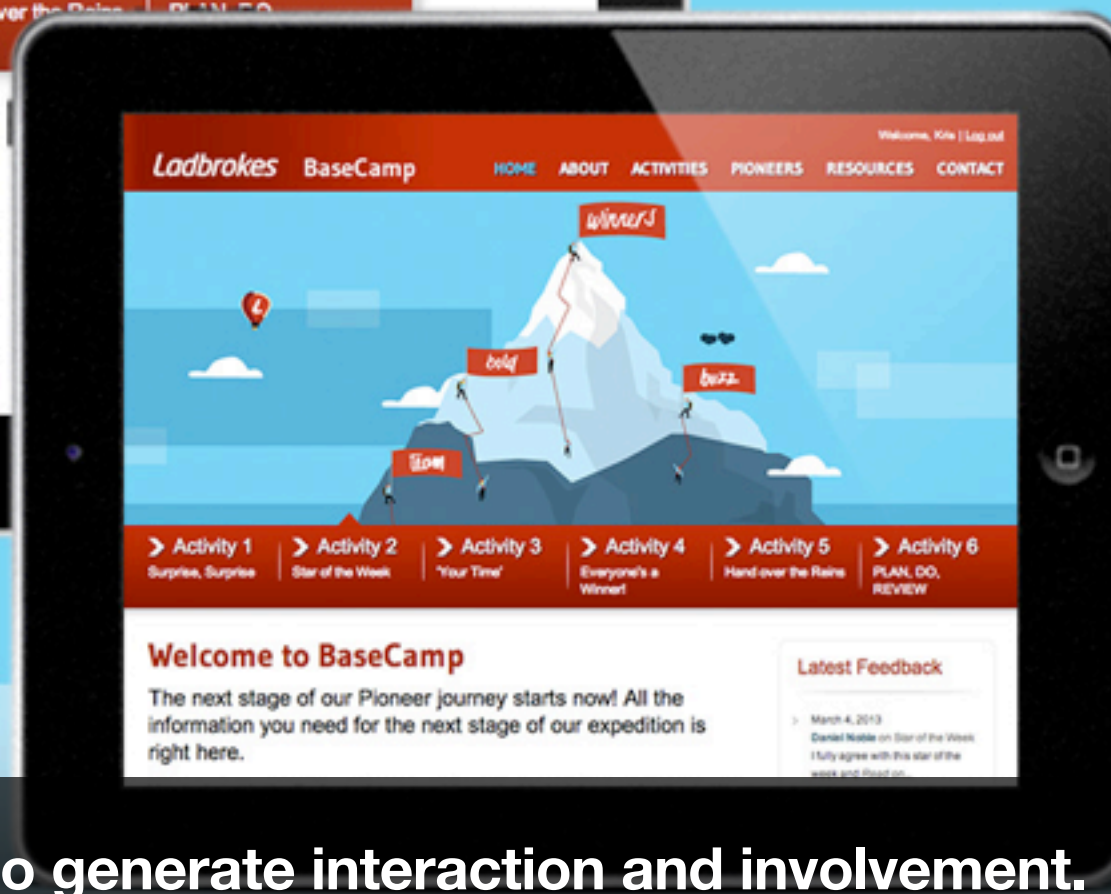




## Find out more about all the activities

Here are the six activities that all Pioneers will complete, as well as feedback from other Pioneers.

This section will tell you about each of the activities and feedback from other Pioneers who have implemented each activity. We encourage you to leave a comment and rate each one – these ratings and comments will inform which



Twitter

Webcasts

Apps

Emails

Websites

Combine with modern technology to generate interaction and involvement.



“THE WAY WE  
COMMUNICATE OUR IDEAS  
WILL MORE THAN LIKELY  
DECIDE THEIR ULTIMATE  
SUCCESS OR FAILURE.”

CLIENTS LOVE  
VISUAL  
INVOLVEMENT





“OUR PEOPLE STRATEGY IS A LENGTHY,  
DETAILED DOCUMENT BUT INVOLVE  
DISTILLED IT INTO AN EASILY UNDERSTOOD  
ILLUSTRATION WITH WHICH WE HAVE  
EFFECTIVELY ENGAGED  
OUR STAKEHOLDERS”

***Drew McMillan***

*Group Head of Internal Communication & Culture*

“VISUAL INVOLVEMENT SHOWED GSK  
AS A COMPANY WHO ACTIVELY LISTENS TO  
THEIR CUSTOMERS AND  
VALUES WHAT THEY HAVE TO SAY”

*Hannah Musgrave*  
*Access to Medicines Manager*



“DESIGN HAS BECOME A RECOGNISED  
SOURCE OF ENGAGEMENT IN PRODUCTS  
AND SERVICES AND YET FEW HAVE  
DEVELOPED A SOUND DESIGN  
METHODOLOGY TO ENGAGE PEOPLE AT  
EVENTS AND IN COMMUNICATION-  
**INVOLVE HAVE.”**

*Emmanuel Gobillot*  
*Leader & Innovation Consultant*



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