

Pictures

Negative examples of how to use pictures

In this example, clip arts are used, which looks just amateurish. Besides, the pictures are not aligned and have different sizes

School in 1990

- In 1990, the „wisdom of the world“ was to be found in books only
- That's why pupils used to carry around large amount of books in their satchels
- Severe back problems were often the result



School in 2013

- In 2013, almost anything can be found online (e.g. Wikipedia)
- That's why pupils don't have to carry such heavy loads anymore
- The number of pupils under the age of 12 with back problems has decreased significantly over the last 10 years



Pictures

Negative examples of how to use pictures

Much better, since the pictures effectively underline the messages of the text and look „almost“ professional.

However, the look of the pictures is inconsistent (photograph combined with graphics) and the pictures are squeezed too much in the lower right corner of the text fields

Success factor Training

- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx



Success factor Global Network

- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx



Success factor Stakeholder Management

- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx
- Sample text xxxx



Pictures

Positive examples of how to use pictures

In this example, the pictures beautifully underline the content of the text boxes (impact, complexity, and culture). They are perfectly aligned and go very well together because of the identical style and coloring.



Impact

- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx



Complexity

- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx



Culture

- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

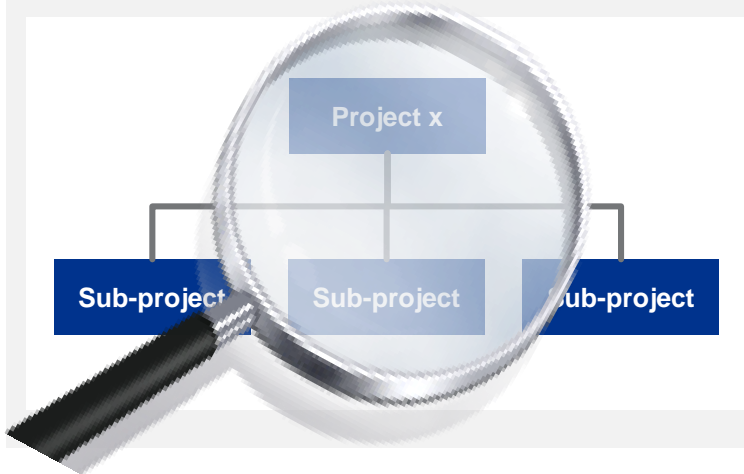
Pictures

Positive examples of how to use pictures

In this example, the pictures very effectively support and actually *transport* the messages in the text fields

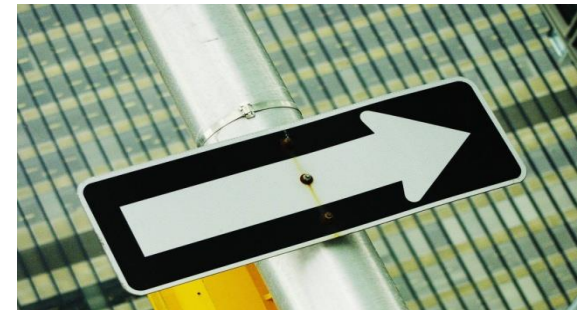
Analysis

- Workshops with the top management level to **identify critical sub-projects** with a high degree of complexity and dependencies
- **Deep-dive** into the identified critical sub-projects to assess the **scope** of the change and the **consequences for affected organization units**
- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx



Action

- Decide on an **action-plan** that describes in detail the **ten most important activities** per sub-project
- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx



Pictures

Positive examples of how to use pictures

A completely different example with a picture that dominates the whole slide, yet looks subtle and professional. The slide would look much more unappealing without it.

At the end of this training, you will...

KNOW:

- XXXX
- XXXX

UNDERSTAND:

- XXX
- XXX

BE ABLE TO:

- XXX



Pictures

Positive examples of how to use pictures

Cost Accounting – Best Practices

- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx
- Sample text xxxxxxxxxxxx
- Sample text x
- Sample text x
- Sample text xxxxxxxxxxxx

Still another example with a different style. Note how I changed the header to avoid interference with the large-sized picture.

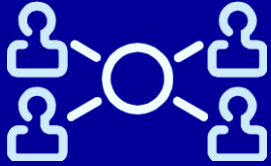


Picture

Positive examples of how to use pictures

Not only photographs can look professional, but also graphical / illustrated elements, as long as they are consistent in style and color and do not appeal too childish

Group conversation



- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx

2-way conversation



- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx

Lecture



- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx
- Sample text xxxxxxxxxxxxxxxx