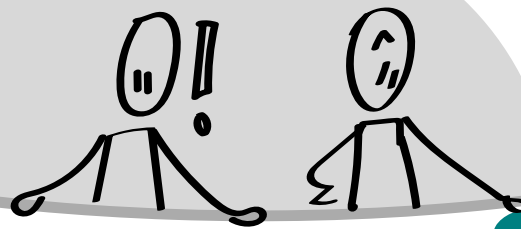


☒ Engage people



With a visual that invites them to explore the content

☐ Provide insight in complexity



Create an overview and show connections

☐ Keep the focus on your customer

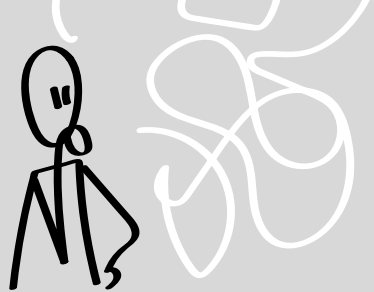


What is in it for him or her?

# (CHANGE VISUAL

Checklist

☐ Offer starting points



What does it mean in the daily practice?

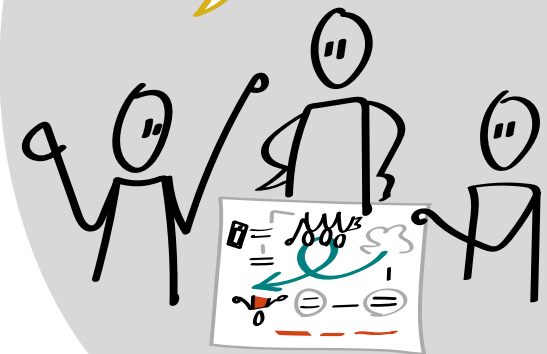
☐ Add a question:



What do you want people to think about?

☐ Offer room for interpretation

THIS IS WHAT WE WILL DO



Experiment and learn on the job