

# Stuff That Works At Work

## Chapter 6

### “Pictures”

Take Action

# **Stuff That Works At Work**

## **Chapter 6 Take Action: Content**

- On your own time, find some pictures that illustrate key messages you want to get across. Think EMOTIONS. If things are screwed up, find a picture you can use at work to demonstrate the point. If you need to build teamwork, then find a picture that shows good teamwork.
- Integrate the above pictures into any presentations you give this week. Make it fun, but IMPACTFUL. If you do not give presentations, integrate them into emails you send. The goal is more impactful communication.
- Find a picture that demonstrates your work priority for the week. Post it visibly in your workspace, where people can see it, and it can drive conversation. Change it every week this month.
- Invest time on [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com) to find ways others have made collaboration work for them

# Stuff That Works At Work

Chapter 6 Take Action: Action 1

On your own time, find some pictures that illustrate key messages you want to get across. Think EMOTIONS. If things are screwed up, find a picture you can use at work to demonstrate the point. If you need to build teamwork, then find a picture that shows good teamwork.

## ACTION

It always amazes me how impactful pictures are. They really can be worth a thousand words.

They spice up presentations. They will drive interest and attentiveness from your audience. They can become like a logo carrying a host of information in a single slide.

People remember them better and associate with them in different ways than they do with words alone.

The key is not to over use them. They are there to spice up not to overwhelm.

Try it. Start simple and expand as needed

## EXAMPLES

### Evolve or Perish



### TRADE-OFFS



### Why Plan?



# Stuff That Works At Work

Chapter 6 Take Action: Action 2

Integrate the above pictures into any presentations you give this week. Make it fun, but IMPACTFUL. If you do not give presentations, integrate them into emails you send. The goal is more impactful communication.

## ACTION.

I use my pictures like ad campaigns. Its about repetitions and exposures to drive awareness.

I will use the same pictures in presentation decks, on my cube wall, in e-mails etc.....

I strive for people to recognize them and to “Know” what I am communicating.

Think of them as a tool in your ad campaign.

This is an art. You do not want to be too annoying but you want to consistently make your point. Let effectiveness be your guide.

With practice you will master the art.

## EXAMPLES

Hey Team,



Planning season is upon us.  
We plan so we do not make  
Mistakes with our time or our  
money.

Joe

### LUNCH & LEARN

Hey Team,

Next Weeks Lunch and Learn  
will be led by Marketing.



Innovation is our future.

Joe

# Stuff That Works At Work

Chapter 6 Take Action: Action 3

Find a picture that demonstrates your work priority for the week. Post it visibly in your workspace, where people can see it, and it can drive conversation. Change it every week this month.

## ACTION.

I love to hang a conversation piece in my office.

It works best when it pertains to work like this action suggests.

This helps me get my message out. It helps me get my work done. It also builds my personal brand as a focused and effective employee.

Done in this way it will also build your network and your influence. You will be surprised how many people stop by to see what you are working on and to enjoy your art work.

I try to modify the pics a little from the ones I use in the presentations and the emails. This reinforces the message but forces the audience to engage. It becomes a game to see the differences.

The differences usually add more robustness to my quest.

Have fun with it.

## EXAMPLES

### Evolve or Perish



#### Marketing Innovations:

- Project Alchemy: Line Extension
- Project Eternity: Win Younger consumers with new needs

### TRADE-OFFS



We can have it great, Cheap, Or fast! Pick any Two!

### Why Plan?



THINK then Act with Commitment!

# Stuff That Works At Work

Chapter 6 Take Action: Action 4

Invest time on [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com) to discover more ways to add fun to daily office life.

## ACTION.

This is an easy one.

I believe that each of us can help someone else.

There is so much to know and to experience. You just can not do it on your own. So the best way forward is to share and learn from each other.

Technology makes this so easy today. That is why I built the web site [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com).

It only reaches its potential if you join in and add the stuff that works that you have found. Please make a contribution today. Help others find the Stuff That Works.

Others have already shared their stuff that works so be sure to check the site often as there is probably something to improve every area of your life.

The community is waiting and growing. I hope you will join in and make a positive difference.

Thank you!

## EXAMPLES

### CONTRIBUTE

It is easy to share your Stuff That Works.

Simply click on “Contribute” from the main menu.

Then select “Submit an Idea”.

Easy!

### Learn From Others

It is easy to Learn Stuff That Works from others.

Simply click on “Contribute” from the main menu.

Then select “Search for Stuff That Works”.