

Category: Future Concepts

Project: ForwardThinking Visual Summaries

What was the challenge?

After an employee survey, Kier founded the 'ForwardThinking' Project, with the goal of understanding and providing a place for innovation. To facilitate this project a group of 'champions' were selected to meet every quarter and create content for wider engagement.

As an output from the quarterly meeting the group would send out minutes, detailing what had been discussed and the associated actions. The Innovation Director at Kier approached TDL to consult and provide a solution on how they could improve their communication, focusing on the minutes in particular.

The quarterly meeting spanned over six hours, including presentations and discussions. In order to make sure people actually engaged with these notes, we were provided with the following constraints:

- » Must capture meeting details including attendees
 - » Must be easy to read and understand quickly
 - » Must fit on one page
 - » Must be easily shareable



What was the solution?

In order to provide the right solution, we felt that we had to understand the format and content, so our first recommendation was for one of our designers to be based on-site. This allowed the designer to understand the structure of the meeting, the way in which the champions discussed key points and how decisions were made.

The designer took notes and made sketches during the meeting which could be taken away and sorted into an engaging format. The six hour meeting was distilled onto one A3 sheet. A sketched version of the visual summary was provided to the client to check and provide feedback, before the final artwork was created.

Modular design

The visual summary chunked minutes into segments that echoed the structure of the meetings, ordering the information chronologically so it could reflect the flow of conversation.

Each module starts with a title, the presenter/facilitator followed by the content and finally a key point or quote from that session. This allowed the user to scan the summary quickly, or identify particular areas of discussion.

Meeting details

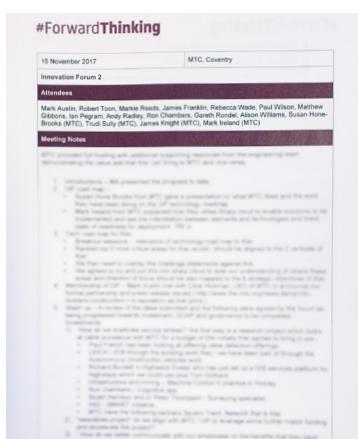
The first section outlined the details of the meeting including the location, aims, attendees and any additional information about the overall project. The attendees were mapped onto a mini visual of the room layout, which reflected their actual seating arrangements during the meeting. This was particularly useful for champions using the visual summary as an aide-mémoire post event.

Graphic elements

Throughout the visual summary we used iconography and diagrams to support or replace text. The iconography became part of a recognisable visual language, which was used consistently across the visual summaries, and provided to the champions for use in other communication activities. This repeated use allowed users to see linked sections across the series, and therefore progress on ideas and developments in individual projects.

Typography

Typesize and weight was used throughout to separate levels of information, with key points in larger text, and further detail applied in smaller text. This helped users to scan through the summary, or delve in further if they had more time.



Example of meeting notes document

#ForwardThinking ➤ Kick off Session

THIS IS AN A3 PAGE

30 OCTOBER 2017
LOUGHBOROUGH UNIVERSITY LONDON

AIM
To kickstart a safe environment encouraging the sharing of ideas, facilitated by a 'shadow board' who will be responsible for managing and nurturing the innovation culture within Kier.

WHO?
A diverse set of individuals from across Kier's Business.

INNOVATION AT KIER CHAMPIONS

- Mica Latouche Property
- Elle Gregory BIM
- Dan Smith IT - Mobile Apps
- Robert Toon Building UK - East
- Karl Ashcroft Property
- Huw Evans Corp. Responsibility
- Amarjit Sama Utilities
- Craig Melvin TDL-Creative
- Wayne Travers Housing Maint.
- Bella Seader HR
- Simon Waterfall Highways
- Mark Austin Innovation
- Markie Reeds Innovation
- James Mella BOOST
- Andrew Humphries The Bakery

Apologies
Ralph Yea Infrastructure
Chris Richardson Workplace Serv.
Denise Horton Environmental

VISION & PROGRESS SESSION 1

MARK AUSTIN - INNOVATION DIRECTOR

STRATEGIC OBJECTIVE NO. 6
Ensure the business is supported by investment in technology and back office systems

YOU ASKED - WE LISTENED

- The Kier Innovation Forum
- 1000+ forward thinkers
- 400 Ideas
- £200k invested in ideas

MAKING THE MOST OF TAX CREDITS
2015-16

Digital Transformation	Lifecycle Performance	Off-site Working	Non-Technological
Challenge Fund Potential - Match Funding			

INVESTING IN IDEAS

- £1m fund to support ideas over 12 months
- £200k invested in past 5 months
- £800k left to invest in ideas
- £50k max. per idea
- Can be re-invested
- Looking for quick wins
- Using a points system

IDEAS ALREADY ... AND MORE TO COME

- 120 Ideas in just 1 day
- 48 Technical Papers
- 64 From the Roadshow

**INNOVATION IS SELF BELIEF.
THIS IS JUST THE BEGINNING.**

CORPORATE INNOVATION SESSION 2

ANDREW HUMPHRIES - CO-FOUNDER THE BAKERY

WHO ARE THE BAKERY?

- Innovation Consultancy
- Network of Entrepreneurs
- Unlock internal potential
- Kier innovation partners

WHY DO WE NEED TO INNOVATE?

- Corporate innovation isn't 21st Century
- Entrepreneurs are building better products faster
- Corporations need to innovate or they will die!

MISSION CRITICAL?

- 86% of Corporations think it's crucial to innovate
- 82% of Corporations believe working with startups is important
- 23% of Corporations believe working with startups is critical

BUT CORPORATE INNOVATION IS TOUGH!

RISKY BUSINESS

- Startups accept failure as a risk
- Corporates try to eliminate it
- We need to change the culture

NURTURE TO SUCCESS

AGILE THINKING

- Don't jump to a solution
- De-risk: Make lots of small bets
- Scale up the wins
- Lots of small changes to make a big difference
- Productivity project Management - Productivity tracking

RIGHT RESOURCES

- RIGHT PEOPLE
- RIGHT PLACE
- RIGHT TIME

IDEA JOURNEY

- Ideation
- 'Shadow Board'
- Innovation Forum
- Invest & Implement

WHAT'S NEXT?

- Get people excited about #FORWARDTHINKING
- Create an online platform for ideation
- Refine the investment process
- Outline the structure the board will follow
- Share the ideas!

KIER

Completed artwork for first visual summary

What was the effect?

The first visual summary was well received, with more staff engaging with this type of communication than before.

We were commissioned to continue developing the summaries, and then invited to attend and create additional summaries for the 'Innovation Forum', the other Kier innovation group.

The visual assets applied to the meeting notes were extended to the wider project branding and encouraged an information-led approach to all communication documents for the meetings.

"The work TDL did brought the project and strategy to life and allowed us to communicate a complex message in an understandable and creative way."

Robert Toon,
BIM Coordinator & ForwardThinker

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