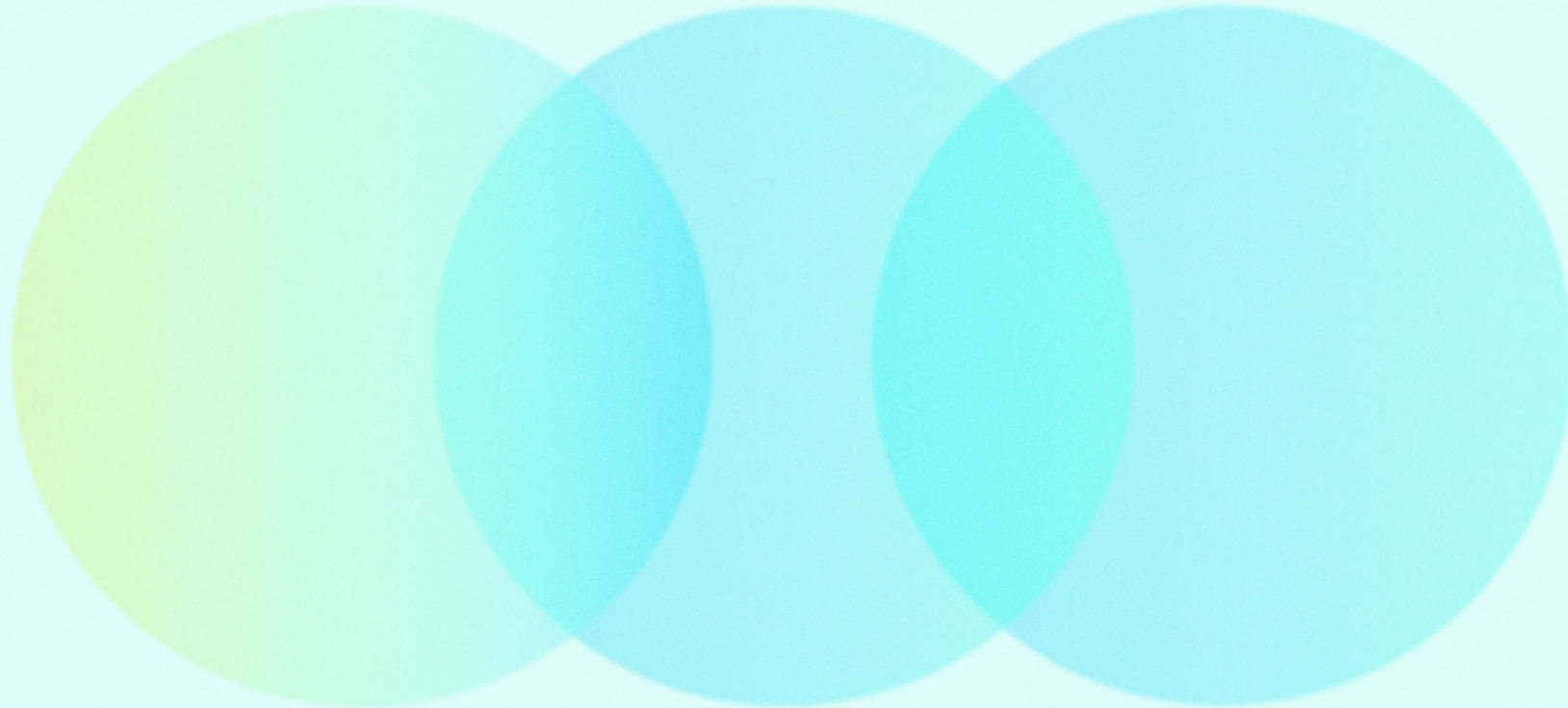


Deloitte.



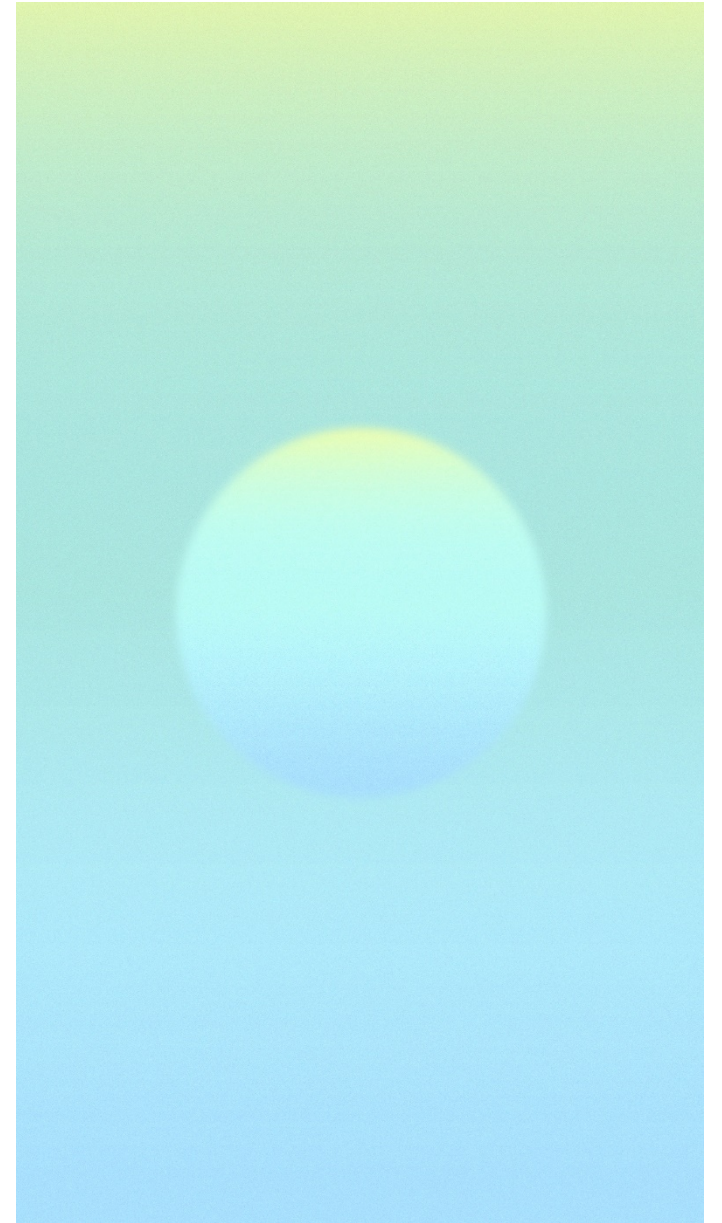
Designing Insight

The science behind visual design

2021, Deloitte Financial Advisory B.V.

We believe in the power of visualization.

The Deloitte Designing Insight team specializes in incorporating image use within organizations, training professionals and creating effective visual communications for complex issues. We operate based on a scientific framework that has proven the benefits of visualization. Our mission? To unlock the power of visualization for professionals within the Tax, Legal or Financial Service domain.





Sketch & Shape





Three-step methodology.

The Visual Fundamentals Methodology is a unique training aimed at professionals in a business-to-business setting. Successful completion of the training allows for mastering the skill of visual thinking to the extent that alumni can apply it independently to new communication challenges.

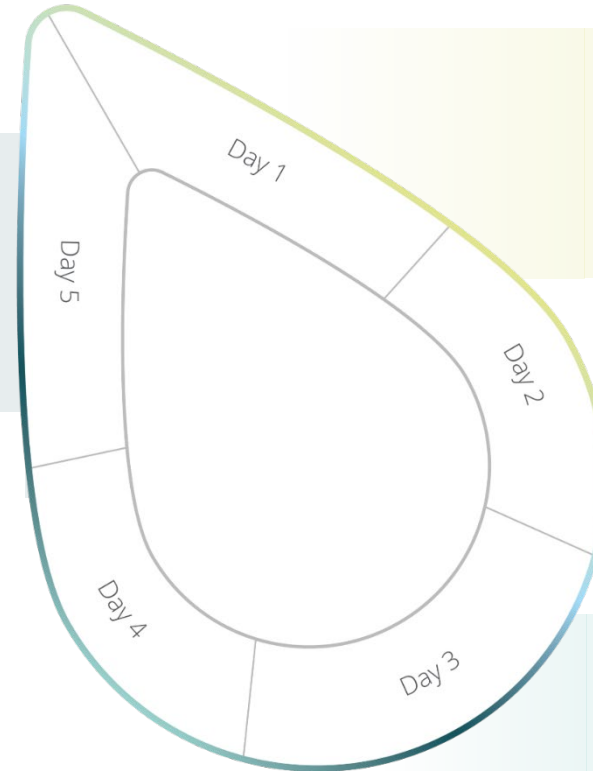
The methodology is designed to communicate multifaceted issues in an insightful and understandable way. In this process each professional works on their own case. By working out the various components of a message visually, this methodology helps map out the problem, unravel complexity and to clearly communicate it to others. In this iterative process, a complete picture emerges with increasing clarity.

Communicate

Sharing your story with conviction. We practice visual argumentation and reinforce our story by allowing images and words to converge. Sending a message that your audience can understand and has been perfected to achieve the business goal you have set.

Think

Before we can define a key message, it is important to think carefully about your purpose and audience. Through interactive exercises, we arrive at a clear objective. Next, we make an inventory of all the information elements you need to achieve this goal.



Create

All the elements are then arranged and critically evaluated. Next, we consider the order in which you want to place each individual component and discuss this with others. With this initial arrangement, we can start sketching and work towards a visual concept. Finding the right visual shapes for each information element until we get it right.



The value of design within organizations.

Images are also increasingly used in business as a communication tool, and for every professional it is becoming more and more important to understand what images can do for them and in what ways they can be used.

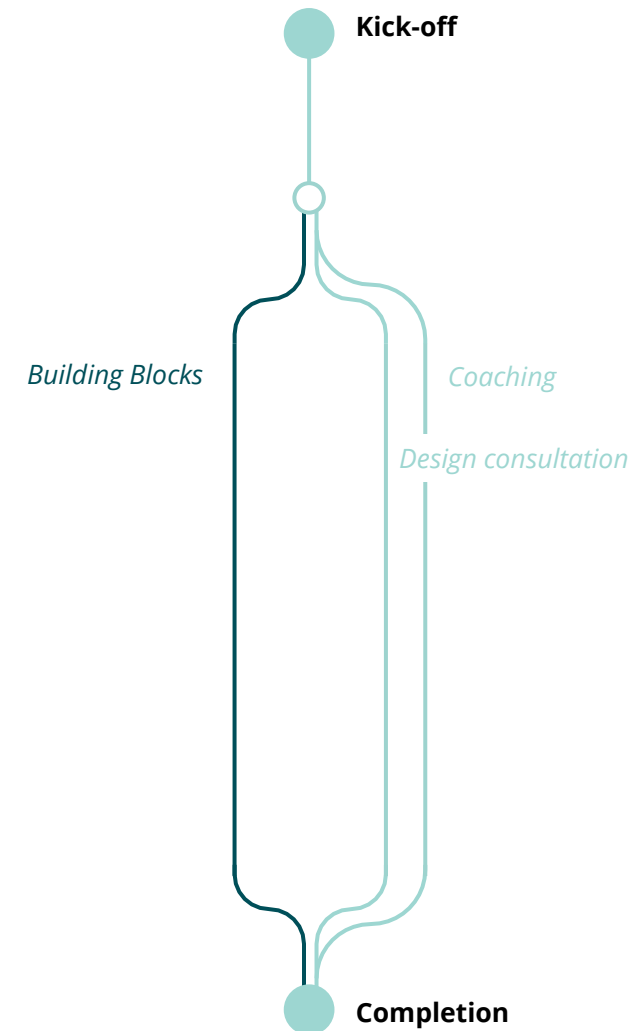
Part of the success of organizations that succeed in fully integrating designers into their business has to do with the way of working that design requires. Designers have mastered the ability to iterate and look at an issue from the user's perspective. In addition, they are not content owners or subject-matters experts allowing for a fresh perspective and an open mind. Leading to interesting and unexpected solutions.

Integrating design.

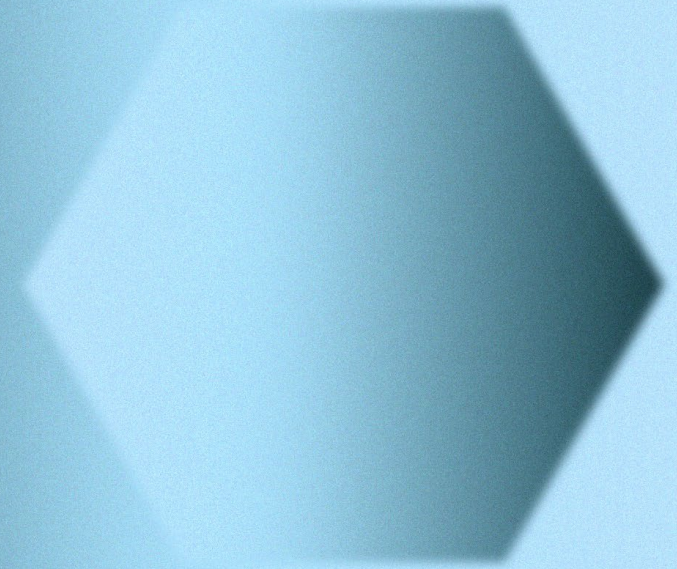
However, Integrating a design team successfully in organizations that are not (yet) design-minded also has its challenges as designers work and think in ways that are often at odds with what the organization is used to. The organization itself also needs to go through a mind-set shift. Shifting from the perception that design is 'making things look pretty' towards a mindset of understanding design has strategic value for the organization and a positive impact on business results.

The Visual Set-up

The Deloitte Designing Insight team supports teams and organizations in the integration of design (teams) within their organization. The team has successfully implemented the discipline of information design in content-driven and text-oriented organizations twice. Their Visual Set-up methodology is based on their own experiences and lessons learned.



Research & Explore





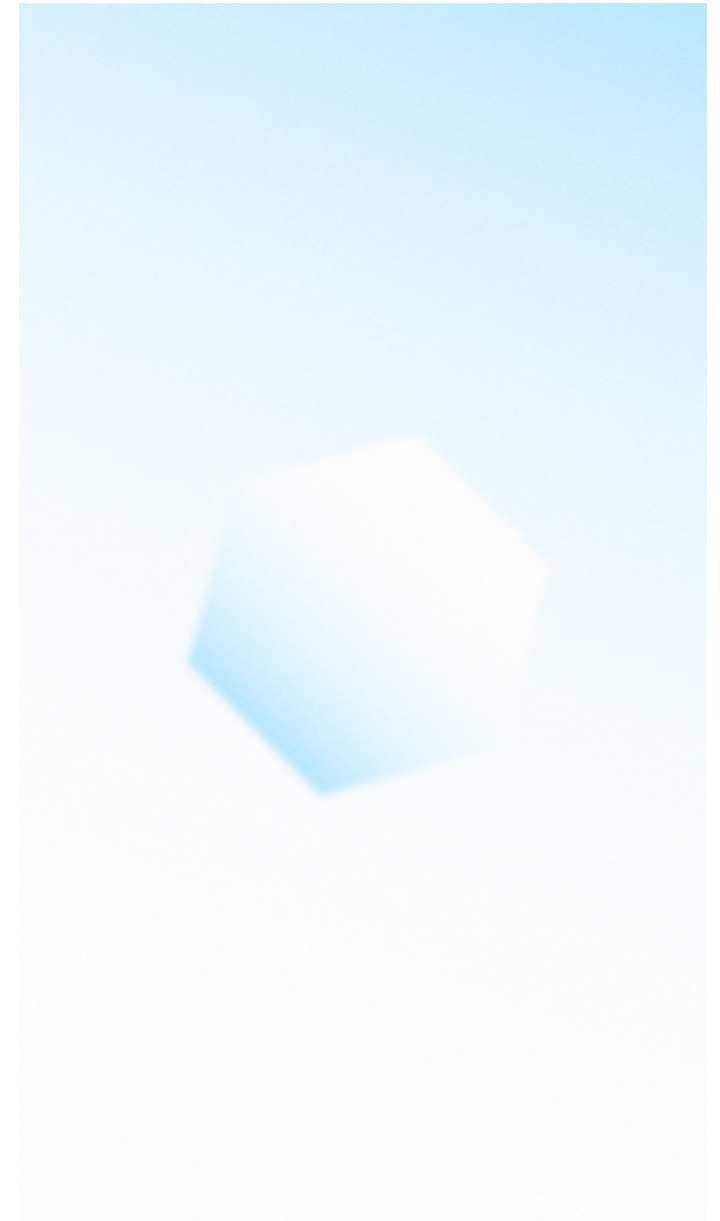
The Visual Mind.

Master the art of visual communication in this 3-hour workshop for teams. In this workshop you will learn how to solve problems by taking on a visual perspective, connect and build on (each other's) ideas.

Through a mixture of exercises and theory, we will demonstrate why and how visualization can augment cognition and improve problem-solving abilities. You will learn how to sketch and how to translate these sketches into visuals to communicate with, You will master structuring your thoughts and be able to literally get on the same page with your clients or colleagues.

In this training, you will learn how to view information from a different perspective; a visual perspective. We will teach you how to use sketching to improve your thinking and to communication:

- **Mastering the art of visual thinking** will allow you to move through textual content faster. Visual thinking aids in organizing your thoughts. Thus, sketching while reading often reveals relations that otherwise would have stayed hidden in the text.
- **Master the art of visual communication** to get across your ideas in clear and efficient fashion. Visualizing your way of thinking graphically allows others to understand, connect and build on (your) ideas better than before.





The Visual Frame.

As powerful as words are, sometimes they are not the most effective way to get your message across. Visualization can be a very efficient tool in a business context where time is often a limiting factor. This is because visualizations are able to convey a complex message quickly, yet correctly and memorably.

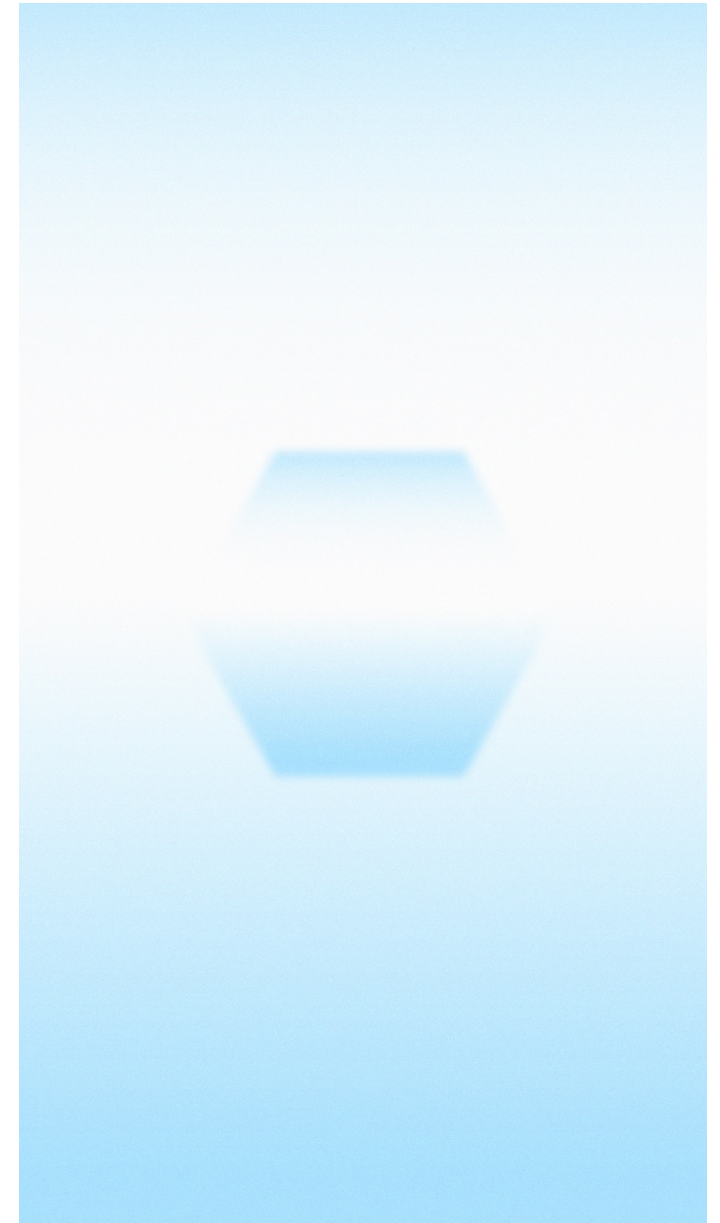
The Visual Frame masterclasses are aimed at expanding your understanding of the visual landscape and provide a framework on how to choose the right visual for your story. The Visual Frame masterclass is offered in two varieties: data driven visualizations and text driven visualizations.

- **The Visual Frame – non data**

Based on theoretical knowledge, we explore the possibilities of the visual landscape. This masterclass aims to increase your mental visual library and provide guidance in choosing a visual form for non-data driven information.

- **The Visual Frame – data**

Data visualization is a useful tool to let data support your story. Decision making increasingly relies on data, which comes at us with such overwhelming velocity, and in such volume, that we can't comprehend it without some layer of abstraction, such as a visual one. The goal of this masterclass is to teach you the do's and don'ts on building graphs, along with theory and tips, followed by exercises.





The Visual Facts.

A crash course on visualization in three masterclasses.

Starting off with an introduction on the importance, possibilities, and use of visualization in business-to-business setting, followed by a deep dive into visual literacy, the way of a visual and the art of visual argumentation. All masterclasses are a mixture of scientific insights, experiences and best practices.

The Visual Facts lasts a full day and is suitable for anyone looking to gain scientific knowledge about visualization. There is room for 35 professionals per training session.

Visual literacy.

Visual literacy is the ability to decode and assign meaning to information presented visually. Furthermore, it is the ability to critically review the image; to reflect on the goal, audience and ownership, and assess the (societal) impact of a picture.

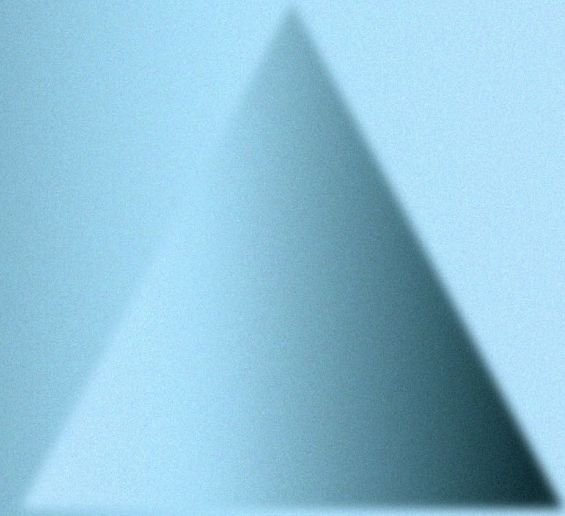
The way of a visual.

What is the importance of choosing the right visual shape for your message and what options are out there? Using theoretical knowledge, we explore the possibilities of the visual landscape. This section aims to increase your mental visual library and provides a framework on selecting visual shapes.

Visual argumentation.

Visual argumentation is the ability to integrate text or spoken words with imagery in such a way that the cognitive benefits of the use of visuals are deployed to their full extent. How do you integrate legal design tools with text?

**Create &
Iterate**



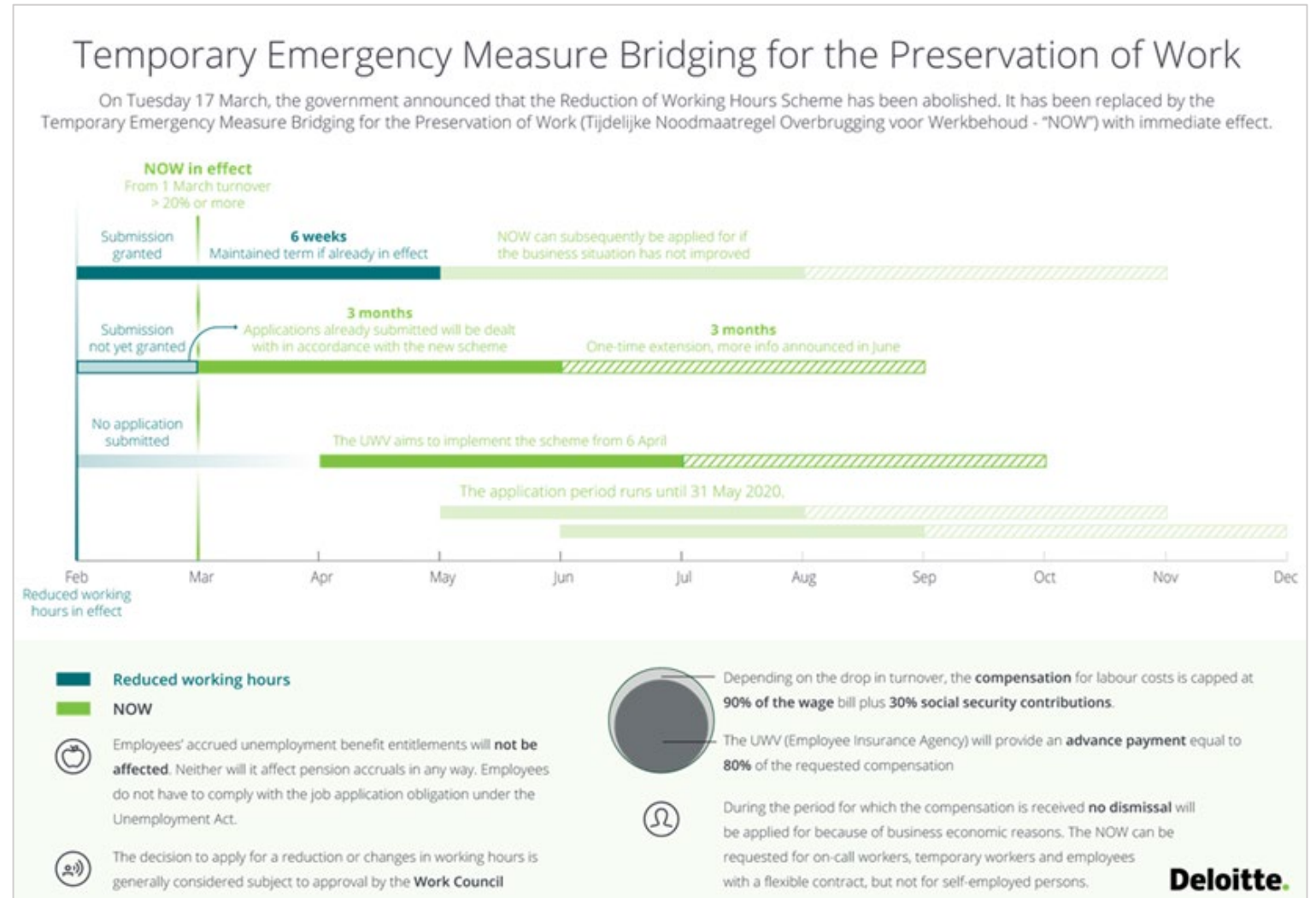


Legal design.

Whether you are summarizing complex legal information or trying to decipher its essence, visualization is a powerful tool for conveying a message quickly, clearly and persuasively. Ideally suited for situations where stake are high, the issue is complex and/or the stakeholder field is challenging. Such as when communication with regulators, governmental bodies, inside or outside of court where both sender and receiver are specialists.

What is especially interesting in the use of visual design in a professional setting is the fact that it allows you to set the stage. Making each design choice a strategic one that helps you achieve your objectives.

Within the field of Legal Design, there is no one size fits all. Each legal issue is unique and there are many areas of expertise, which means that we need different kind of visualizations to accommodate the issue at hand and business objective that comes with that.

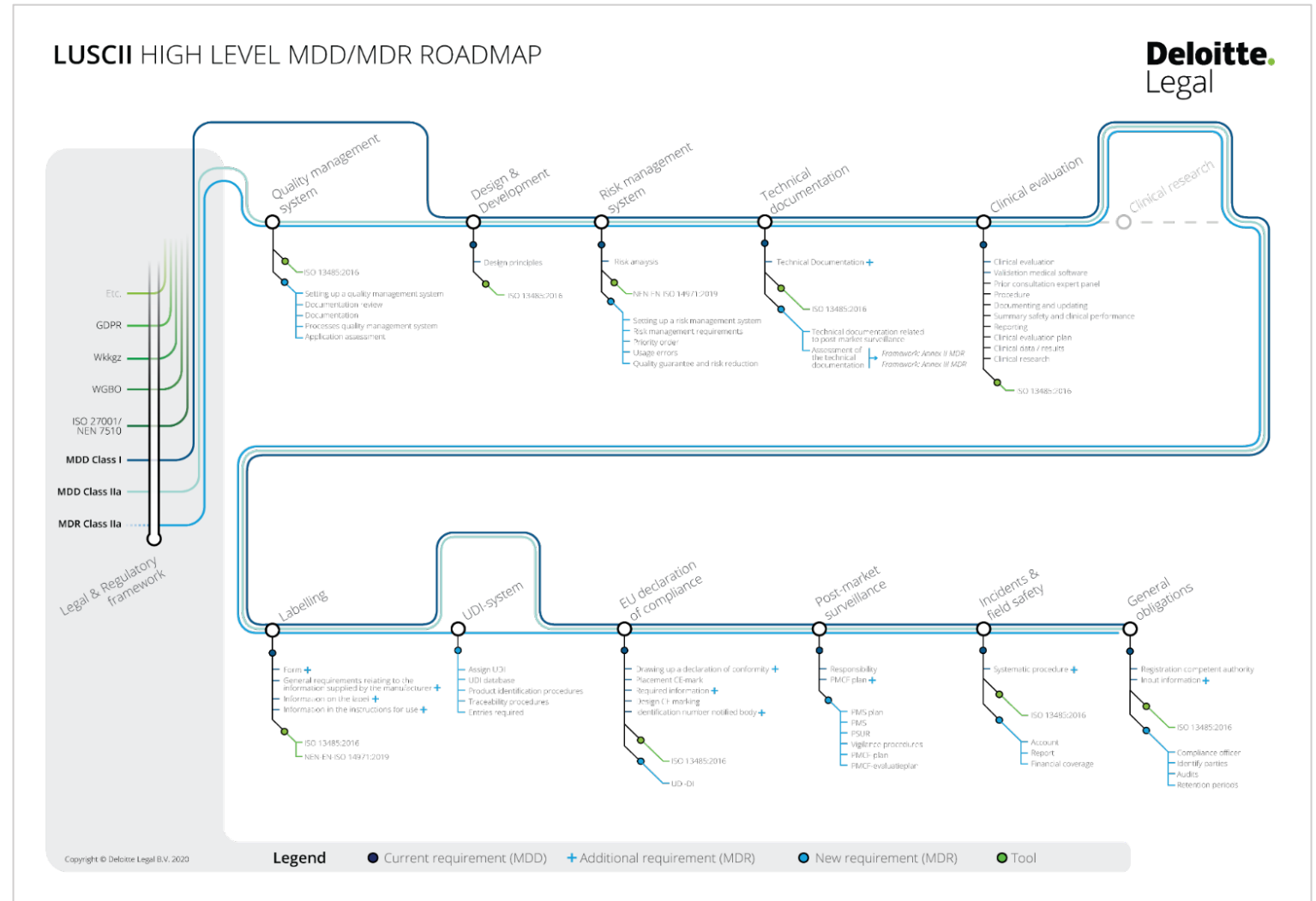


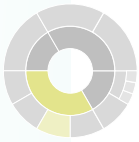


Information design.

Information design taps into the explanatory power of visual communication. Information design contributes to the efficient and effective understanding of information. The term has come into use for a specific area of graphic design related to the effective display of information, rather than just attractive or for artistic expression.

Information design is especially useful when information is extensive, complexity high, or time is scarce. As infographics have the ability to quickly create insight and increase understanding of the topic at hand. They enable shared understanding and facilitate quick decision making.





Boardroom design.

The dynamics in a boardroom are unique. Time is precious, decisions are (often) far-reaching, and the (potential) risks that come with that, significant. It is precisely in such a situation that effective communication is essential.

Bias must be avoided as much as possible and there is a constant balancing act between highlights and detailed information, between extensive debates and quick decision-making.

It is precisely in this setting, visualization can positively impact the process as visuals are able to quickly create a shared understanding of the topic at hand. The issue itself does not explaining; the visual will do this for you. Minimizing personal or mis-interpretation, bias and groupthink. Benefiting informed decision-making.

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Heat Map

Concepts	Dates	Geography
Portrait	Timeline	Map
Mindmap	Scenario	Perspective
Metaphor	Layers in time	Location
		Environment

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Audiovisual design.

Video is a medium that is widely used in everyday life. In our current society there is less time, and everything must be more efficient. Making video the ultimate medium to get your message across.

An adult person spends about six hours a day watching videos. Video is easier to process than text, in fact video is preferred over text by 72% of people. It's an engaging experience because it triggers multiple senses. Benefits of this are - amongst others- fast information processing and enhanced memory recall.

Within the domain of video, we distinguish different categories such as Scenario, Strategy or Envisionment videos.

Scenario video.

Scenario videos portray different scenario's which are aimed at mapping out and creating understanding of the consequences of choice. Allowing the audience to understand and discuss the issue at hand and to facilitate deliberate decision making. [Example](#)

Strategy video.

Getting your vision across can be quite challenging. Showing rather than telling allows you to take your audience on a journey. Through the interplay between sound and sight we make your strategy come to life; creating a powerful experience aimed at engaging your audience. [Example](#)

Envisionment video.

Perfect for product pitches and product demo's! Through the process of visualization, we can create what does not yet exist in reality. In stead of making another lengthy, text-based PowerPoint explaining your idea, the explainer video will literally show how your product or idea will function and what it will look like. [Example](#)

How we can support you.

We truly believe the power of design is in the art of collaboration as creating the right design can only be achieved applying a multi-disciplinary approach. We bring in domain specific knowledge; design knowledge and knowledge about cognition and behavior. You bring in the unique perspective of your organization, your objective, and - of course - the content. By working together, we exploit the benefits of each other's expertise which we like to refer to as blended intelligence. It are those differences that create the magic.

Who will you work with?

The Deloitte Designing Insight Team is characterized by its unique combination of the practice of design with the science of behavioral psychology and cognition; the Designing Insight team is the most innovative team in the field. The team has contributed to numerous high-end cases and has a proven track record. They bring 5+ years of experience in the legal sector, financial services and international corporations. Their track record includes, among others; Rabobank, Houthoff, DNB (De Nederlandsche Bank), AEGON, RMA (Rekenkamer Metropool Amsterdam), JRC European Commission and Rathenau.

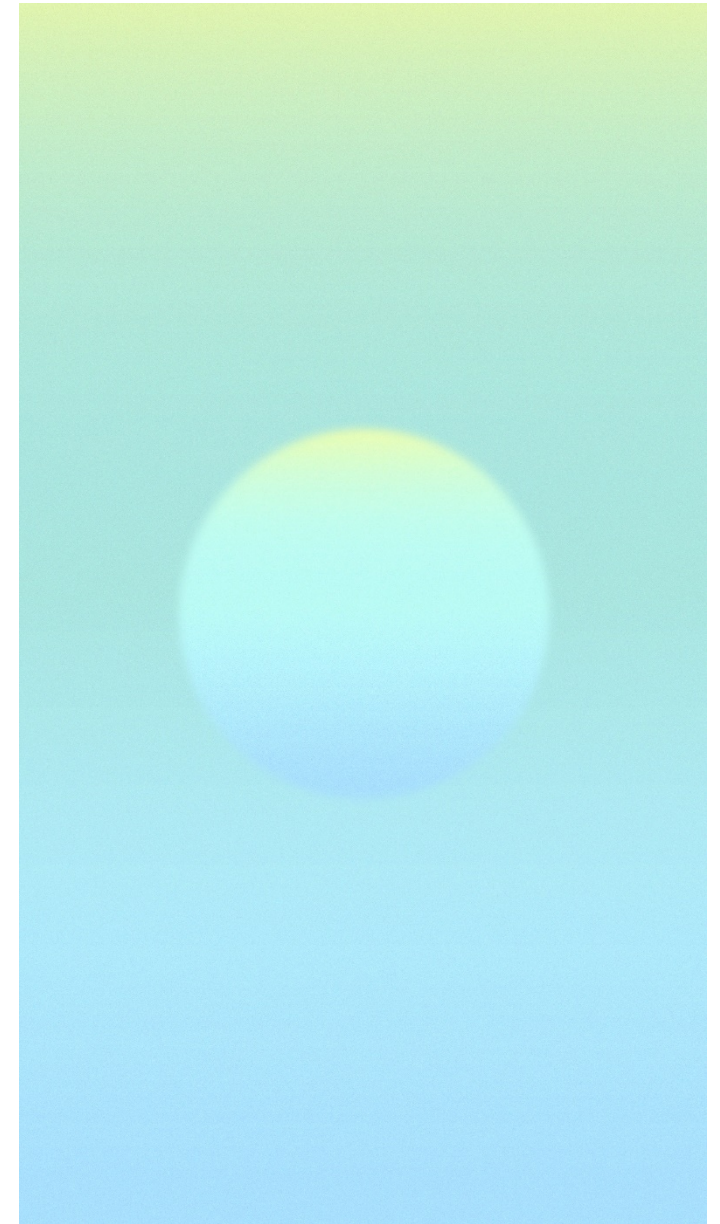


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