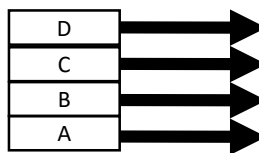
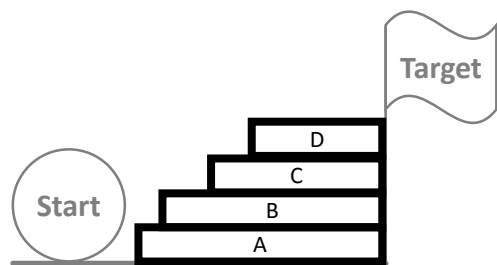
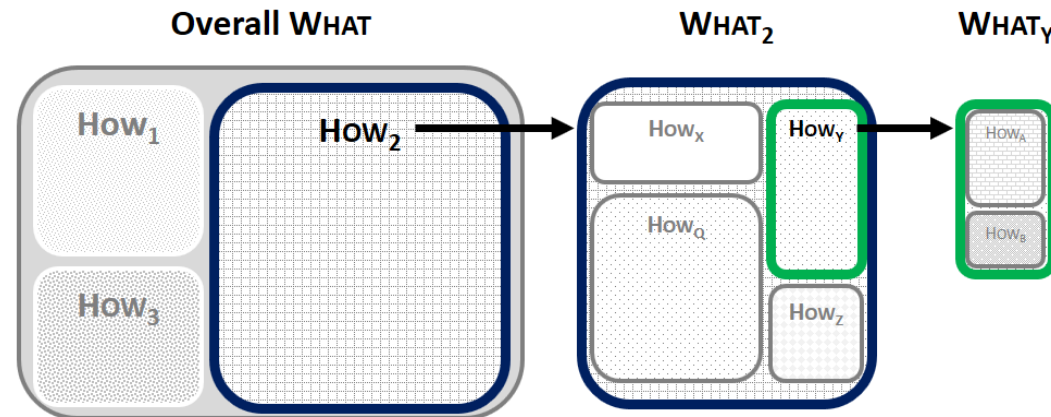
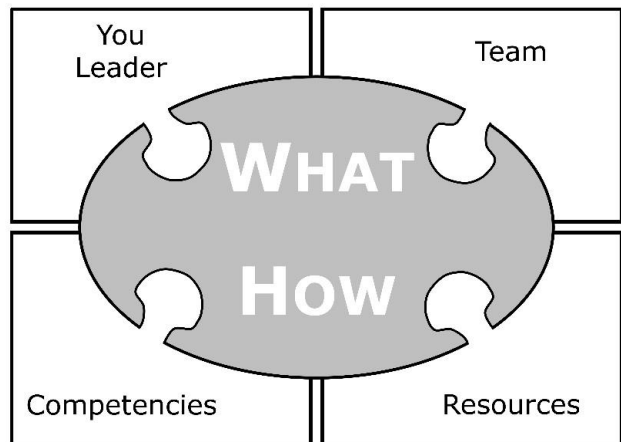


LESSON ONE

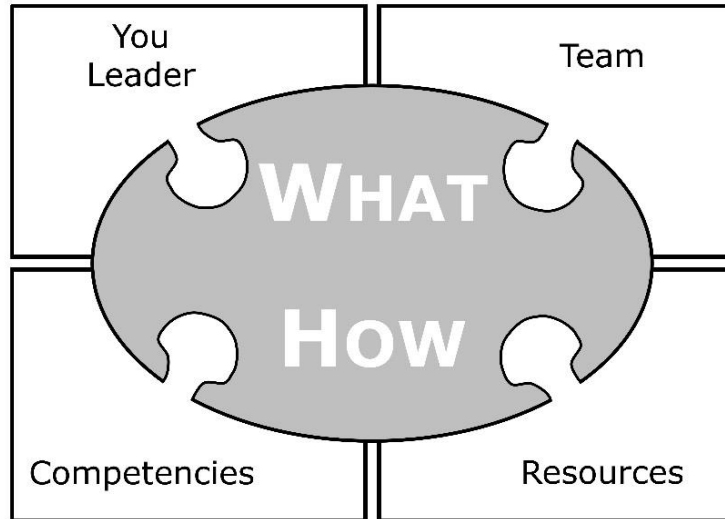
Beautifcation of key visuals

Overview of existing graphical elements

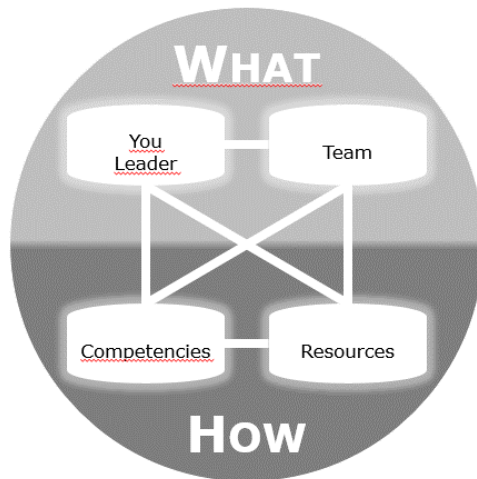


The flagship symbol: WHAT – HOW ecosystem

Current illustration



Early stage illustration of the same:

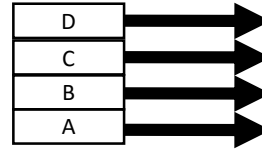
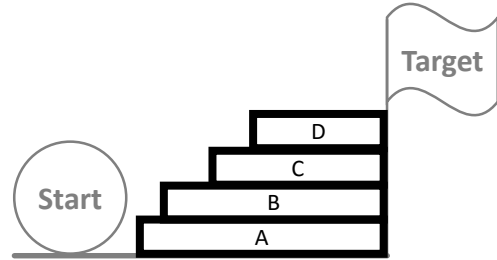


Requirements

A beautification of the symbol is needed, respecting the 2 levels of symbolism:

- WHAT and HOW are the 2 overall or central elements, closely related
- **WHAT** is connected to or consists of **You/Leader** and **Team**
- **HOW** is connected to or consists of **Competencies** and **Resources**

The Leadership journey in 3 steps



Meaning / context for each symbol:

From target to projects

Symbol illustrates the task of breaking a target down into specific projects like A+B+C+D

Focus: The 3-4 'projects'

Ignite or start projects

Symbol illustrates the start, ignition, beginning of the projects – this is where the motion and real work starts.

Focus: The motion

Follow up, challenge and support

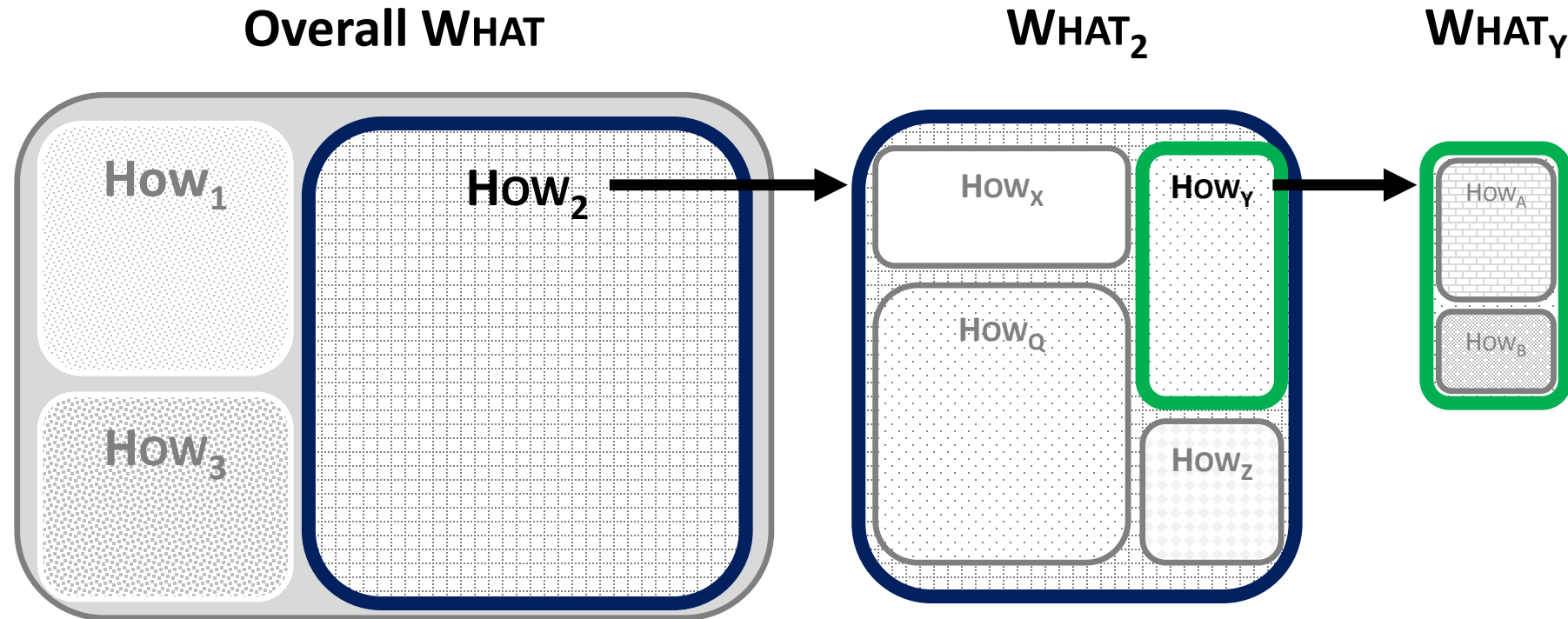
During the projects, leaders are to follow up, challenge and support the project.

Focus: Visualisation of the 3 elements: Follow up, Challenge, and Support for the ABCD projects

Requirements & details:

- All 3 symbols to be made without words, I will add these later in different languages
- The simpler, the better. They will never stand alone without a text, so no need to be 110% selfexplanatory
- No arros between them, they may be used in sequence or in isolation (and always with text)

Breaking down targets into tasks, and breaking these further down into smaller tasks



WHAT is the target or objective
HOW is the task

The above shows how you break down a big target into smaller parts, and break these smaller parts down again

Requirements & details:

- Should show minimum 3 levels as above.
- Not necessarily sequential left-right as above, could also be a 3D style, pyramid style or other – I am very open

Services



Training courses for leaders, e.g. a 1-day training



Speaking at conferences, seminars, events etc.



Working with companies and their leaders.
Facilitating internal company-workshops about strategy, projects etc.



Act as an extra resource for companies:
Leading their projects on an interim basis or supporting their internal project leaders

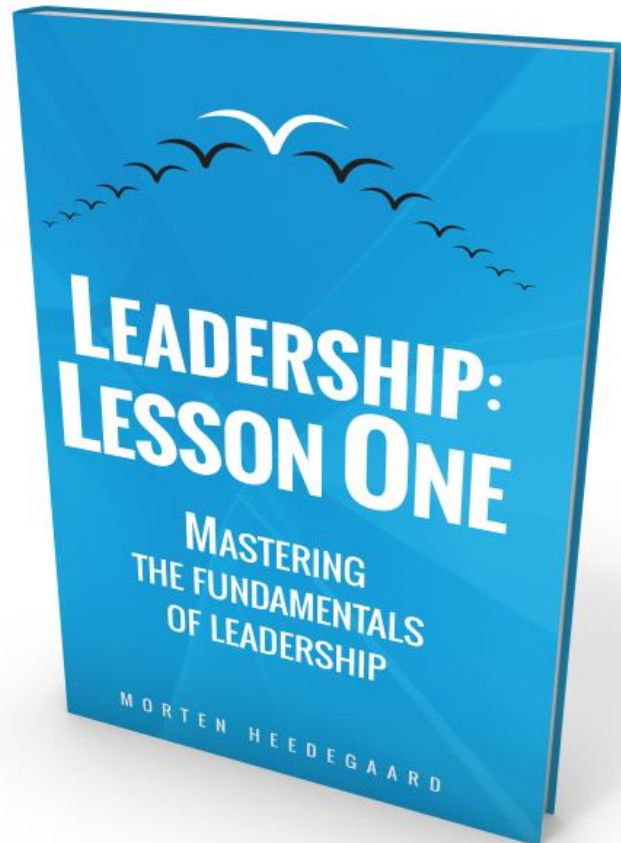
Requirements & details:

- All 4 icons should look like a family.
- Using the birds is optional, although they have a strong link to both my book and my logo, but I am open for other ideas as well
- Final graphics should be without text, I will add this later

Look and feel of existing elements

For reference

Book



Logo

LESSON ONE 