



efficiency engagement environment

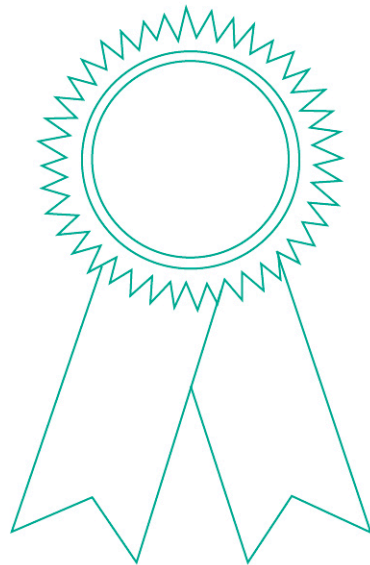
# Make “It” Visual

To Increase Actions Taken By Your Target Audience

Rebecca Nelson

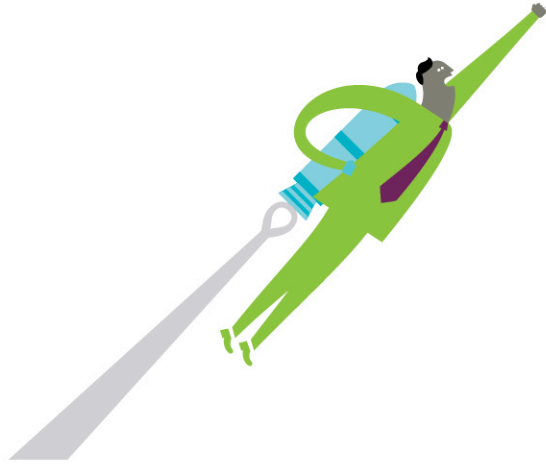
November 13, 2012

BEHAVIOR  
**CHANGE**  
BEST PRACTICES



- 1 Step approach
- 2 Simple path
- 3 Participant-centric design
- 4 Trusted source delivery
- 5 Reward based
- 6 Compelling visual story
- 7 Community design
- 8 Engagement tools





GRAPHICS ARE  
**POWERFUL**  
TOOLS



## Graphic List

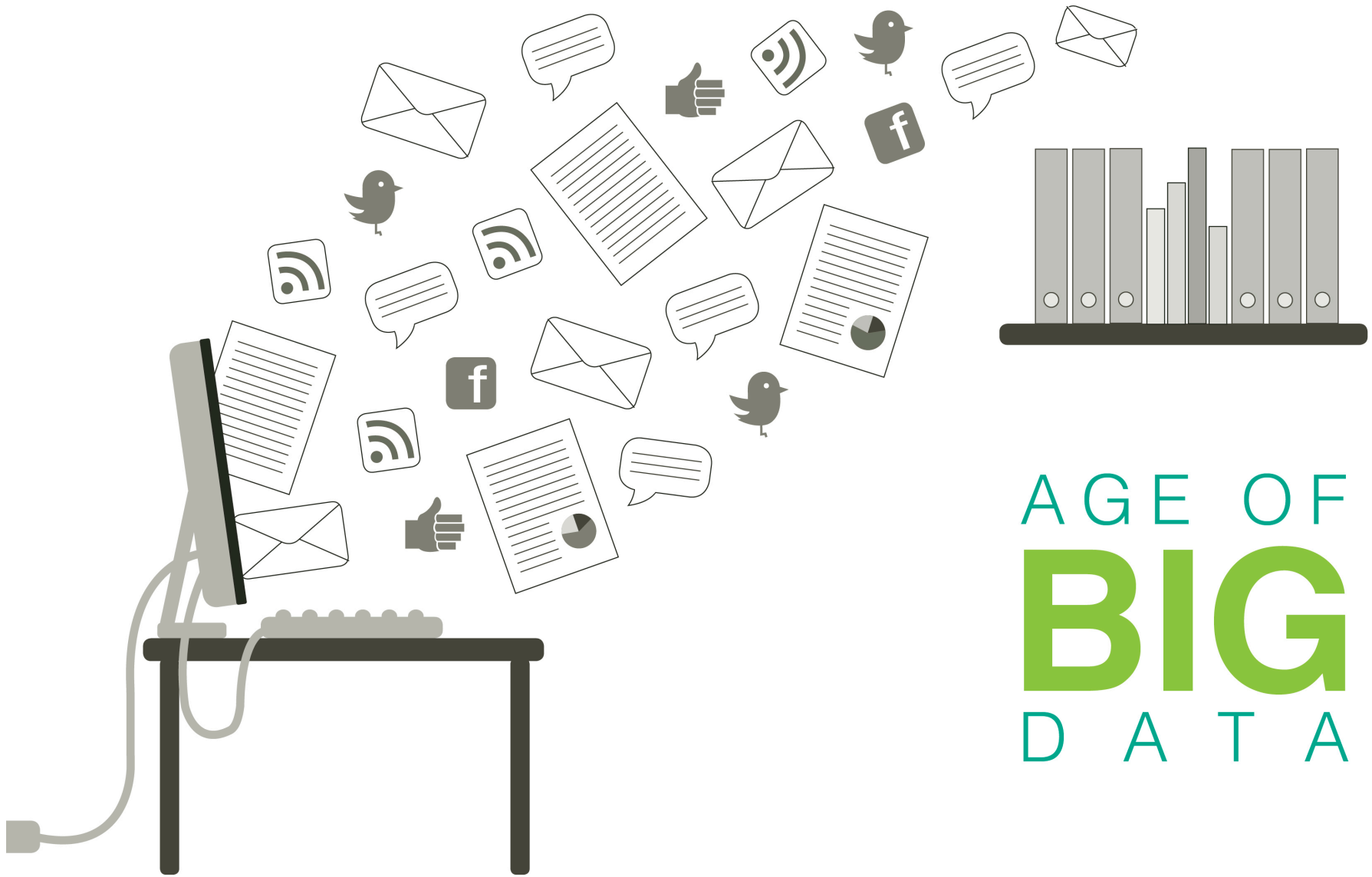
- Has an intended action or outcome
- Clearly articulates the goal
- Summarizes the work
- Easy to understand
- Relatable to the audience
- Provides a clear path
- Strengthens the company brand
- Stands out (beautiful, unique & fun)
- LIVES





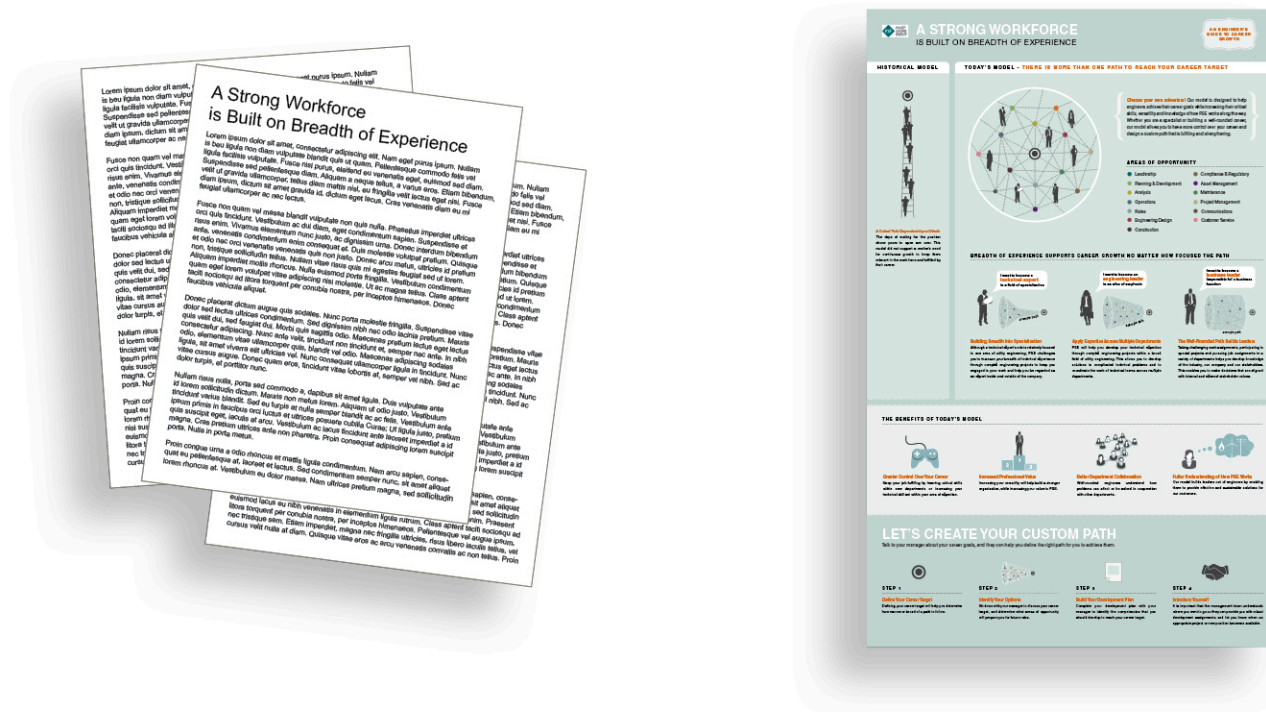
WHY MAKE THINGS VISUAL





AGE OF  
**BIG**  
DATA

# Q. WHICH ONE ARE YOU MORE INTRIGUED TO READ?



**A Strong Workforce is Built on Breadth of Experience**

**THE BENEFITS OF TODAY'S MODEL**

**LET'S CREATE YOUR CUSTOM PATH**

**STEP 1** Define Your Career Target



**STEP 2** Identify Your Options

**STEP 3** Build Your Development Plan



**STEP 4** Execute Your Plan

WORDS + PICTURES = **6X** more powerful  
when used together

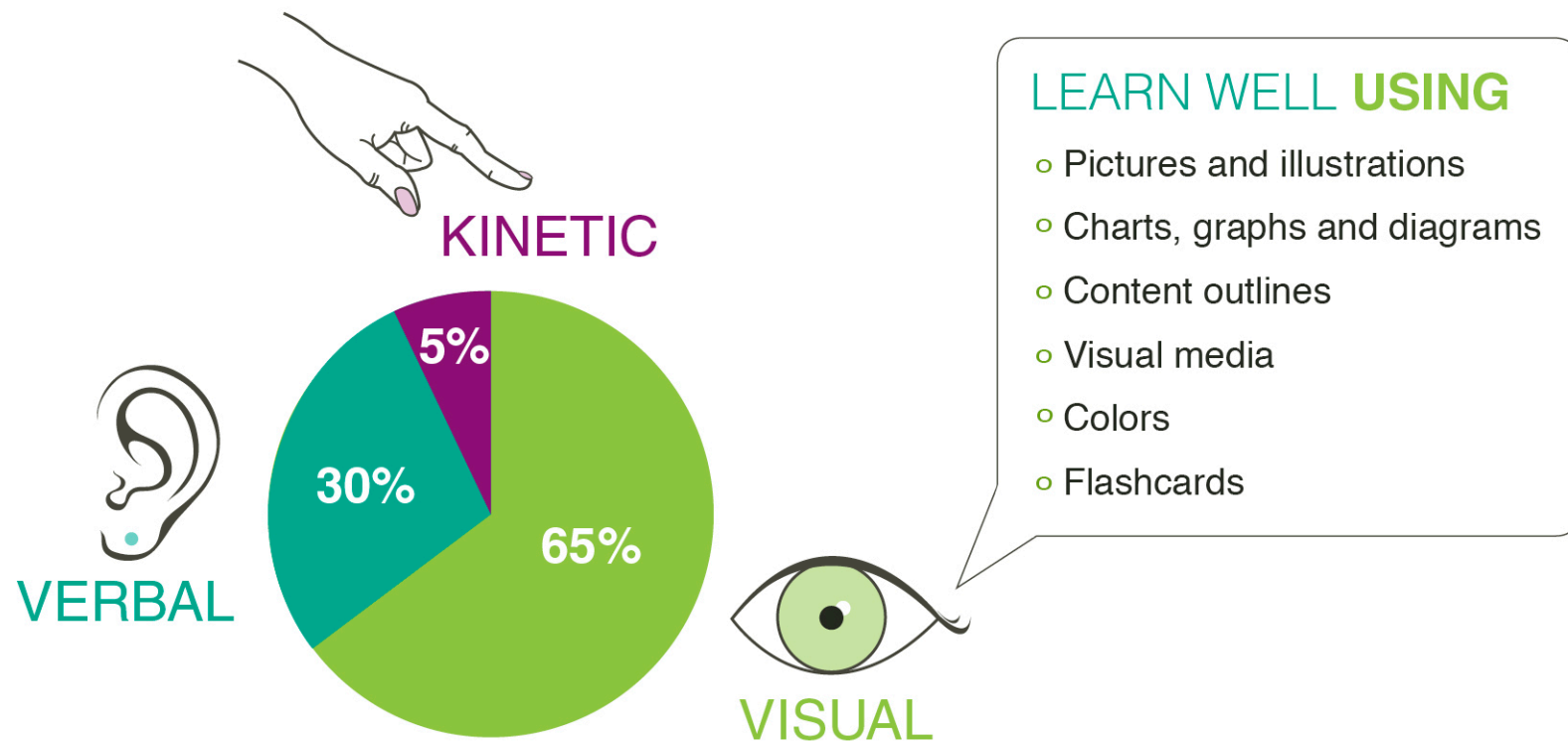
## WORDS

- 
  - Can convey deep analysis of concepts
  - Report measurements & specific data
- 
  - Relies heavily on the reader’s ability to process the descriptions

## GRAPHICS / PICTURES

- 
  - Captivates the audience with beauty
  - Makes concepts easier to understand
  - Can convey concepts quickly
  - Helps the audience experience the content
  - Help the audience visualize relationships and statistics
- 
  - Hard to clearly communicate complicated concepts

# HOW PEOPLE LEARN



# CATCH THE TREND



**800%**

INCREASE IN GOOGLE  
SEARCH VOLUME FOR  
“Infographic”

Between 2010-2012




**42M**

RESULTS FOR THE TERM  
“Infographic”



**1%**

INCREASE IN INFO-  
GRAPHIC PRODUCTION  
**EVERY DAY**

**WHAT  
SHOULD  
 MAKE  
VISUAL**

- 1 Data
- 2 Processes
- 3 Strategies



## ILLUSTRATING DATA







**PSE PUGET SOUND ENERGY** A STRONG WORKFORCE

**THE BENEFITS OF TODAY'S MODEL**

**Greater Control Over Your Career**  
Keep your job fulfilling by learning critical skills within new departments or increasing your technical skill set within your area of expertise.

**Increased Professional Value**  
Increasing your versatility will help build a stronger organization, while increasing your value to PSE.

**LET'S CREATE YOUR CUSTOMER**  
Talk to your manager about your career goals, and they can help you define the right path.

**STEP 1**  
**Define Your Career Target**  
Defining your career target will help you determine how narrow or broad of a path to follow.

**STEP 2**  
**Identify Your Options**  
Sit down with your manager to discuss your career target, and determine what areas of opportunity will prepare you for future roles.

**Graphic ✓ List**

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an  
able.

## The Right Actions Add Up

YOUR CHOICES + YOUR NEIGHBORS' CHOICES = A BIG DIFFERENCE FOR THE CLIMATE



**OUR GOAL**

**30% REDUCTION**  
IN GREENHOUSE GAS (GHG)  
EMISSIONS BY 2020



**C'MON SEATTLE, WE CAN DO THIS - AND HERE'S HOW!**  
Together we can make a **BIG** difference by making improvements in four areas

**HALF**  
OF SEATTLE'S HOUSEHOLD  
GHG EMISSIONS ARE  
CREATED IN THESE FOUR AREAS



**IN YOUR HOME**  
In your home an energy hog costing you money? Simple changes can save money, increase comfort and reduce your home's GHG impact.



**GETTING AROUND**  
Mix use of bike, walking and transit to save energy, gas, reduce your GHG footprint, and live a healthier life!



**EATING**  
Eating a healthy diet rich in fruits and vegetables will improve you and your family's health and reduce your impact on the planet.



**BUYING STUFF**  
When buying new things, consider how long they will last. The things we buy and throwaway carry a big GHG footprint.

### GHG EMISSIONS COME FROM MORE THAN JUST YOUR CAR

A lot of GHG emissions are embedded in the things we buy and use everyday - here are some examples

#### GHG SOURCES

- RAW MATERIALS
- MANUFACTURING
- TRANSPORTATION
- RETAIL
- PRODUCT USE
- DISPOSAL



The largest source of GHG emissions in your jeans comes from dyeing them. Reduce your impact by washing on cold and line drying.



The largest source of GHG emissions in beef comes from raising the cows. Reduce your impact by going meat free one day a week.



The largest source of GHG emissions in your laptop comes from the materials and making it. Reduce your impact by using technology tools to make your laptop last longer.

### SIMPLE ACTIONS THAT ADD UP - LET'S START SAVING

Examples of easy actions that you can implement into your daily routine and save on many levels



#### IN YOUR HOME

##### UPGRADE YOUR INSULATION

Upgrade to your home energy system with as little insulation will make your home more comfortable, and you'll save money on your energy bill.

ANNUAL SAVINGS*	ANNUAL SAVINGS*	ANNUAL SAVINGS*	ANNUAL SAVINGS*
\$170 \$1,700 \$17,000 \$170,000	\$3 33 330 3,300	\$16 160 1,600 16,000	\$5 50 500 5,000

#### GETTING AROUND

##### BIKE OR WALK FOR SHORT TRIPS

40% of our urban travel is less than a mile. Combining your workout with your errands will save money and look great too.

ANNUAL SAVINGS*	ANNUAL SAVINGS*	ANNUAL SAVINGS*	ANNUAL SAVINGS*
\$16 \$160 \$1,600 \$16,000	\$6 60 600 6,000	\$25 250 2,500 25,000	\$5 50 500 5,000

#### EATING

##### GO MEAT FREE ONE DAY A WEEK

Join the world wide campaign Meatless Mondays, and go meat free for an extra day each week and watch the calories and your footprint shrink.

ANNUAL SAVINGS*	ANNUAL SAVINGS*	ANNUAL SAVINGS*	ANNUAL SAVINGS*
\$5 \$50 \$500 \$5,000	\$15 150 1,500 15,000	\$25 250 2,500 25,000	\$5 50 500 5,000

#### BUYING STUFF

##### BUY SECOND-HAND CHILDREN'S CLOTHING

Children grow out of clothes fast. Buy second-hand clothes to your buying gently used clothing.

ANNUAL SAVINGS*	ANNUAL SAVINGS*	ANNUAL SAVINGS*	ANNUAL SAVINGS*
\$10 \$100 \$1,000 \$10,000	\$30 300 3,000 30,000	\$100 1,000 10,000 100,000	\$10 100 1,000 10,000



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EMISSIONS BY 2020



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OF SEATTLE'S HOUSEHOLD  
GHG EMISSIONS ARE  
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#### IN YOUR HOME

Is your home an energy hog costing you money? Simple changes can save money, increase comfort and reduce your home's GHG impact.



#### GETTING AROUND

Mix use of bike, walking and transit to save money on gas, reduce your GHG footprint, and live a healthier life!



#### EATING

Eating a healthy diet rich in fruits and vegetables will improve you and your family's health and reduce your impact on the planet.



#### BUYING STUFF

When buying new things, consider how long they will last. The things we buy and throwaway carry a big GHG footprint.

## The Right Actions Add Up

YOUR CHOICES + YOUR NEIGHBORS' CHOICES = A BIG DIFFERENCE FOR THE CLIMATE



**30% REDUCTION**  
IN GREENHOUSE GAS (GHG)  
EMISSIONS BY 2020



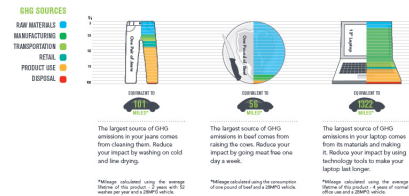
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**HALF** OF GREENHOUSE GAS EMISSIONS COME FROM THE THINGS WE BUY

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- GETTING AROUND**  
Mix use of bike, walking and transit to save energy, gas, reduce your GHG footprint, and live a healthier life!
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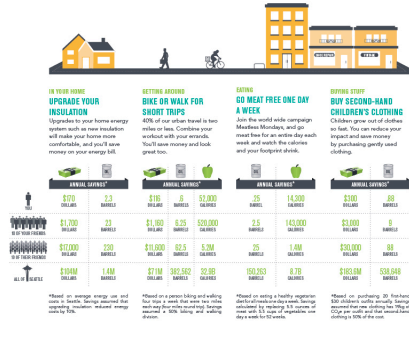
### GHG EMISSIONS COME FROM MORE THAN JUST YOUR CAR

A lot of GHG emissions are embedded in the things we buy and use everyday - here are some examples



### SIMPLE ACTIONS THAT ADD UP - LET'S START SAVING

Examples of easy actions that you can implement into your daily routine and save on many levels

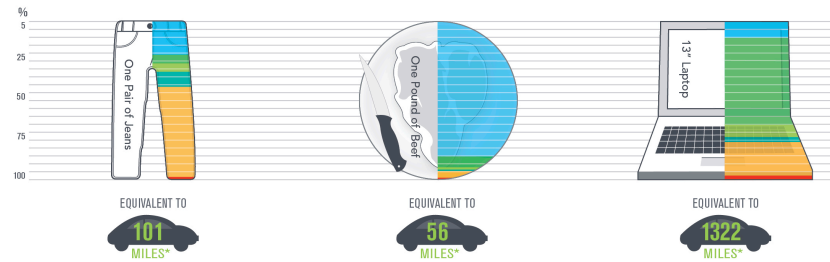


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### GHG SOURCES

- RAW MATERIALS
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- TRANSPORTATION
- RETAIL
- PRODUCT USE
- DISPOSAL



The largest source of GHG emissions in your jeans comes from cleaning them. Reduce your impact by washing on cold and line drying.

\*Mileage calculated using the average lifetime of this product - 2 years with 52 washes per year and a 28MPG vehicle.

The largest source of GHG emissions in beef comes from raising the cows. Reduce your impact by going meat free one day a week.

\*Mileage calculated using the consumption of one pound of beef and a 28MPG vehicle.

The largest source of GHG emissions in your laptop comes from its materials and making it. Reduce your impact by using technology tools to make your laptop last longer.

\*Mileage calculated using the average lifetime of this product - 4 years of normal use and a 28MPG vehicle.

## The Right Actions Add Up

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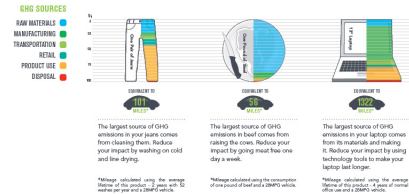
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In your home an energy hog costing you money! Simple changes can save money. Increase comfort and reduce your home's GHG impact.
- GETTING AROUND**  
Mix use of bike, walking and transit to save money and gas, reduce your GHG footprint, and live a healthier life!
- EATING**  
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- BUYING STUFF**  
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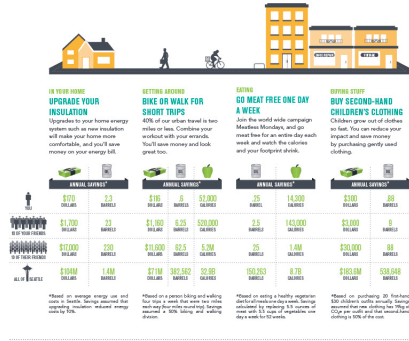
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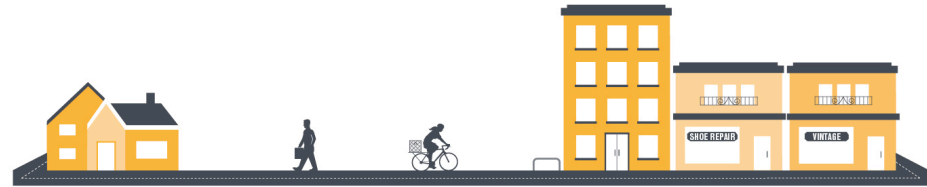
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### IN YOUR HOME UPGRADE YOUR INSULATION

Upgrades to your home energy system such as new insulation will make your home more comfortable, and you'll save money on your energy bill.

### GETTING AROUND BIKE OR WALK FOR SHORT TRIPS

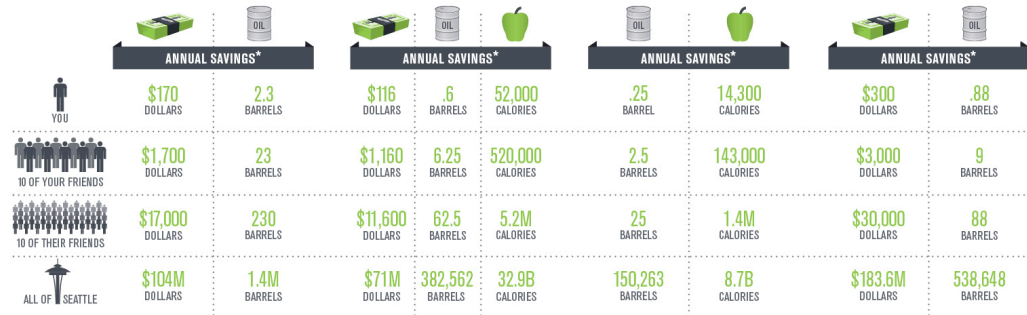
40% of our urban travel is two miles or less. Combine your workout with your errands. You'll save money and look great too.

### EATING GO MEAT FREE ONE DAY A WEEK

Join the world wide campaign Meatless Mondays, and go meat free for an entire day each week and watch the calories and your footprint shrink.

### BUYING STUFF BUY SECOND-HAND CHILDREN'S CLOTHING

Children grow out of clothes so fast. You can reduce your impact and save money by purchasing gently used clothing.



\*Based on average energy use and costs in Seattle. Savings assumed that upgrading insulation reduced energy costs by 10%.

\*Based on a person biking and walking four trips a week that were two miles each way (four miles round trip). Savings assumed a 50% biking and walking division.

\*Based on eating a healthy vegetarian diet for all meals one day a week. Savings calculated by replacing 5.5 ounces of meat with 5.5 cups of vegetables one day a week for 52 weeks.

\*Based on purchasing 20 first-hand \$30 children's outfits annually. Savings assumed that new clothing has 19kg of CO<sub>2</sub>e per outfit and that second-hand clothing is 50% of the cost.

## The Right Actions Add Up

YOUR CHOICES + YOUR NEIGHBORS' CHOICES = A BIG DIFFERENCE FOR THE CLIMATE



**30% REDUCTION**  
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**HALF**  
OF GREENHOUSE GAS  
EMISSIONS CAN BE  
REDUCED



**IN YOUR HOME**  
In your home an energy hog costing you money! Simple changes can save money. Business certified will reduce your home's GHG impact



**GETTING AROUND**  
Mix use of bike, walking and transit to save energy and gas, reduce your GHG footprint, and live a healthier life!



**EATING**  
Eating a healthy diet rich in fruits and vegetables will improve you and your family's health and reduce your impact on the planet



**BUYING STUFF**  
When buying new things, consider how long they will last. The things we buy and throw away carry a big GHG footprint.

### GHG EMISSIONS COME FROM MORE THAN JUST YOUR CAR

A lot of GHG emissions are embedded in the things we buy and use everyday - here are some examples

#### GHG SOURCES

- RAW MATERIALS
- MANUFACTURING
- TRANSPORTATION
- RETAIL
- PRODUCT USE
- DISPOSAL



The largest source of GHG emissions in your shower comes from heating the water. Reduce your impact by washing on cold and low drying.

The largest source of GHG emissions in your commute from taking the train comes from going to work. Reduce your impact by going to work less one day a week.

The largest source of GHG emissions in your laptop comes from its materials and making it. Reduce your impact by using technology tools to make your laptop last longer.

\*Average shower using the average amount of water and energy in the US.

\*Average commuter using the average amount of fuel and energy in the US.

\*Average laptop using the average amount of energy in the US.

### SIMPLE ACTIONS THAT ADD UP - LET'S START SAVING

Examples of easy actions that you can implement into your daily routine and save on many levels



**IN YOUR HOME**  
**UPGRADE YOUR INSULATION**  
Upgrades to your home energy system such as new insulation will make your home more comfortable, and you'll save money on your energy bill.

ANNUAL SAVINGS*	ANNUAL SAVINGS*
\$700 \$1,700 \$1,000 \$1,000	\$23 23 230 230

**GETTING AROUND**  
**BIKE OR WALK FOR SHORT TRIPS**  
40% of our urban travel is less than 1 mile. Combining your workout with your commute will save money and look great too.

ANNUAL SAVINGS*	ANNUAL SAVINGS*
\$115 \$1,100 \$1,100	6 6 6

**EATING**  
**GO MEAT FREE ONE DAY A WEEK**  
Join the world wide campaign Meatless Mondays and go meat free for an extra day each week and watch the calories and your footprint shrink.

ANNUAL SAVINGS*	ANNUAL SAVINGS*
\$25 \$1,000 \$1,000	25 25 25

**BEFORE SHOPPING**  
**BUY SECOND-HAND CHILDREN'S CLOTHING**  
Children grow out of clothes so fast. Buy second-hand to impact and save money by purchasing gently used clothing.

ANNUAL SAVINGS*	ANNUAL SAVINGS*
\$100 \$1,000 \$1,000	100 100 100

\*Based on average energy use and cost in Seattle. Savings assumed after energy audit.

\*Based on a person biking and walking for 100% of their short trips. Savings assumed after energy audit.

\*Based on eating a family vegetarian diet 100% of the time. Savings assumed after energy audit.

\*Based on purchasing 20% of children's clothing second-hand. Savings assumed after energy audit.

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- ✓ Has an intended action or outcome
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- ✓ Provides a clear path
- ✓ Strengthens the company brand
- ✓ Stands out (beautiful, unique & fun)
- ✓ LIVES



## ILLUSTRATING PROCESSES





Customer Touchpoint

3 TOUCHES

**LOCAL POWER COMPANIES**

**BENEFITS**

- Customer service
- Base load/market protection
- Incentive \$
- Very easy
- DR target for load control










**PAIN POINTS**

- Admin
- Uncertainty
- Electric only

**Wishes**

	NOW	FUTURE	NEVER	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I wish there were limitations
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I wish that the water heater p
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I wish that the working group
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I wish there was a QA proces
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I wish there was an auto feed

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## ILLUSTRATING STRATEGIES






It's easier to see a goal, then remember it.

Don't let it get **trapped** in a binder

Let your strategic plan **LIVE**



-  ○ Constant reminder of goals
- Acts as a guiding tool
- Tracks progress
- Inspires action
- Strengthens brand

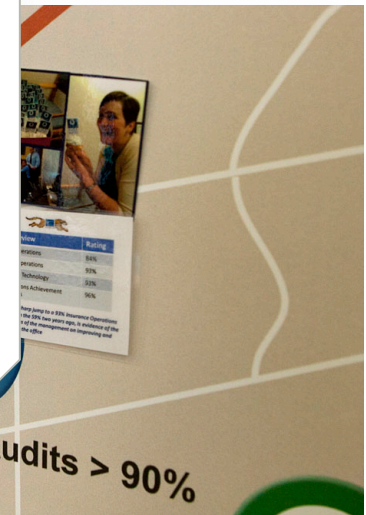


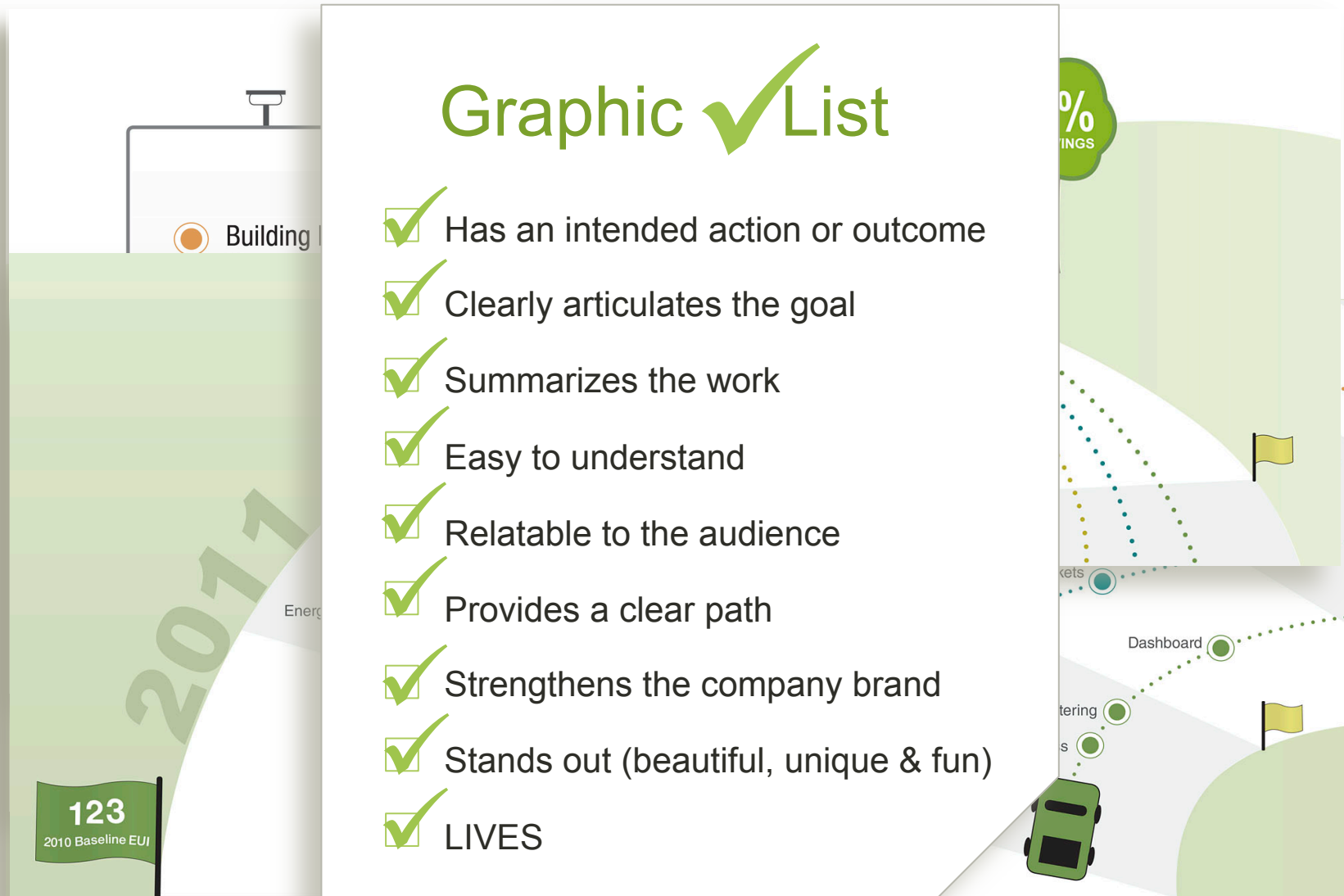




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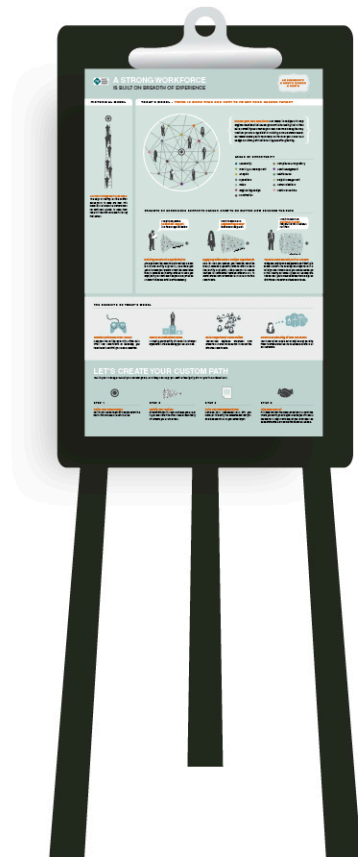
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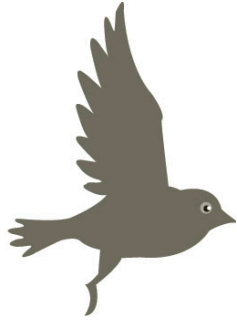
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## GOOD PLACES TO **ILLUSTRATE**

- Company culture change initiatives
- Strategic plans
- Energy efficiency campaigns
- Behavior change campaigns
- Annual reports
- White papers
- Press releases
- Websites
- Slide decks
- Resumes

milepost



efficiency engagement environment

Rebecca Nelson

Artistic Director

[rebecca@milepostconsulting.com](mailto:rebecca@milepostconsulting.com)

