

# Leading Teams to Deliver Compelling Graphics

*THE VALUE OF PERFORMANCE.*  
***NORTHROP GRUMMAN***

Friday, November 6, 2015

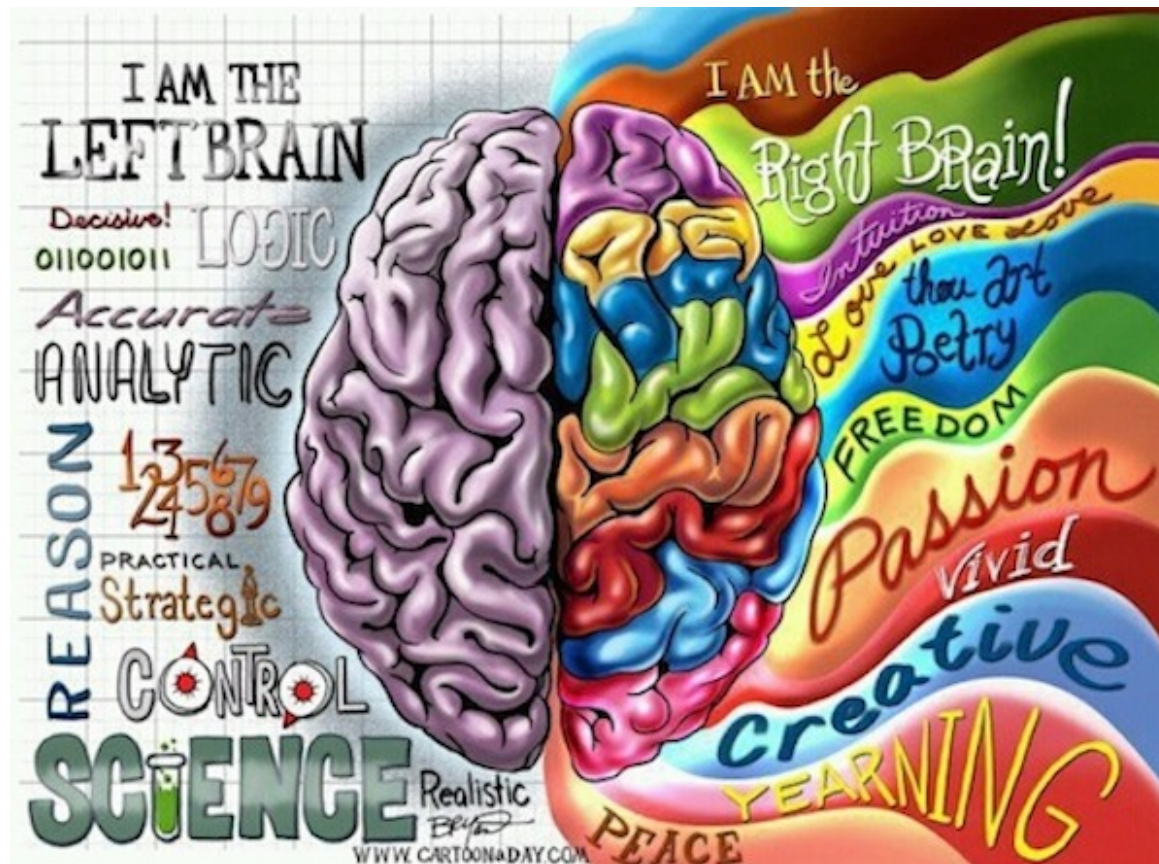
Melle Amade Melkumian  
Proposal Analyst

- The challenge
  - Brains
  - Vision
  - Communication
  
- The solution
  - Unifying
  - Understanding
  - Training
  - Communication

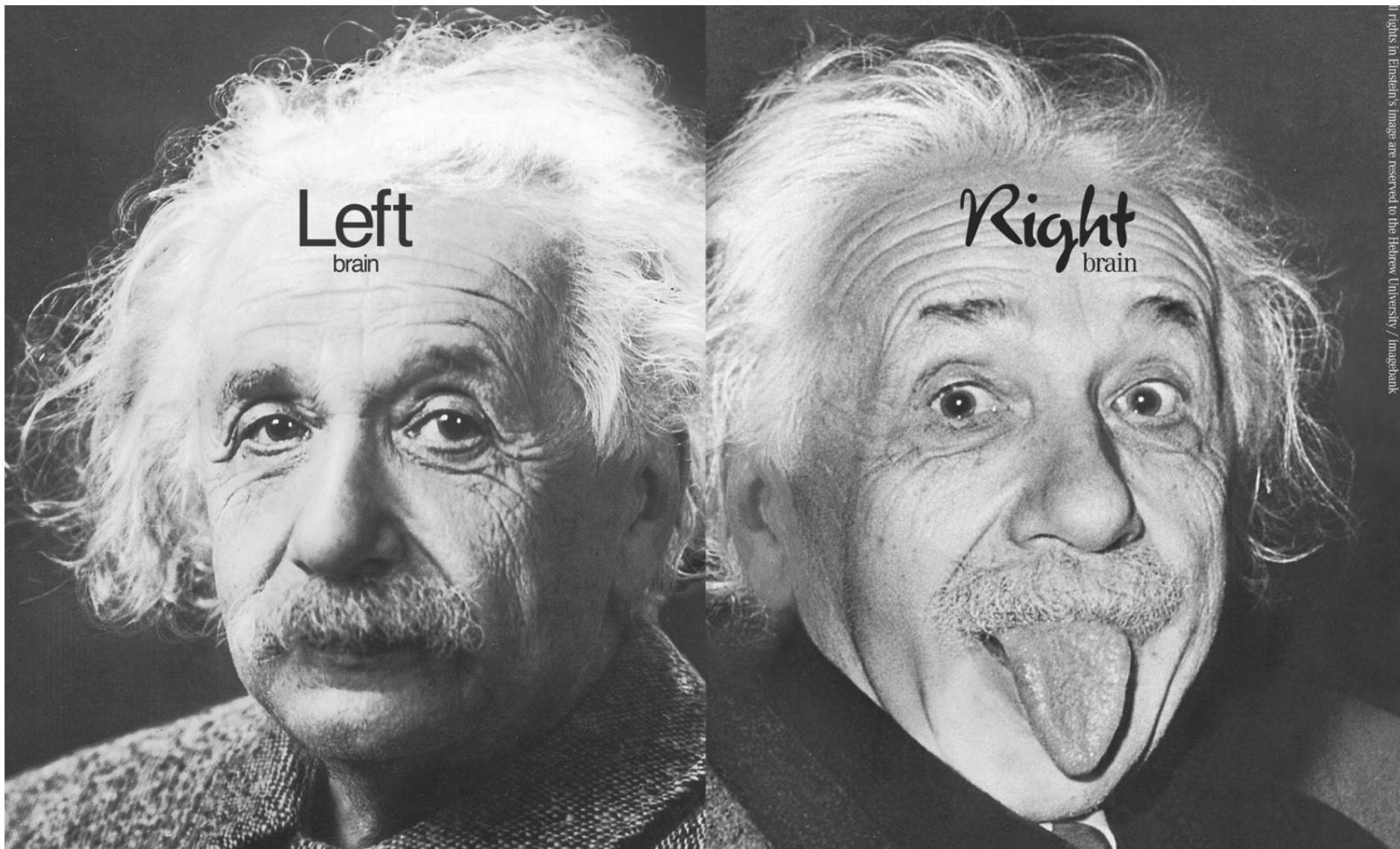
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# The Challenge

- Psychologists and personality theorists have historically identified differences between the right and left side of the brain. Whichever side dominates is believed to contribute to that person's natural personality and the types of work they pursue



# Two Sides of One Brain



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# Say the Color, Not the Word

- **Black**
- **White**
- **Green**
- **Pink**
- **Yellow**
- **Red**

Right brain tries to say the color it SEES

Left Brain tries to say the word it READS



We don't see things as they are, we see them as we are.

~ *Anais Nin*

## Taste Influencers

- Background
- Age
- Perception
- Experience
- Memories
- Gender

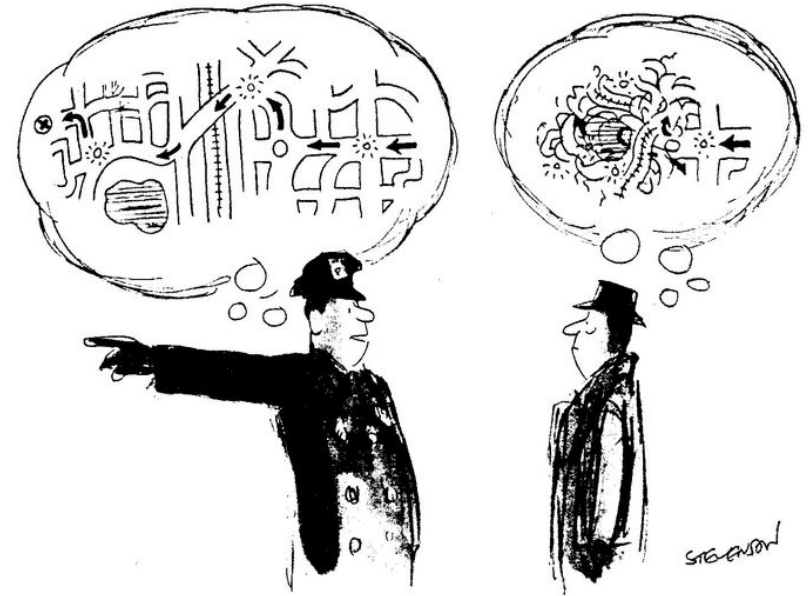


# What One Sees





- Too little communication
  - I don't like it.
  - Make it better.
- Too much communication
  - It's too cluttered. I don't like that shade of red. Can you move that photo a bit to the right. Maybe this should go here in this corner or, I don't know, maybe not. I don't like it there either. Perhaps we need to rethink the use of this concept.
- Miscommunication
  - This framework doesn't provide enough clear separation between the structures.
  - The tonal quality is a little harsh. It doesn't resonate.



*Drawing by Stevenson; © 1976 The New Yorker Magazine, Inc.*

- How well did the first person describe the shape?
- How well did the second person interpret the instructions?
- Were there problems with both the sending and receiving parts of the communication process?



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# The Solution

**com·pel·ling**

/kəmˈpeliŋ/ 

*adjective*

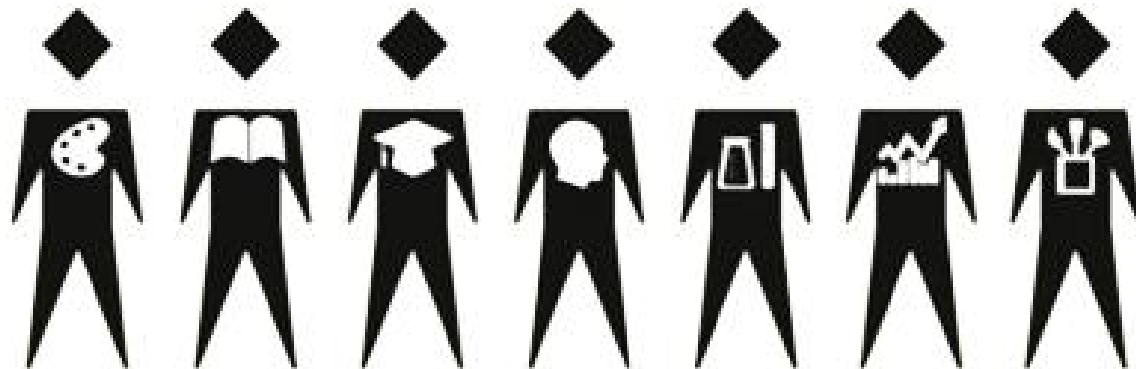
evoking interest, attention, or admiration in a powerfully irresistible way.

- Does everyone know what the customer wants?
- Is the win strategy on the wall?
- Is the team clear on your value proposition?
- Do they understand your corporate brand?





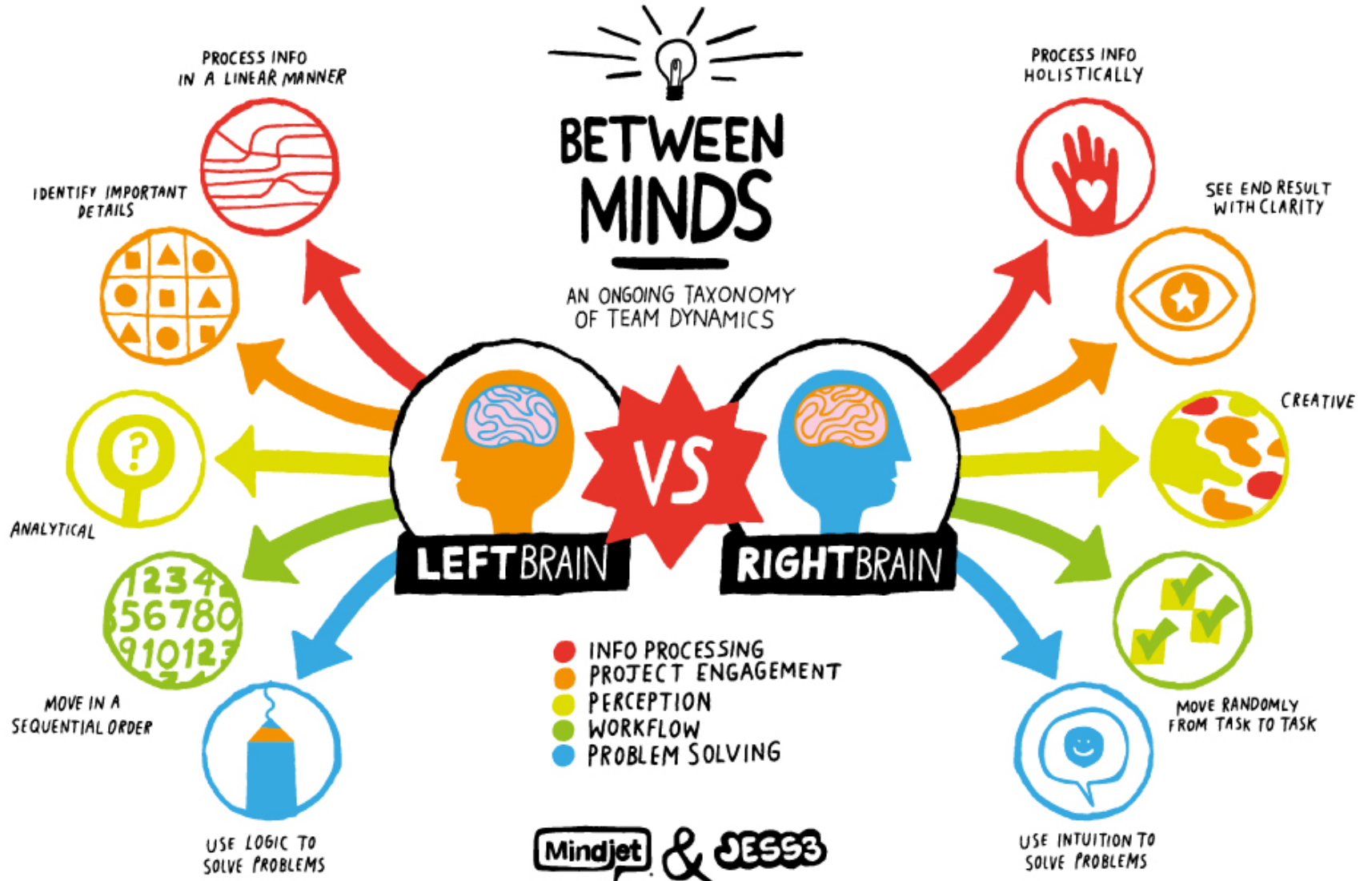
- Who are the marketing engineers?
- Who are the logical designers?
- Adopt the beginner's mind – listen to new ideas
- Check your ego at the door – listen to old standards



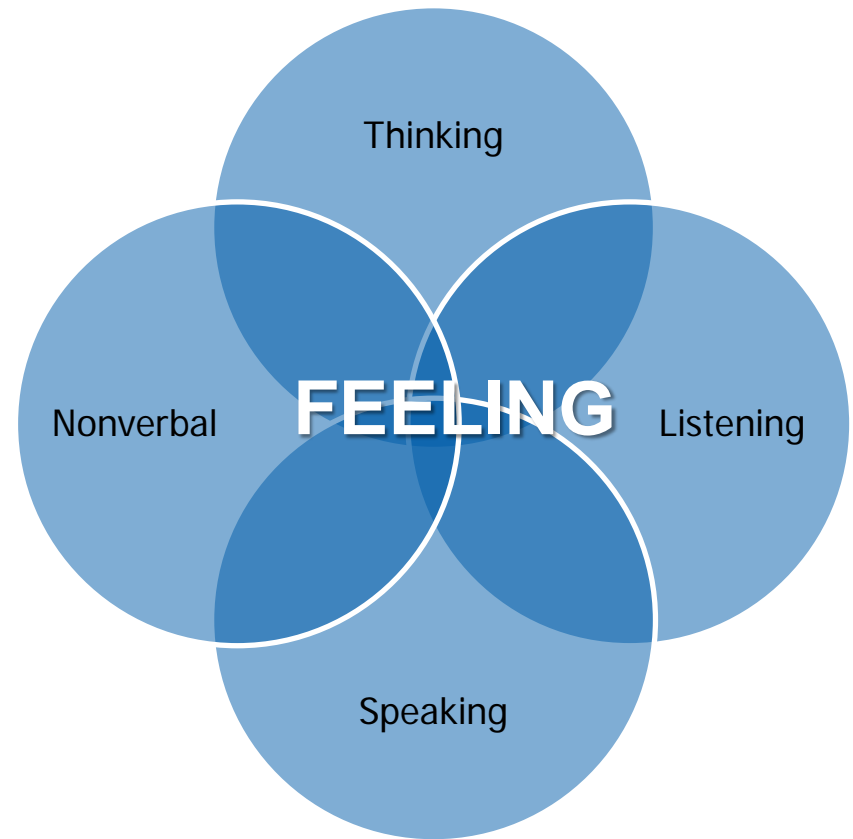
# Provide Appropriate Training

- Capture Strategy
  - Why this customer
  - Why this solution
  - How to engage and compel audiences
- Proposal Process
  - Sales and marketing document production
  - Set the standard
  - Show samples
- Graphics Development and Editing





- Build respect within your team
- Promote visual communication -  
Not 'make it pretty'
- Focus on the customer's  
evaluation criteria and their  
experience of the design
- Help team to keep the graphic in  
context of the bigger picture
- Always, Always, Always...  
Ask questions



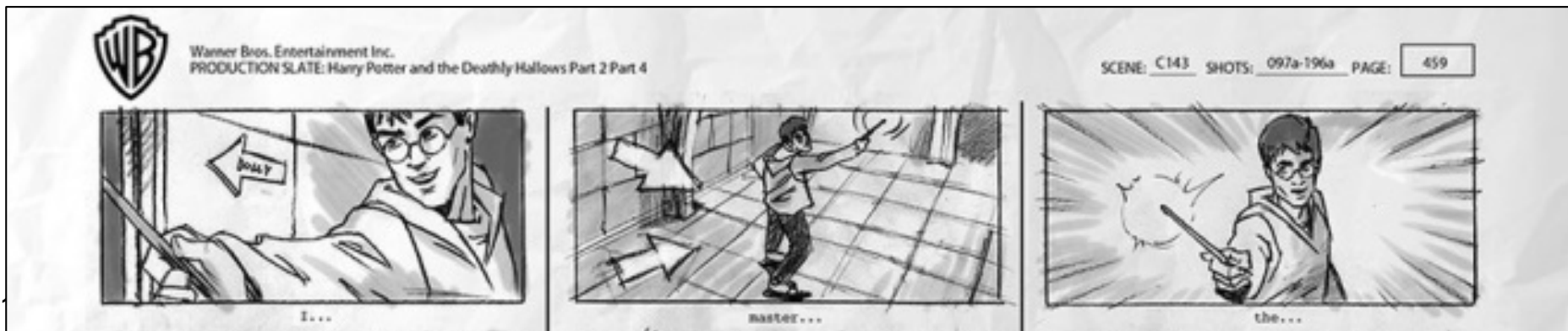
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# Summary



# Unified Teams Deliver Compelling Graphics

- We all think, speak and see things differently
- Unify your team so they are customer focused
- Provide appropriate training
- Use your corporate brand
- Drive team to visually communicate the win strategy
- Become a master storyteller using each graphic to build the whole picture



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