



Visualize digital transformation of the standardization *Success Story with VDE-DKE*





Summary

This whitepaper gives an overview about a project conducted by Visual Selling together with VDE Association for Electrical, Electronic & Information Technologies in order to visualize the work results defined under the umbrella of a taskforce to support innovation in the standardization. As a DIN standards committee and VDE organ the DKE German Commission for Electrotechnical, Electronic & Information Technologies is responsible for the elaboration of standards and safety specifications. The main objectives of standards are to measure for proper technical behavior.

In a first workshop the DKE invited experts in standardization and innovation to create new and efficient concepts for the development, application and commercialization of standards. The gained insights will be incorporated in the DKE program “Standardization 2020”. Visual Selling was engaged to conclude the results in a clear, vivid and comprehensive message for the stakeholders.

The developed business whiteboard visualization is used to reduce complexity, market the new vision, educate stakeholders, and accelerate decision-making processes for more efficiency. The visual coaching was performed in an virtual environment to save costs and lower carbon emissions due to the reduction or even avoidance of business trips.

In the following interview you can read the details:

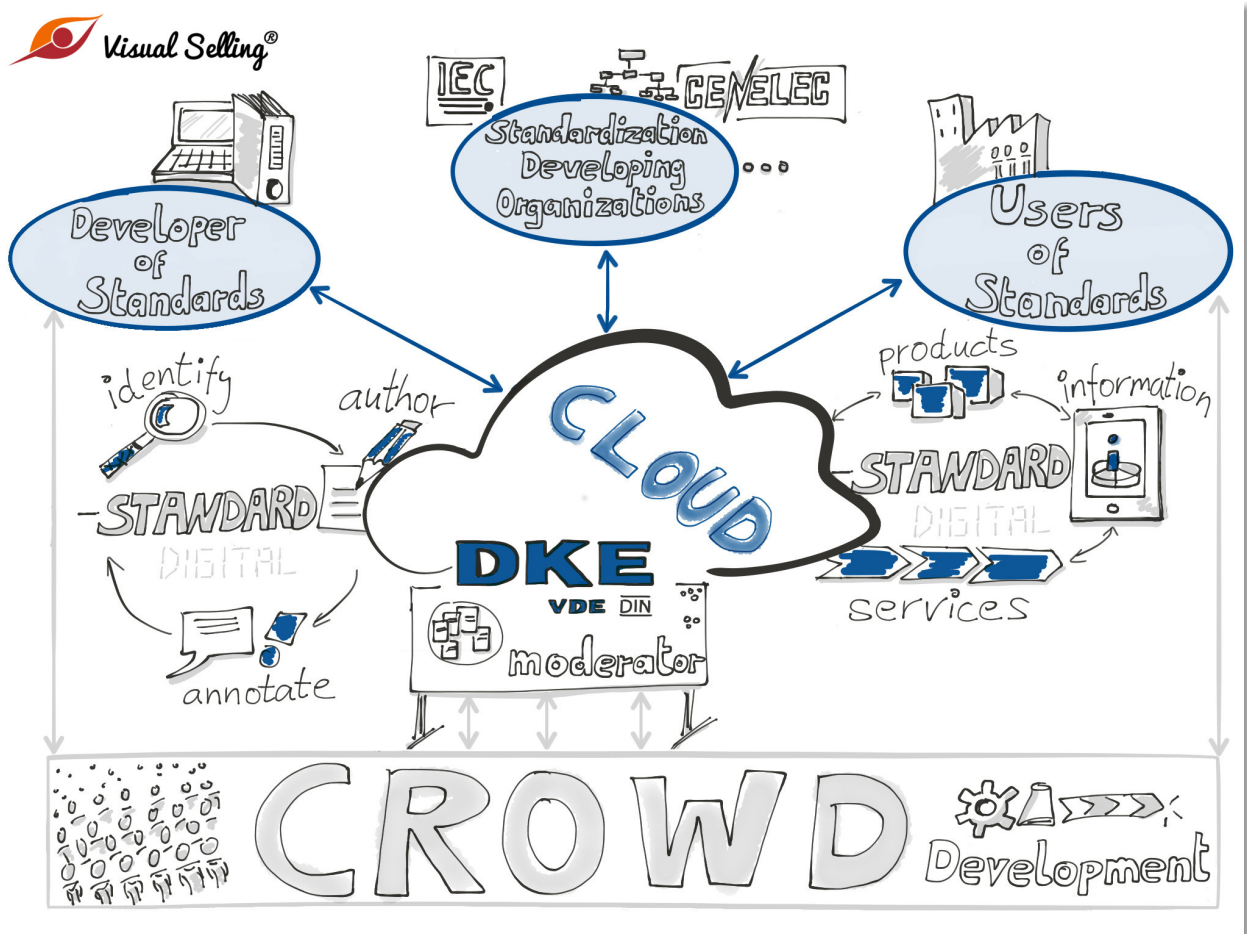
Interview

Visual Selling (VS): What was the reason to request a visual coaching and a business visualization for your vision 2020. What did you want to achieve?

VDE e.V (VDE): Our program “Standardization 2000” and the subsequent chapters are quite complex. With the visuals delivered by Visual Selling we want to be enabled to present the program in a comprehensible, concise and simplified manner.

VS: Which ideas are demonstrated by the visuals?

VDE: The business whiteboard shows the “why” of our program, explains the background, and challenges as well as the vision for standardization 2020



- the future of standardization. Finally and most important: It explains the path we will follow in rebuilding our organization for the future.

VS: What is the biggest value of the visual coaching and the finalize business whiteboard for you?

VDE: With the final visual of our digital transformation of standardization we are now able to inform internal and external stakeholders an easy insight in our program.

VS: What was the initiator to do the project together with Visual Selling? How would you describe your collaboration?

VDE: During a workshop in autumn last year we have become aware of the visualization of business processes of Visual Selling. We were excited. The



coaching phase with Marko Hamel from Visual Selling helped us to identify the right metaphors and key points. In several meetings he developed first ideas and sketches and finalized the whole visual story in competent and creative way.

VS: Have you already received feedback?

VDE: We are very satisfied with the results delivered. Whenever we present the visual Business Whiteboard we receive consistently positive reactions. *The visual approach is highly suitable to explain complex topics and interdependencies very efficiently.*