

# The Power of Visual Storytelling



TECH

THAT

WORKS

# THE POWER OF VISUAL STORYTELLING

How to Create Compelling Visual Stories

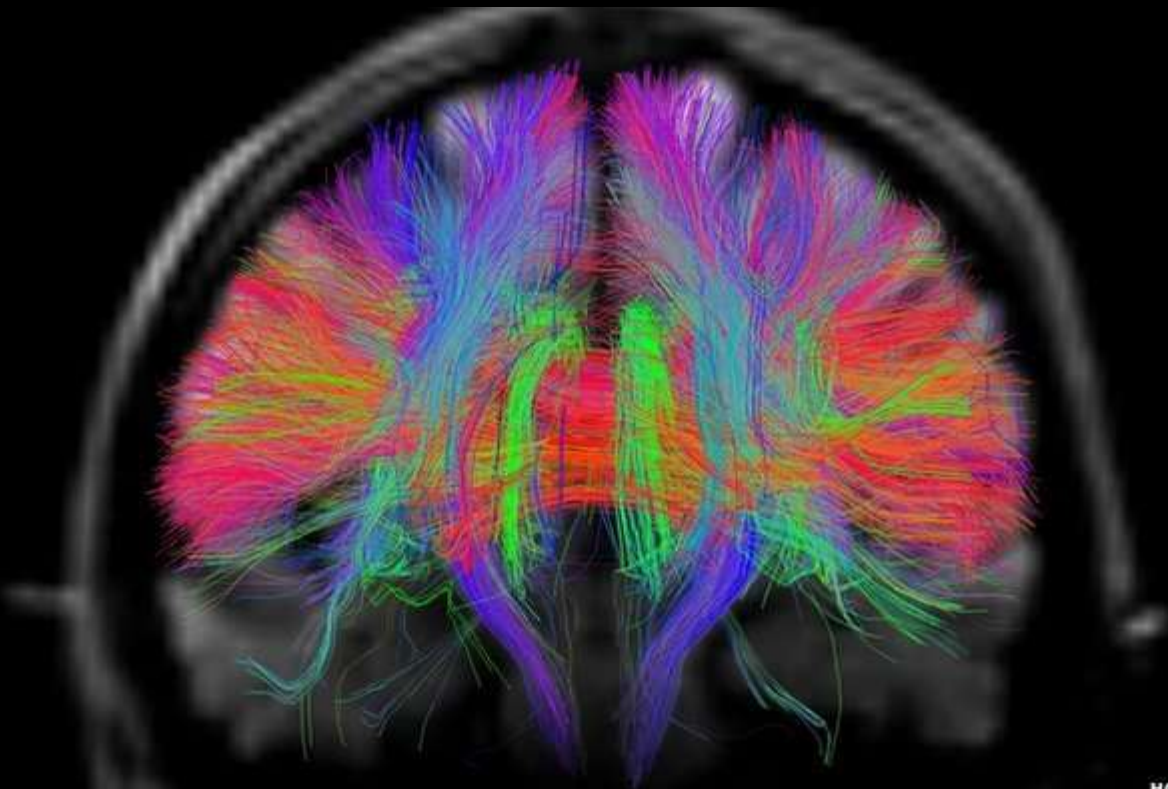


@BrianKiefer



@molly\_porter





**50%**

**of your brain  
is involved in  
visual  
processing**

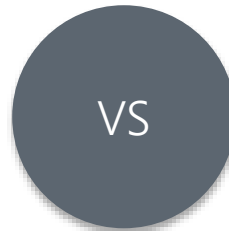
**70%**

**of all sensory  
receptors are  
in your eyes**

**80%**

**of your  
memories are  
determined by  
what you see**

# THE POWER OF VISUALS



While you are travelling down this road, there is a chance that one or more rocks of varying size may fall from the slopes on one or both sides of you. You should be aware of this before you travel this way so that you are cautious of this particular type of hazard.





41000 BC



FINDING  
**DORY**

**What is storytelling in a legal context?**

- Storytelling involves shaping a narrative via paid, earned, shared & owned media
- Storytelling will have a consistent and familiar voice that advances the brand



California's much talked-about AB 1522, containing the Healthy Workplaces, Healthy Families Act of 2015 (the Act) became law January 1, 2015. Under the new legislation, employers must provide nearly all California employees with three paid sick days per year. Although several California cities already had sick leave ordinances -San Francisco, Long Beach (for certain hotel employees), and Oakland (effective March 2, 2015), California is only one of a few states to impose a state-wide paid sick leave requirement.

Many California employers already offer their employees at least three days of paid sick leave or other paid time off (PTO). Some of these employers mistakenly assume that this new law will not affect them. But the Act applies to virtually all employees who work in California for 30 or more days within a year. This includes part-time, temporary, and seasonal employees, who often are not covered by existing sick leave and PTO policies. The Act (and other related changes in AB 1522) also subjects California employers to new posting, notice, and recordkeeping requirements.

Back in October 2014, we issued a Management Alert on this legislation. We've also published several blog posts discussing the Act on our Cal-Peculiarities blog at [www.calpeculiarities.com](http://www.calpeculiarities.com). In our experience, however, many employers remain unaware of all of the Act's requirements. We therefore take this opportunity to remind you of these requirements as well as the steps you already should be taking to achieve compliance. Indeed, as discussed below, many of the Act's requirements became effective on January 1, 2015.

## **KEY COMPLIANCE DATES: JANUARY 1, 2015 AND JULY 1, 2015**

All California employers should review the Act's requirements carefully and take steps to ensure compliance. A first reading of the Act might leave the impression that the overall effective date is July 1, 2015, because the Act expressly delays employees' entitlement to paid sick leave until on or after July 1, 2015, provided they have worked in California for 30 or more days within a year from the commencement

# Left brain

I am the left brain.  
I am a scientist. A mathematician.  
I love the familiar. I categorize. I am accurate. Linear.  
Analytical. Strategic. I am practical.  
Always in control. A master of words and language.  
Realistic. I calculate equations and play with numbers.  
I am order. I am logic.  
I know exactly who I am.

# Right brain


I am the right brain.  
I am creativity. A free spirit. I am passion.  
Yearning. Sensuality. I am the sound of roaring laughter.  
I am taste. The feeling of sand beneath bare feet.  
I am movement. Vivid colors.  
I am the urge to paint on an empty canvas.  
I am boundless imagination. Art. Poetry. I sense. I feel.  
I am everything I wanted to be.



Mercedes-Benz  
The best or nothing.


There is **no more**  
B2B or B2C.

It's H2H:  
**HUMAN TO HUMAN.**



Every circumstance in which we try to move others by definition involves another human being.

Yet in the name of professionalism, we often neglect the human element and adopt a stance that's abstract and distant.



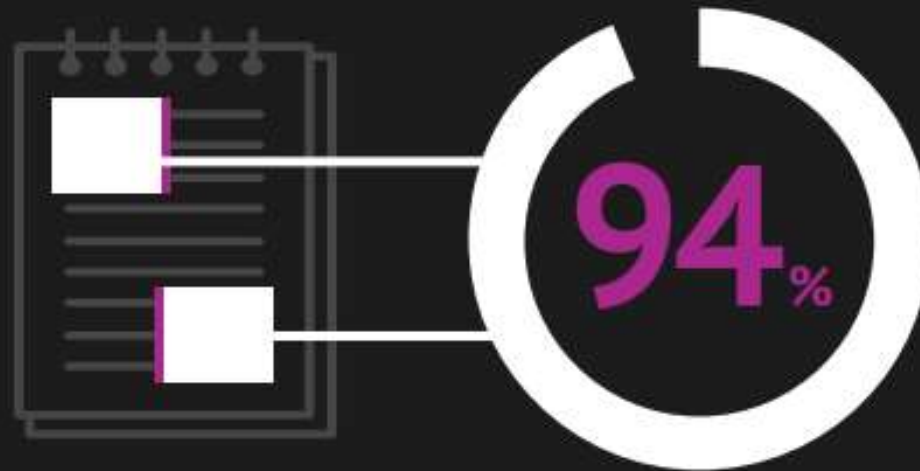
Daniel H. Pink, *To Sell Is Human*:





## CONTENT OPTIMIZATION



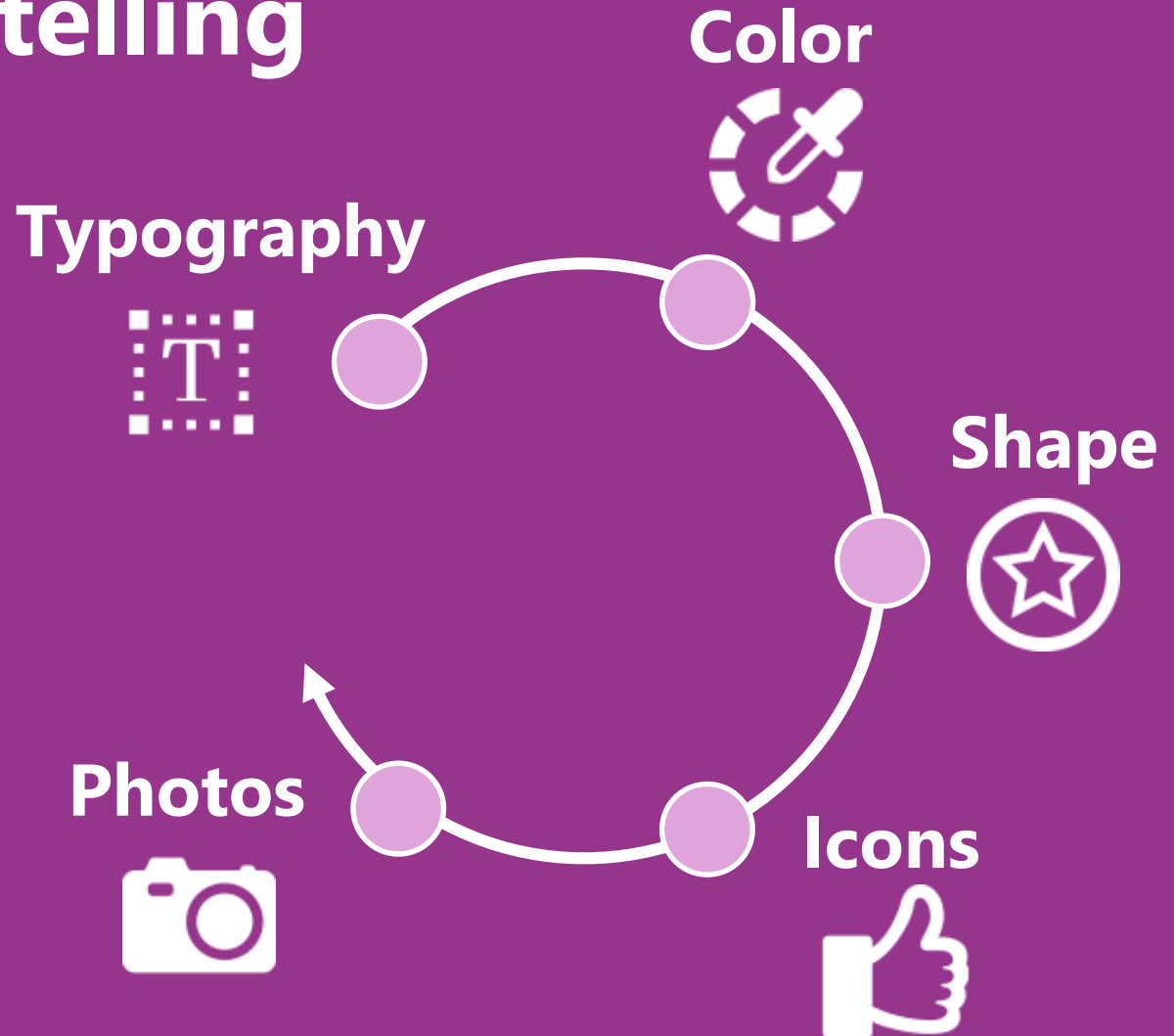


Articles that contain <sup>relevant</sup> images get 94% more views than articles without.

Source: [jeffbullas.com/2012/05/28/6-powerful-reasons-why-you-should-include-images-in-your-marketing-infographic](http://jeffbullas.com/2012/05/28/6-powerful-reasons-why-you-should-include-images-in-your-marketing-infographic)

From "The Power of Visual Storytelling" by NewsCred and Getty Images  
<http://visualstorytelling.newscred.com/the-four-principles/p/1>

# elements of visual storytelling





# TYPOGRAPHY

make your **words** count.



# Which word looks faster?

**Fast**      *Fast*      ≡ *Fast*

## Which word looks fastest?

# Is Big Law That Boring?

## Observations on my entry into the Twitterverse

---

A couple of weeks ago, I opened a Twitter account. Now, I had a previous Twitter account which I used primarily to listen rather than speak—what the young people refer to as “lurking.” I decided, however, to start fresh and use Twitter not only to listen, but to share thoughts of my own. Possibly banal and unremarkable thoughts, but thoughts of my own.

So, I tweeted.

Canva



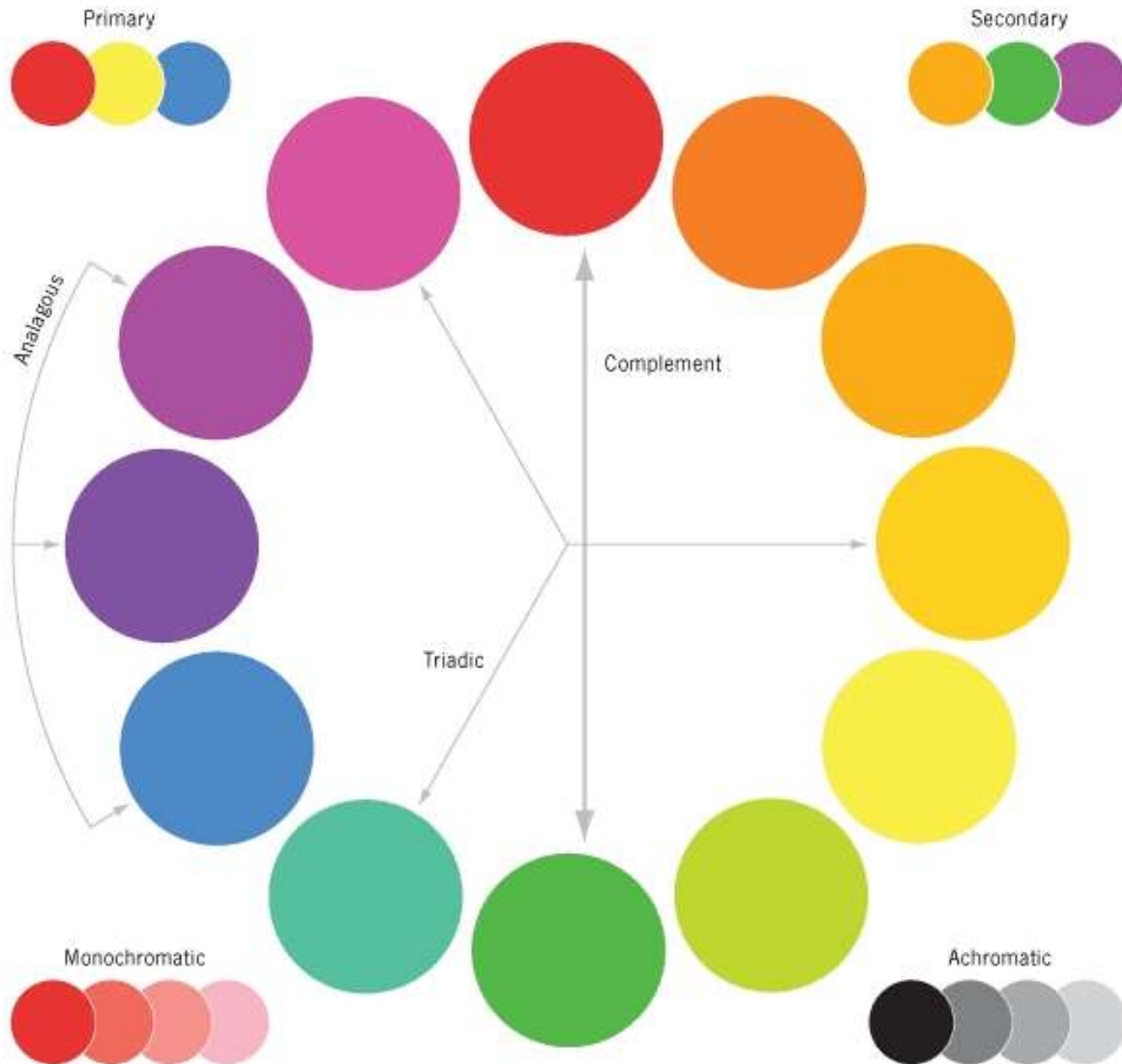
# NEW NLRB ELECTION RULES GO INTO EFFECT 4/14/2015

READ THE ALERT AT [SEYFARTH.COM](http://SEYFARTH.COM)



**COLOR**  
**capture attention.**





# Discover the facts in your case in minutes.

*Manage all your evidence from a single login without I.T.*

[Play Video >](#)[Start Guided Demo](#)[Questions?](#)

## How can we help you?

## Latest news

**LONDON'S LUXURY FLAT DEVELOPERS LOSE OUT IN PLANNING POLICY...**



The Government has dramatically watered down a controversial planning policy that threatened to allow the developers of luxury London flats to

**HOW A NON-SOLICITOR BUILT ONE OF THE LEADING PERSONAL**



A marketer for most of his career, Elliot Moss learnt his trade at Leo Burnett before becoming the Managing Director of Leagas Delaney in 2005.

**MISHCON DE REYA AND CAPITAL & REGIONAL HOST PRE-ELECTION Q&A WITH...**



On 25 March, Mishcon de Reya and Capital & Regional hosted the second of two pre-election Q&As on planning for the future of our town centres and

**HOW DO WE PROTECT OUR DIGITAL LEGACY AFTER DEATH?**



New YouGov research commissioned by the law firm Mishcon de Reya reveals an alarming lack of knowledge of who owns our online material.





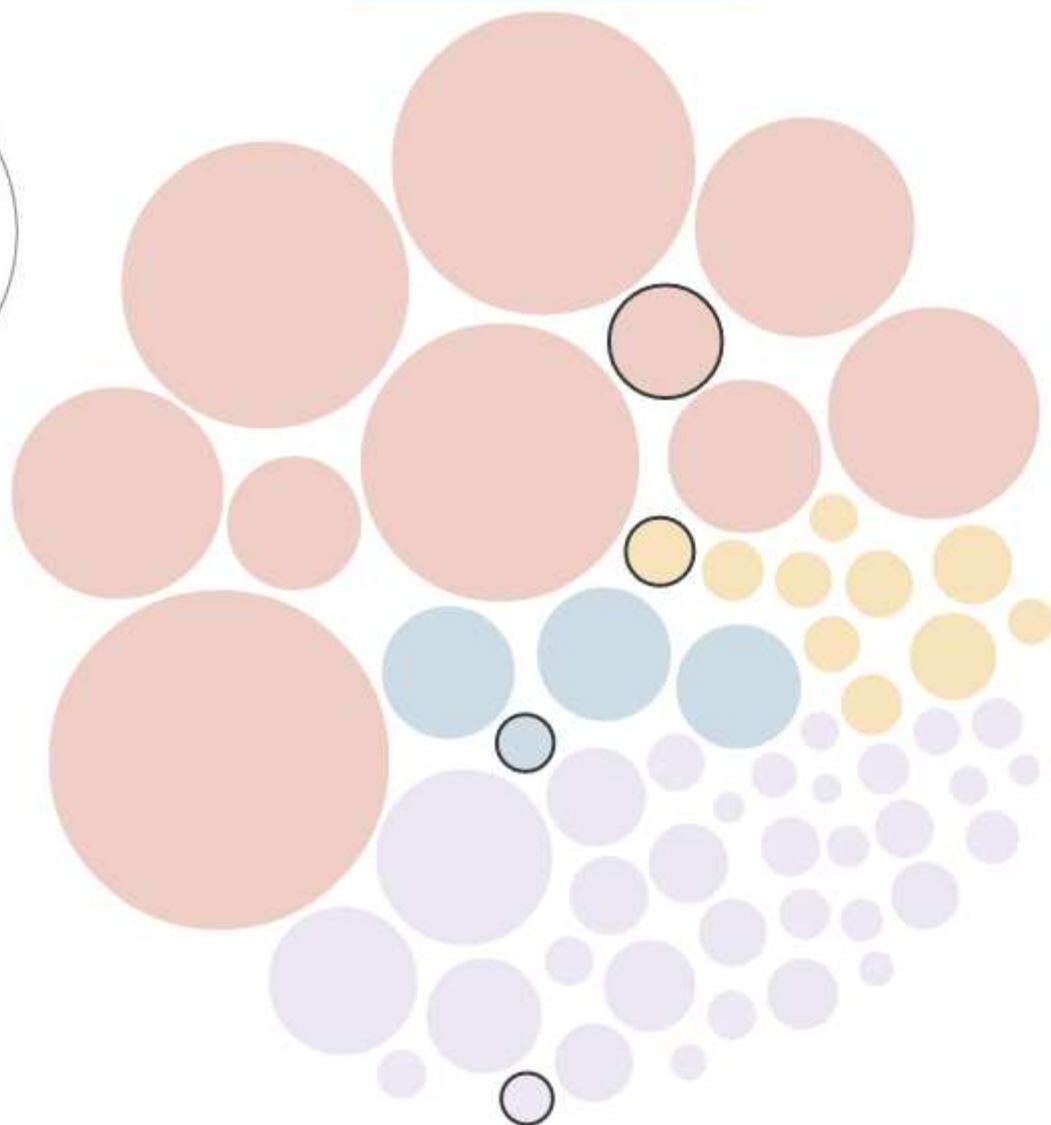
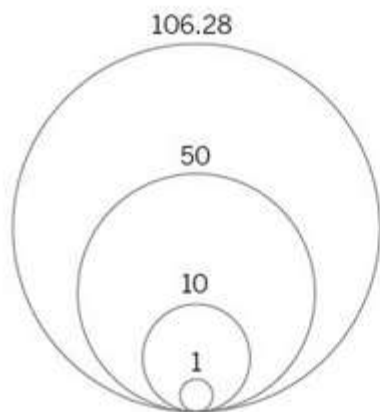
# SHAPES

keep it **simple.**



■ Fruits and vegetables ■ Drink ■ Starch ■ Protein

All ▼





TEXT	DISPLAY	Open Sans	Roboto	Oswald	Lato	Droid Sans	PT Sans	Source Sans	Droid Serif	Ubuntu	Raleway	Montserrat	PT Sans Narrow	Oxygen	Arimo	Yanone Kaffeesatz	Lora	<i>Lobster</i>	Bitter	Francois One	Arvo
Open Sans																					
Roboto																					
Oswald																					
Lato																					
Droid Sans																					
PT Sans																					
Source Sans																					
Droid Serif																					
Ubuntu																					
Raleway																					
Montserrat																					
PT Sans Narrow																					
Oxygen																					
Arimo																					
Yanone Kaffeesatz																					
Lora																					
<i>Lobster</i>																					
Bitter																					
Francois One																					
Arvo																					



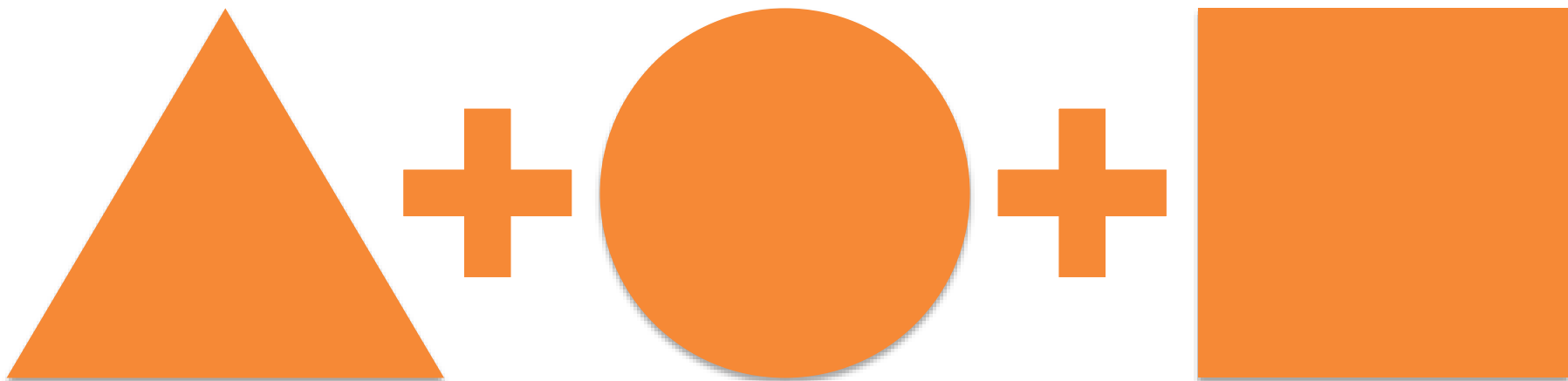
Great combination



Unlikely combination



Avoid





# CROSS-FUNCTIONAL TEAMS

building an adhocracy of skilled professionals



# ICONS

a universal language.



# Power of icons



- **Terrific work!**
- **I like it!**
- **Agreement**

[a mutual commitment to a long-term partnership]

**portfolio**



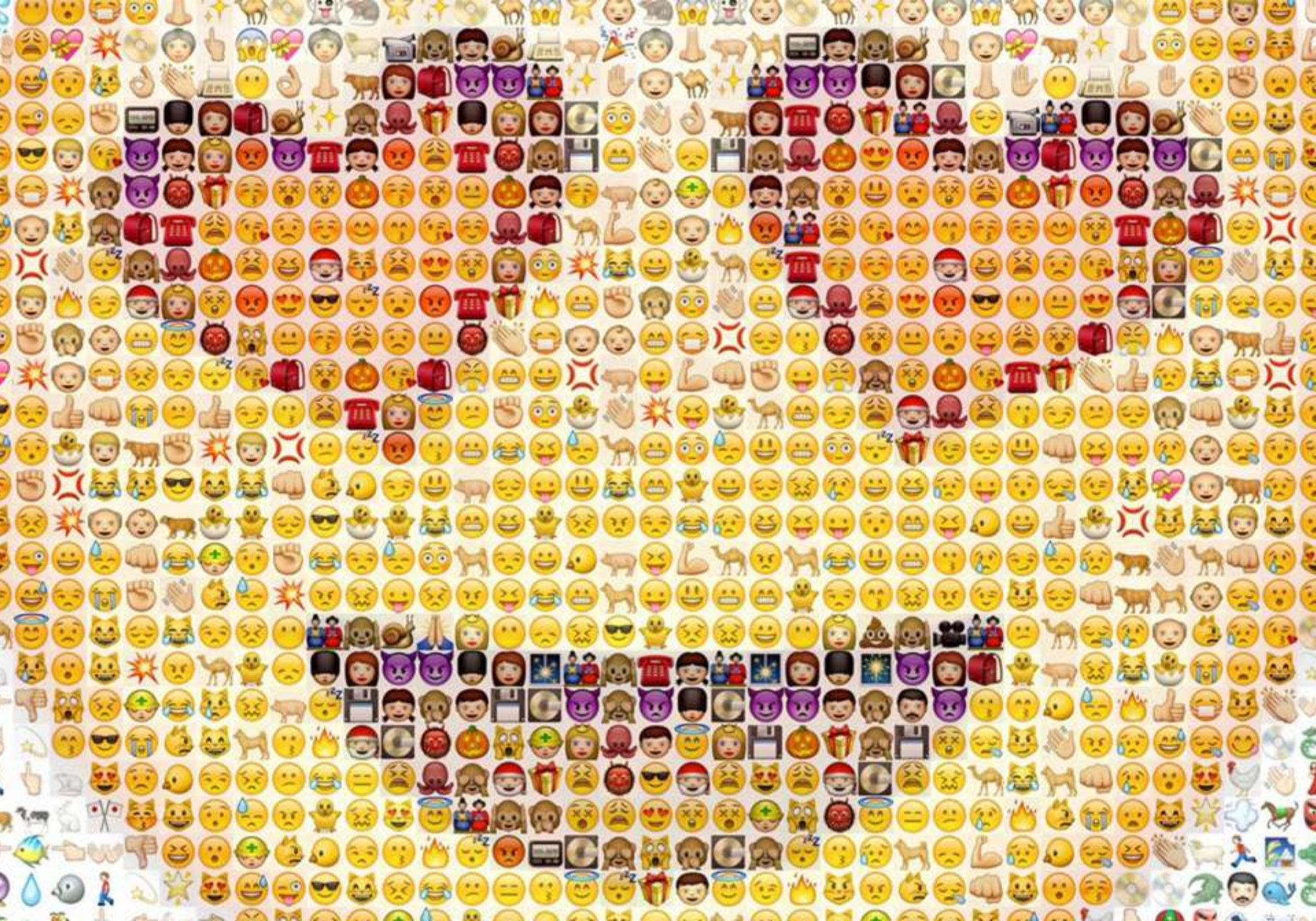
**pricing**

**The Noun Project**

Free Icon and Symbols










# WHERE DO EMOJI COME FROM?





It is a rare privilege to observe  
the rise of a **new language**.

If the overall trend continues,  
we might be looking at a future  
where **the majority** of text on  
Instagram contains emoji.



Instagram engineering blog



**Goldman Sachs** ✓

@GoldmanSachs



Follow

How **#millennials'** life choices will reshape the **#economy**: [link.gs.com/wu8k](http://link.gs.com/wu8k)



RETWEETS

333

FAVORITES

192



**steve rousseau** @steverousseau · Mar 6

@GoldmanSachs now explain credit default swaps in emoji pls



**truckstop sunglasses** @kennedylyrian · Mar 8

Fire your social media person



✦ **nikita** ✦ @nikitaetmode

agreed @kennedylyrian @G



**Maggie McGrath** @mcgrathmag · Mar 6

Dear god. RT @GoldmanSachs How **#millennials'** life choices will reshape the **#economy**: [link.gs.com/wu8k](http://link.gs.com/wu8k)



1



4



**Maggie McGrath** @mcgrathmag · Mar 6

Clearly **#Goldman** got a **#socialmedia** coach who thinks **#millennials** only read things with **#hashtags** and emojis



3





**Seyfarth Shaw LLP**

@seyfarthshawLLP



Following



Unlock the Potential of Convergence |  
Rethink the Practice [medium.com/rethink-the-pr...](https://medium.com/rethink-the-practice) @stephen\_poor on how scope +  
scale = value tiers



**Unlock the Potential of Convergence — Rethink the Practice**

From driving down costs to driving true change in legal service delivery

[medium.com](https://medium.com)

Following

net of



nk the Practice

e opportunities

# PHOTOS

authentic, unique, **human.**





# professional photos increase pet adoption by 92%



humanesocietyofutah

Following

1 week ago

Hey hound lovers, check out Sherlock the yr old #Bluetick #coonhound. Yes this handsome hunk is available for adoption at the #humanesocietyofutah!

♥ flow\_acupuncture\_slc, vinniethewarthog, poninopon and 1,240 others like this.



scottyslc

@crystal\_slc



missstevimarie

Looove



aryyyvee

@sehelles



sehelles

@aryyyvee OH MY GODDD 🙏



abandonno

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mariopolanco

@sarelynnpolanco



sunami7

@sestoner



frannyb71



Leave a comment...







**Kimberly Bengtson**

*Senior Legal Project Manager*



**Victoria Bobryk**

*Senior Solutions Consultant*



**Kara Brooks**

*Associate Product Manager*



**Kyle Hoover**

*Legal Project Manager*



**William Johnson**

*Data Analytics Specialist*



**Byong Kim**

*Manager, Legal Solutions*





Stephen Poor  
Jul 22



## Lawyers Are Not Transformers

### Why the legal industry needs new professionals

“Shouldn’t we train all of our lawwers to become proiect managers?”

[Read more](#) 5 min



Stephen Poor  
Aug 19



## Choose Your Own Adventure

For lawyers, moving forward is often a choice between skepticism and optimism

*You take the blue pill, the story ends, you...*

[Read more](#) 4 min

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## “Commercial Use Permitted”

**LET'S REMIX**





**1 MINUTE CASE STUDY**  
**the mini infographic -**  
**“snackable” content that**  
**visualizes data**

## Domestic Violence: Serious Implications for Employers

SEYFARTH  
SHAW

Did you know?



**1 in 4** women will experience domestic violence in their lifetime

↓ \$ **1.8**  
BILLION

Domestic violence results in a \$1.8 billion loss in productivity

Domestic violence victims lose nearly **8 million days** of paid work per year in the United States — the equivalent of **32,000 full-time jobs** and **\$1.8 billion** annually in productivity

### Employer Responsibilities Under State Law

Many states have provisions that apply to employees who are victims of domestic violence

- ✓ Job protection for participation in criminal proceedings.
- ✓ Right to leave work to obtain an order of protection.
- ✓ Employer-initiated injunctions and restraining orders.
- ✓ Obligation to protect confidentiality of domestic violence victims.
- ✓ Leave for victims to obtain medical or mental health care.
- ✓ Leave for victims to secure their homes or find new housing.
- ✓ Job protection for time to seek legal assistance related to abuse.
- ✓ Leave for medical treatment for victim who is employee's spouse, parent or child.

Source: Society for Human Resource Management, Centers for Disease Control and Prevention, and National Coalition Against Domestic Violence.

#13-1585

Seyfarth Shaw LLP

@seyfarthshawLLP



Following

visiting our infographic from last year:  
Domestic violence and employer responsibilities under state law

## Domestic Violence: Serious Implications for Employers

SEYFARTH  
SHAW

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- ✓ Leave for medical treatment for victim who is employee's spouse, parent or child.

See U.S. Department of Labor and Society of Human Resource Managers

#13-1585

RETWEET

1

FAVORITE

1



1:41 PM - 11 Sep 2014

# **1 MINUTE CASE STUDY**

## **Surveys as visual “gold mines”**

2016

Real  
Senti

News

National

# THE INDUSTRY HAS SPOKEN: TRUMP IS THE BEST PRESIDENTIAL CANDIDATE

Feb 11, 2016 | Lorenzo Ligato, Bisnow 



Facebook



Twitter



LinkedIn



Email



Print

According to a survey released Wednesday, one-third of real estate executives believe **Donald Trump** is the **best presidential candidate**.

International law firm **Seyfarth Shaw** **polled 139 power players** in the commercial real estate industry—including owners, developers and investors—to **gauge what's on their minds** for the coming year. And of course, the **presidential election** was one of the questions.

## Q1: Which best describes how you think the Federal Reserve will act in 2016?



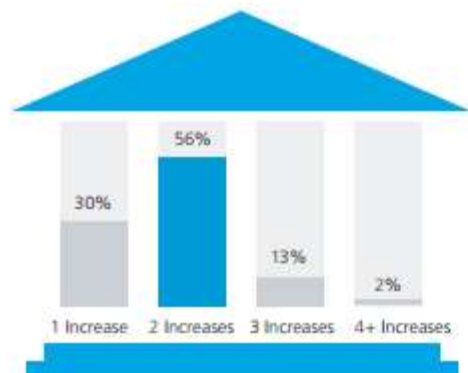
Hawkish: At least one rate increase



Dovish: No rate increase

By a nearly 9 to 1 ratio, respondents see themselves as Hawks. The great certainty of belief the Federal Reserve will raise rates at least once in 2016.

## Q2: If hawkish, how many rate increases do you expect from the Federal Reserve in 2016?



The majority of respondents expect two rate increases in 2016 with another 15 percent expecting three or more.

### NEWS



## Was Dip in January CMBS Issuance Just a Dip? Or Something More?

*Decline in CMBS Issuance Concerns CRE Investors, Although Survey Respondents Expect Both Debt and Equity Financing to Remain Available and Stable*

By [Randyl Drummer](#)  
February 17, 2016

Print Email

Recent loan underwriting warnings by banking regulators and a sharp decline in CMBS loan volume in January prompted two Morgan Stanley structured finance analysts to cut their CMBS lending projections for 2016 and adjust their already modest expectations for CRE price appreciation this year.





# **1 MINUTE CASE STUDY**

## **Pretty PowerPoints**



## Legal Operations Survival Guide

### Technically speaking...

The [Law Dictionary](#) defines KPIs as “measures of a firm's (company's or department's) applies here too) performance in critical areas. Typically, monitoring is essential for such business activities that would likely cause severe losses or outright failure if done incorrectly... measuring progress or lack of it are essential for achieving the firm's objectives or strategic plans.”

In simpler terms, KPIs are measures of a department, company, or organization. Typically, these metrics are tracked over a period of time. There is no ‘right answer’ for what you should use to evaluate your performance when going through this exercise.

# 01 / definition

SlideShare

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## Legal Operations Survival Guide

SEYFARTH | Lean Consulting

# KEY PERFORMANCE INDICATORS

BY SHERI PALOMAKI

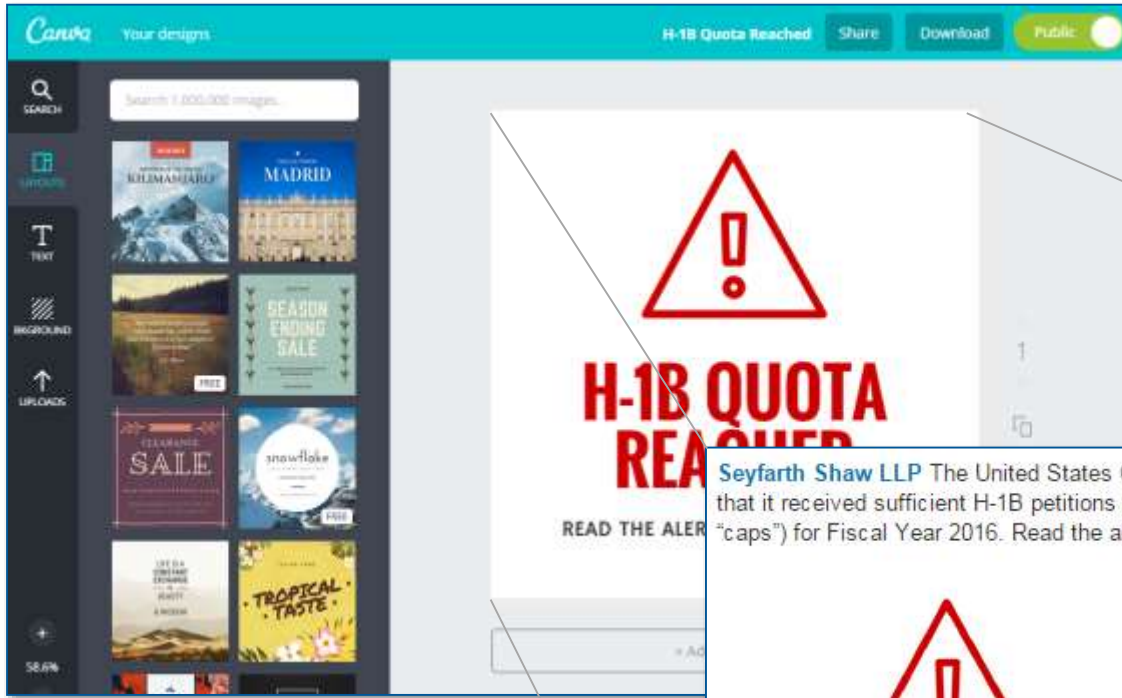
1 of 21

Legal Operations Guide to Key Performance Indicators

1,028 views

# **1 MINUTE CASE STUDY**

## **using Canva to drive engagement on LinkedIn**



Seyfarth Shaw LLP The United States Citizenship & Immigration Services (USCIS) announced that it received sufficient H-1B petitions to meet both the Master's and regular H-1B quotas (or "caps") for Fiscal Year 2016. Read the alert here: <https://lnkd.in/ejf4N4C>



**H-1B QUOTA  
REACHED**

READ THE ALERT ON SEYFARTH.COM

**Font + Color + Icon + Shape = 2x engagement**

# CALIFORNIA PAID SICK LEAVE: ARE YOU READY?

READ THE ALERT ON SEYFARTH.COM

# 8 WAYS EMPLOYERS CAN MAKE THE MOST OF MARCH MADNESS

READ IT ON GUARDIAN.COM

“

The real-name registration, once enforced, may help create a way to prove the identity of the internet users and accordingly drive the development of digital evidence in China.

Read the full alert at Seyfarth.com

”

**Use on blog, website, social channels**



**THANK YOU.**

# Resources

- The Power of Visual Storytelling: <http://visualstorytelling.newscred.com/the-four-principles/p/1>
- Slideology: <http://www.duarte.com/book/slideology/>
- Canva [www.canva.com](http://www.canva.com)
- The Noun Project: [www.thenounproject.com](http://www.thenounproject.com)
- Mishcon de Reya <http://www.mishcon.com/>
- Unsplash [www.unsplash.com](http://www.unsplash.com)
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