

10 TIPS

TO IMPROVE YOUR BUSINESS

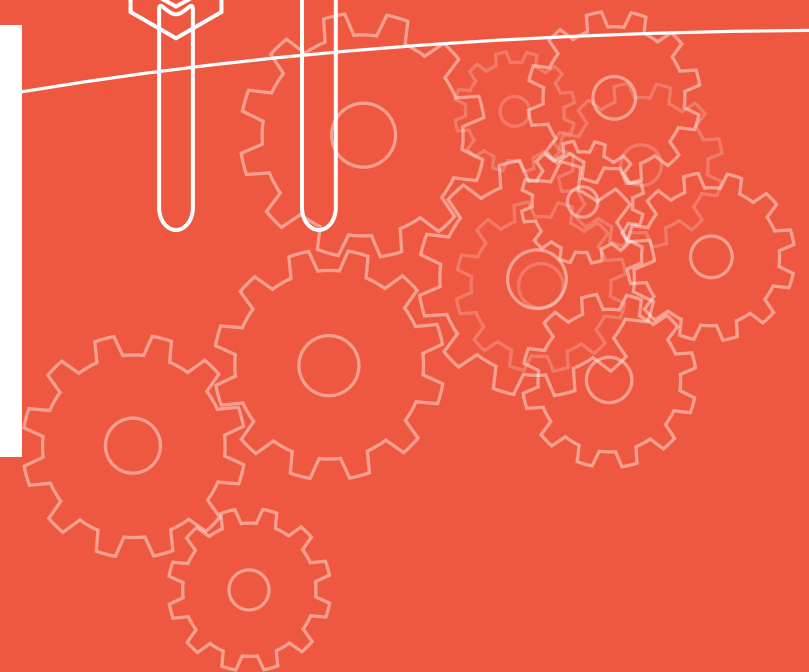
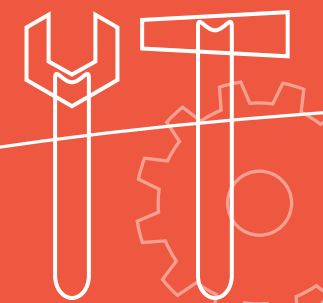
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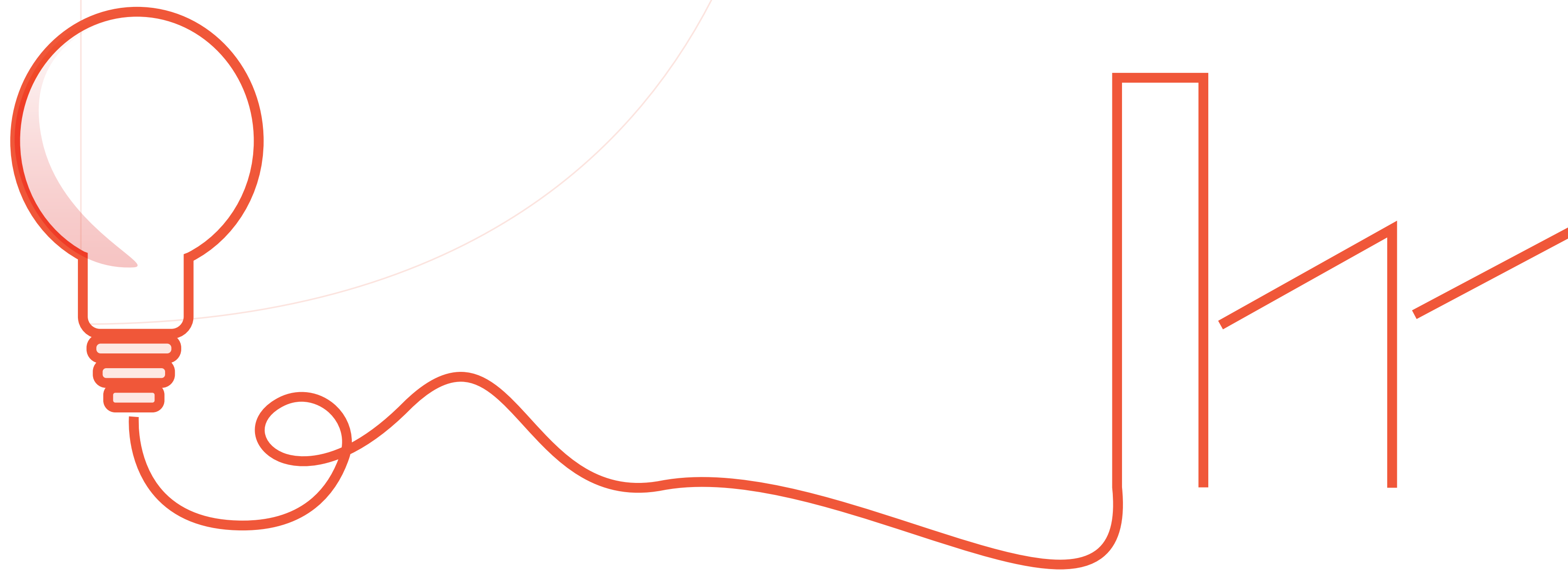
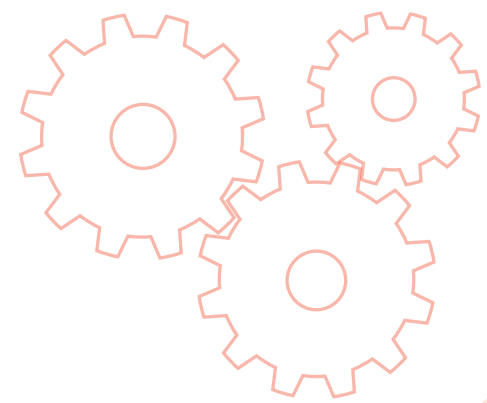


VISUAL

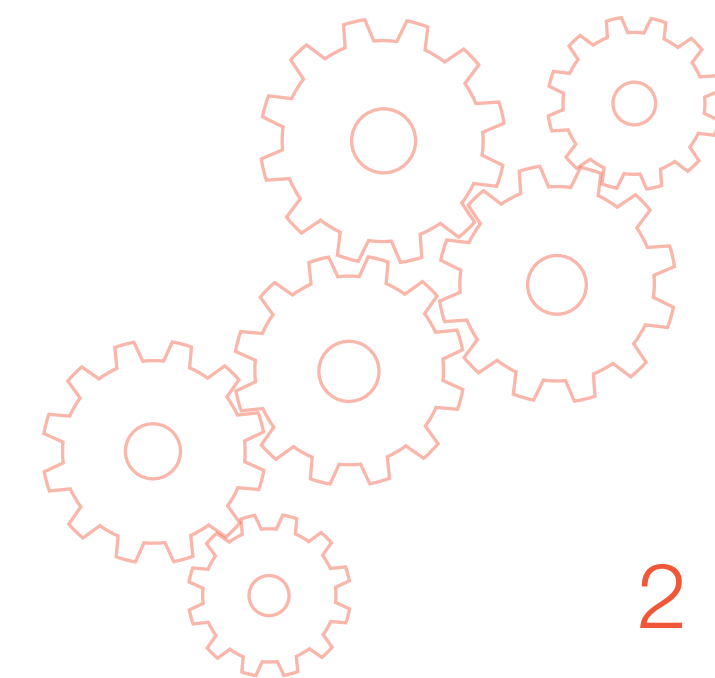


COMMUNICATION





WE HAVE THE RIGHT SOLUTIONS FOR VISUAL EFFICIENCY





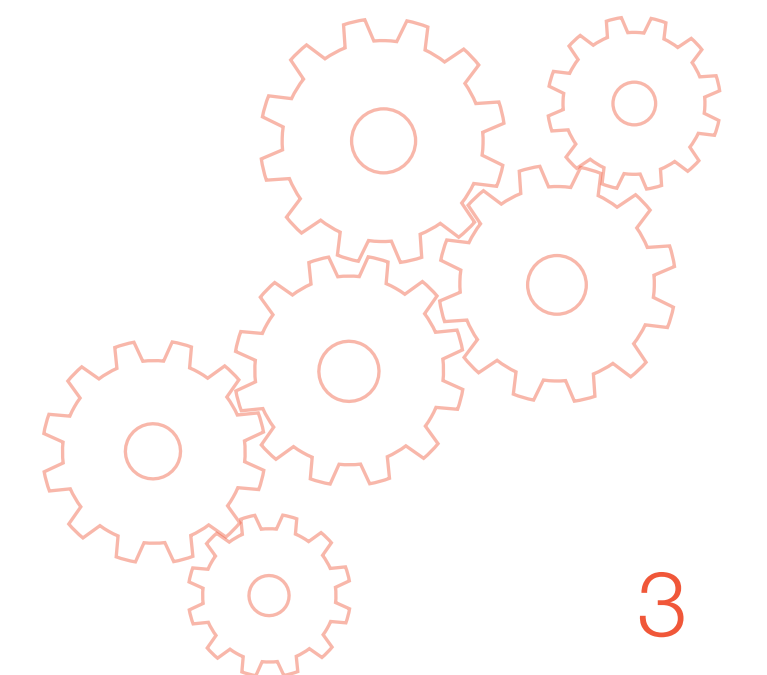
INTRODUCTION

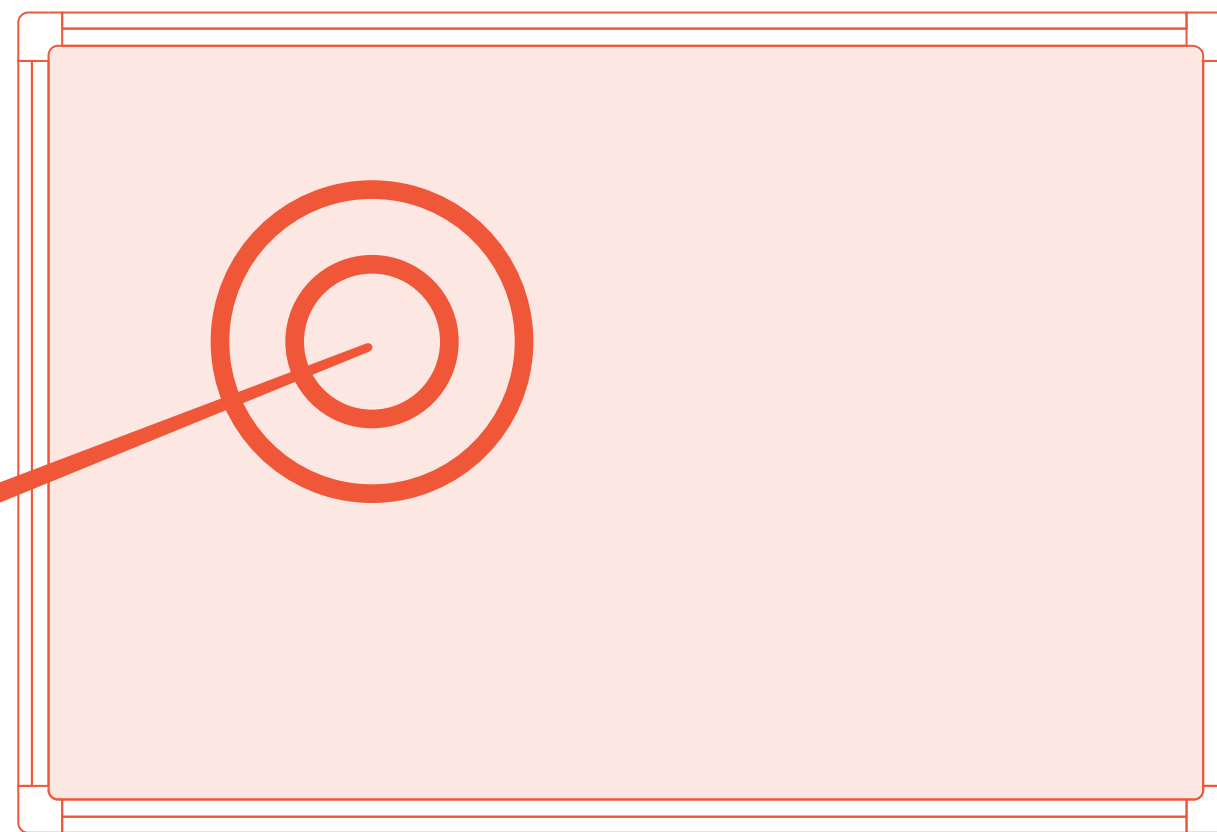
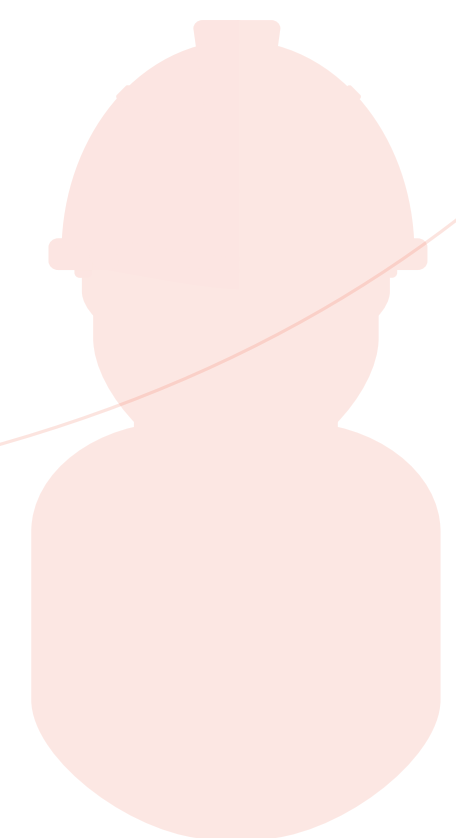
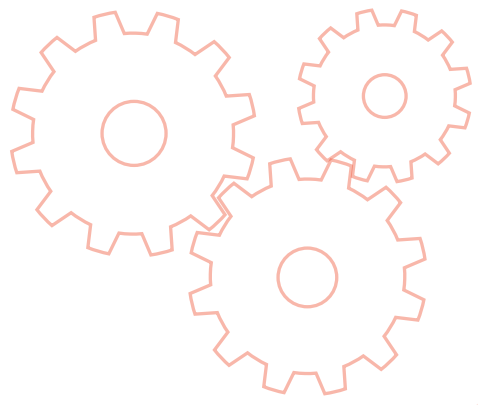
▶ Regardless of which industry you work in, **communication** is absolutely vital to your continued **success**.
By fostering a culture where information is readily exchanged and assimilated by staff across all levels and departments you will be able to **boost your company's productivity** whilst reducing waste and avoiding the pitfalls that can lead to workplace accidents.

▶ Bi-silque has been around for 40 years, specializing in **Visual Communications Products** for specific communication needs. These could be anything from appropriate signage and message boards, to public scheduling boards and information stands.

▶ Our speciality is bringing you the simple to use and robust products which make the process of communicating in the workplace **easier than ever** before.

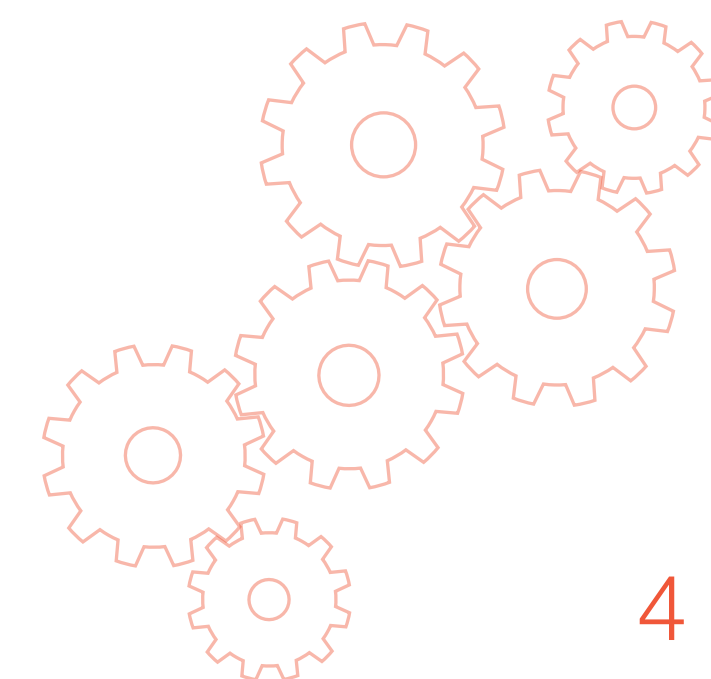
▶ To help businesses from all kind of industries harness visual efficiency, we decided to put together these 10 tips based on our experience.





TAKE THE DIRECT APPROACH

#1



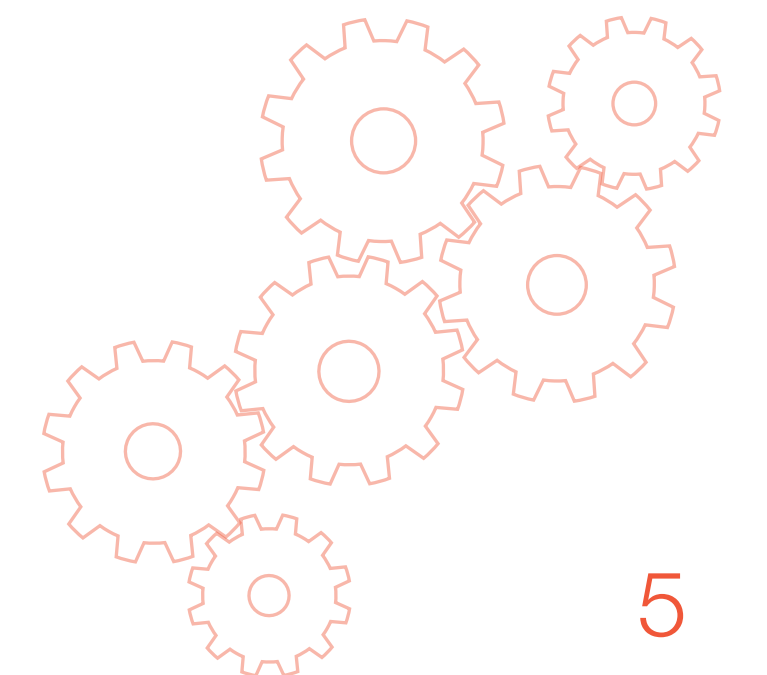


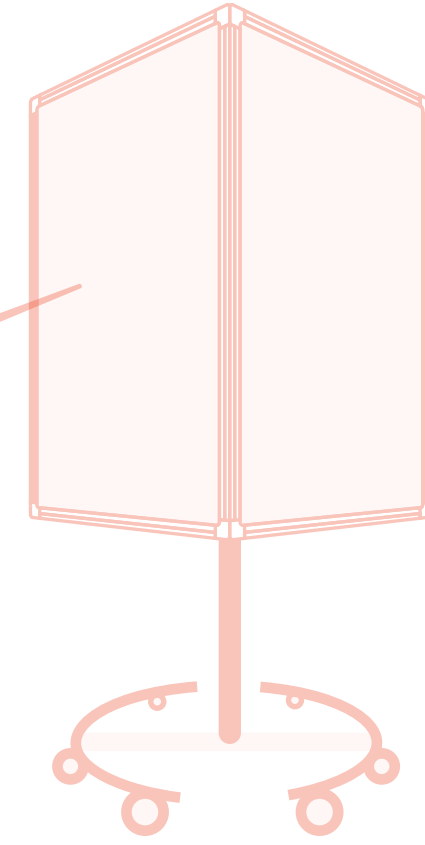
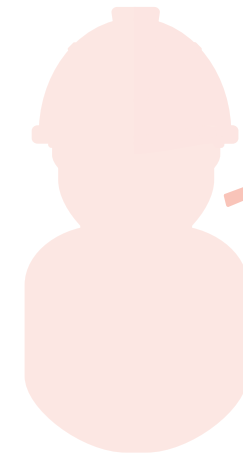
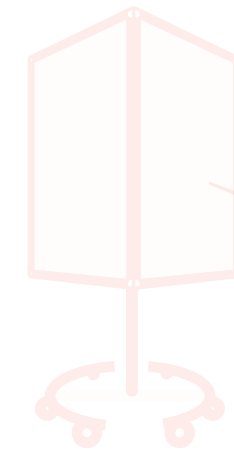
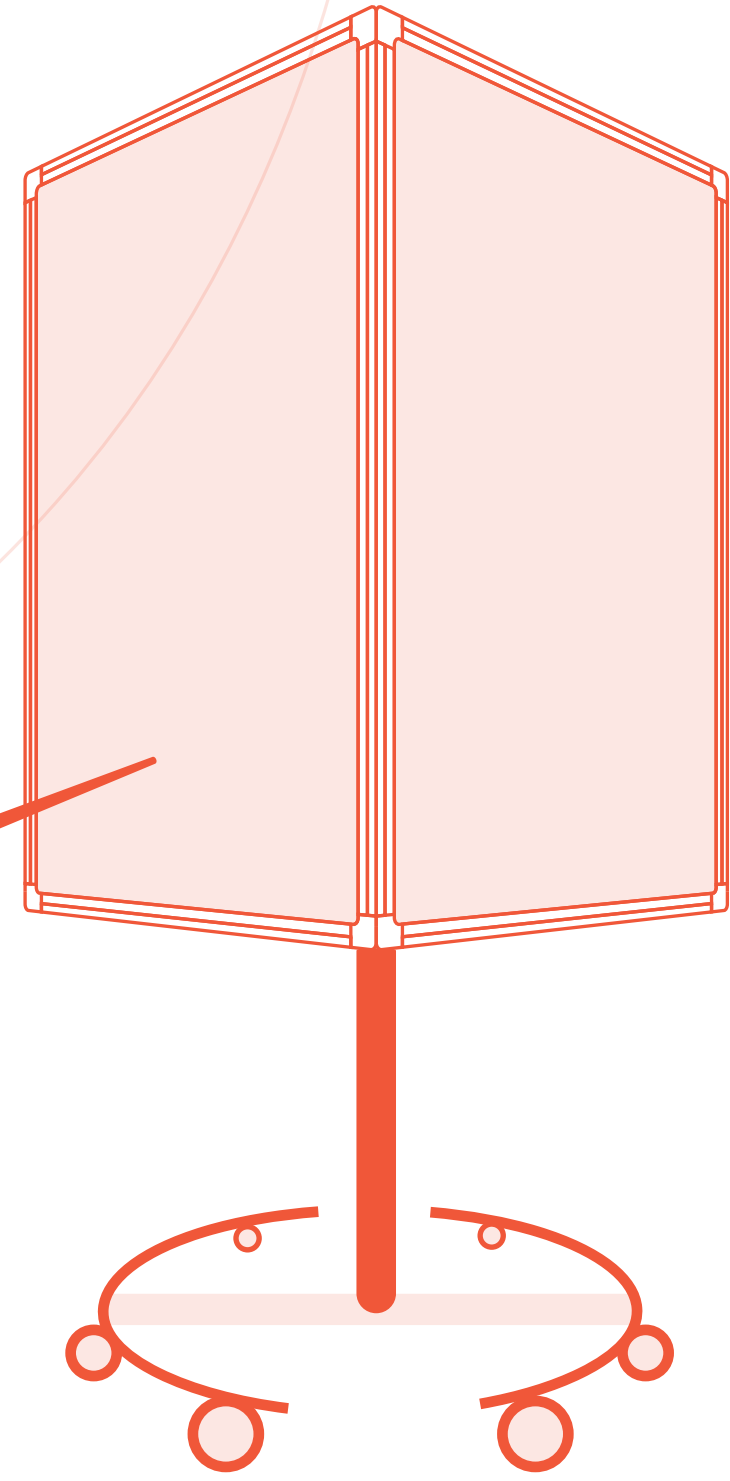
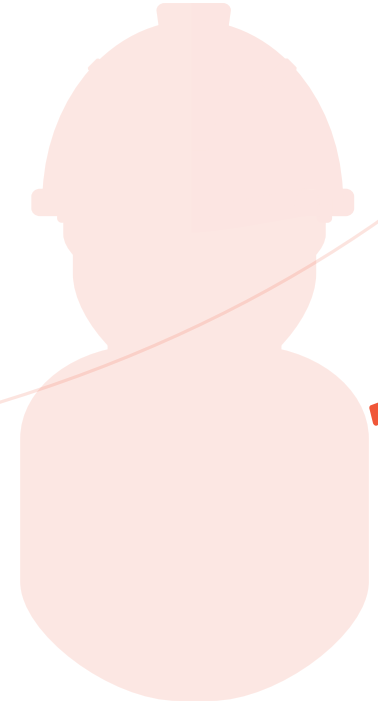
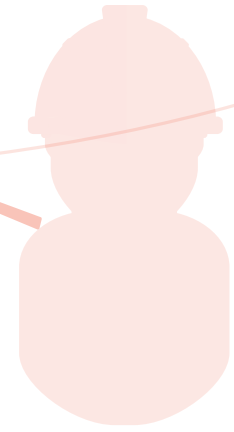
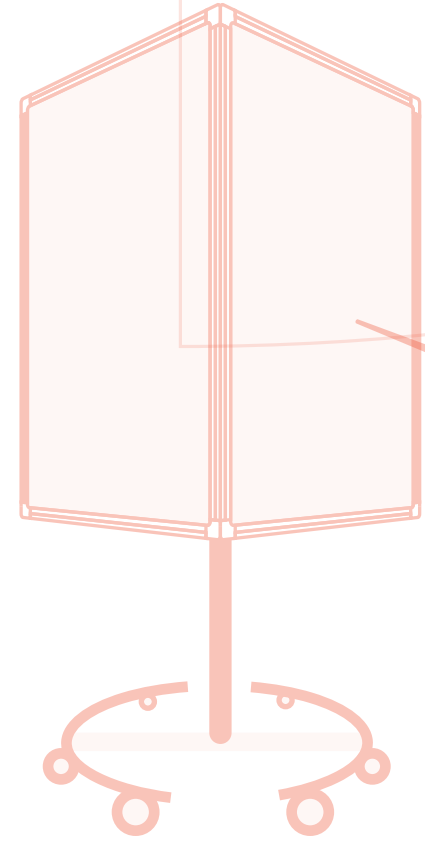
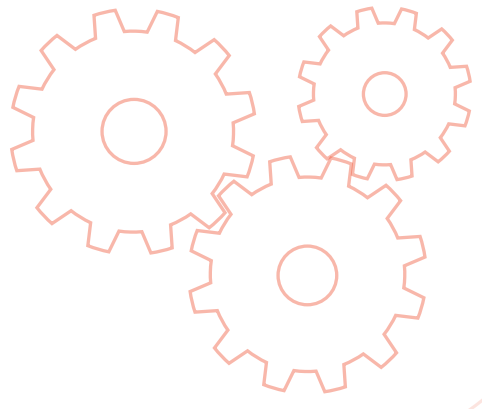
TAKE THE DIRECT APPROACH

▶ **Visual communication** allows you to get to the key points of your message in an instant. **Focus on key areas** in your business that you would like to address and then create the appropriate imagery that will get your **message** across.

▶ If there is a key piece of equipment which is often not returned to its correct place after use then consider erecting appropriate signage at the storage location. The idea is not to remonstrate staff and appear overbearing, but to provide a timely reminder about the need to return the equipment. Repeating the message orally at meetings will help to a degree, but a clear visual aid seen by all staff at the point at which they begin to use the equipment will be far more efficient.

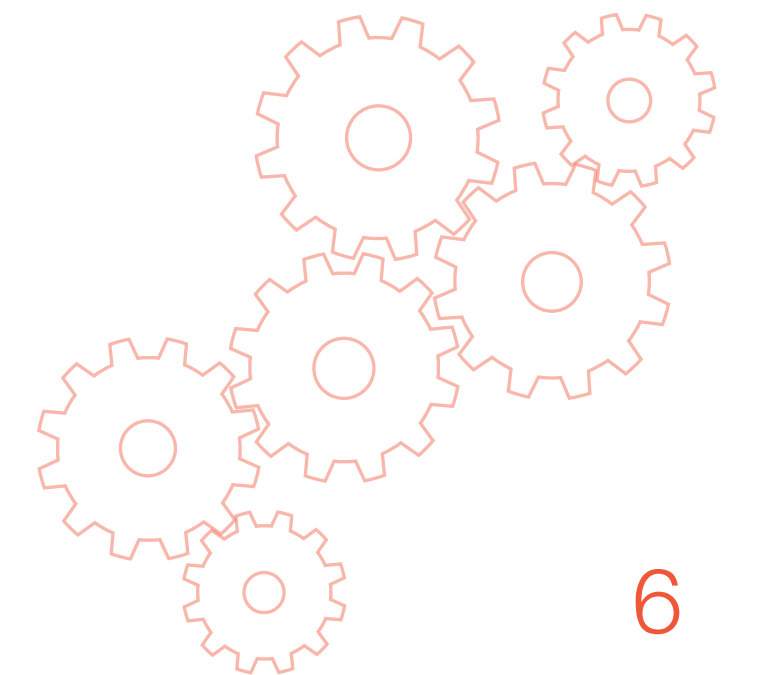
▶ By being direct you can get straight to the point at the time at which the information is most relevant. Not only will you see a **stark change in behavior**, but it will actually require **less effort than orally repeating** the same message over and over again.






BE FLEXIBLE

#2



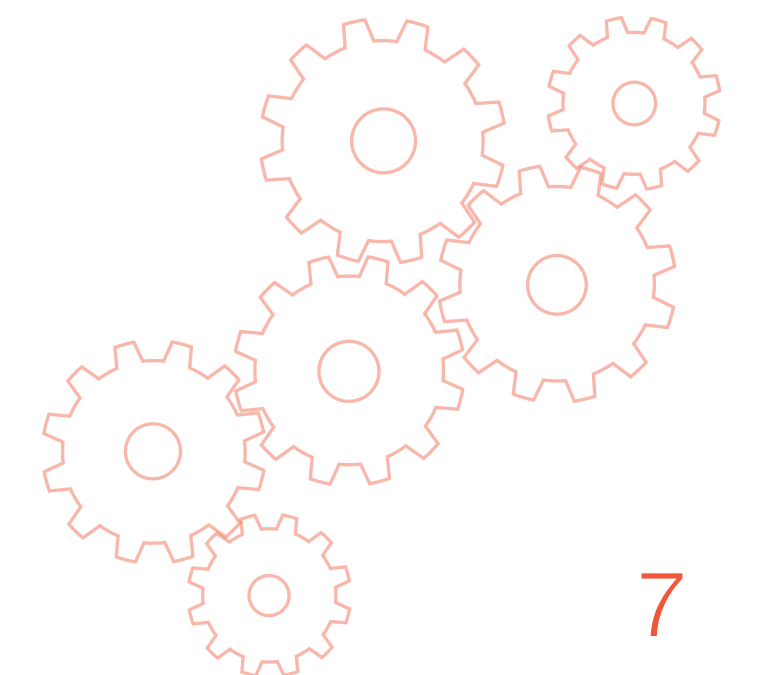


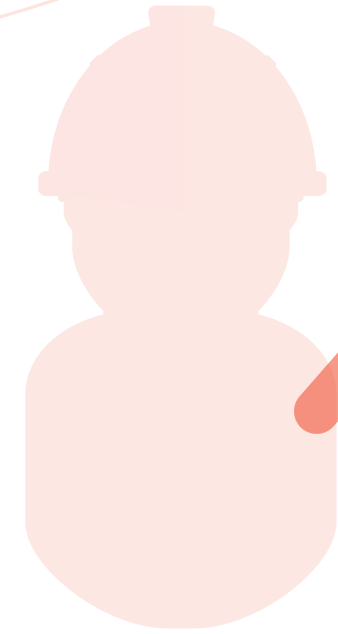
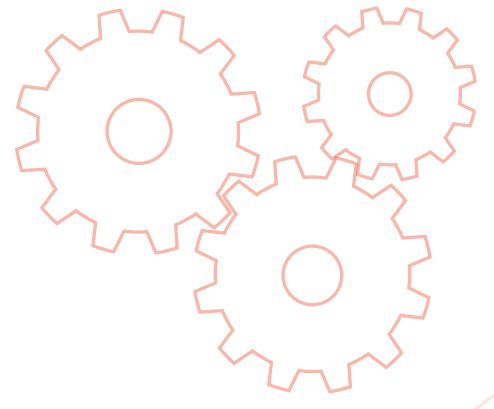
BE FLEXIBLE

▲ One of the great things about taking the visual approach to communication is its **flexibility**. With highly **portable communication solutions** that you can deploy when and where necessary. This way you will be able to respond to changes in the working environment.

▲ A great example would be informing staff of an upcoming round of maintenance that is to be conducted by a third party contractor. A communal noticeboard serves as the ideal place to **focus employee attention**. You should consider deploying duplicate mobileboards in the reception area, lunch room and around open spaces on main floor.

▲ By providing a **clear and concise visual reminder** of the need to make allowances and take the relevant safety precautions for the upcoming work you will be providing your staff with the information that they need to focus their efforts to maintain productivity in a safe environment for all.

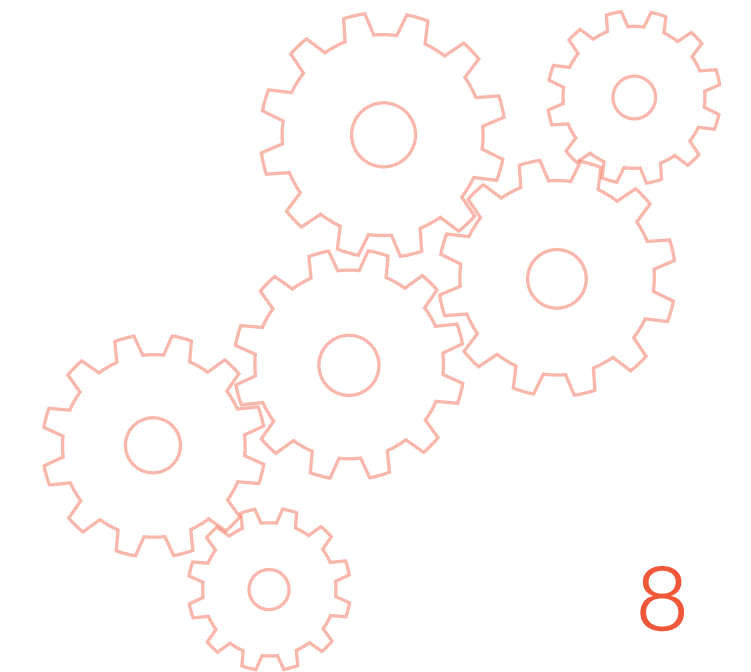




PLANNER

BOOST ENGAGEMENT

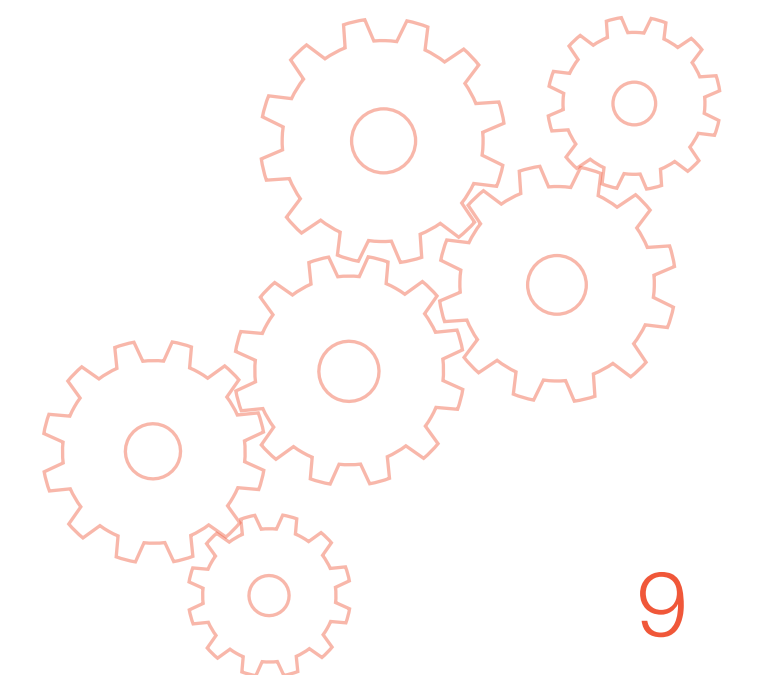
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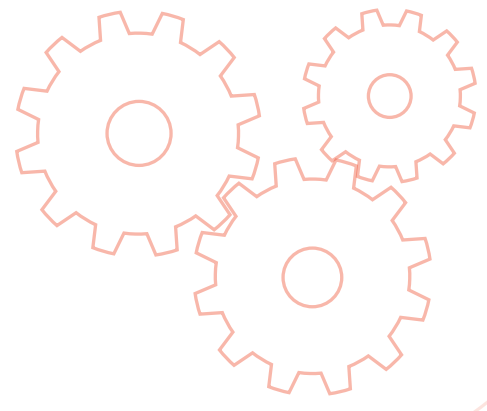




BOOST ENGAGEMENT

- ▲ Visual communication is a **uniquely engaging way** to get your message across. By erecting boards in visually accessible areas that include **clear visual reminders** of the need to adhere to company policies and best practices you will be able to communicate far more effectively than by sending emails or communicating orally.
- ▲ A great example is the need to focus your employees on **recycling** unwanted materials like offcuts and breakages so as to reduce waste. By creating a clearly accessible area that's centered around a large **magnetic board** you will be able to display visual reminders such as charts which focus everybody on the need to reduce waste. A weekly or monthly total displayed in an easy to digest visual form such as a pie chart is a great way to boost employee engagement with very little hands on direction.
- ▲ With the whole team never having to look far for how the company's waste targets are progressing you'll quickly be able to foster a culture in which employees all **pull in one direction for a common goal.**





I'M HERE

I'M HERE

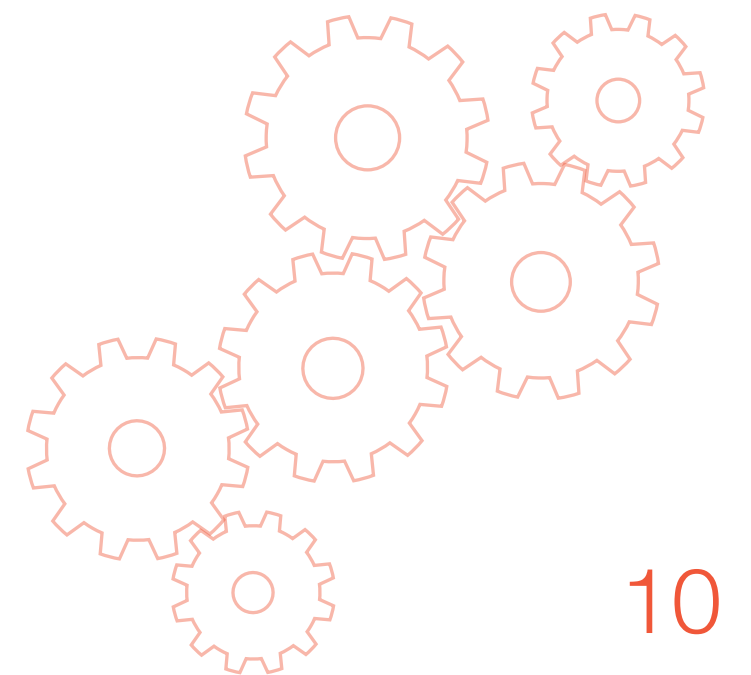
I'M HERE

I'M HERE

I'M HERE

MAINTAIN YOUR PRESENCE

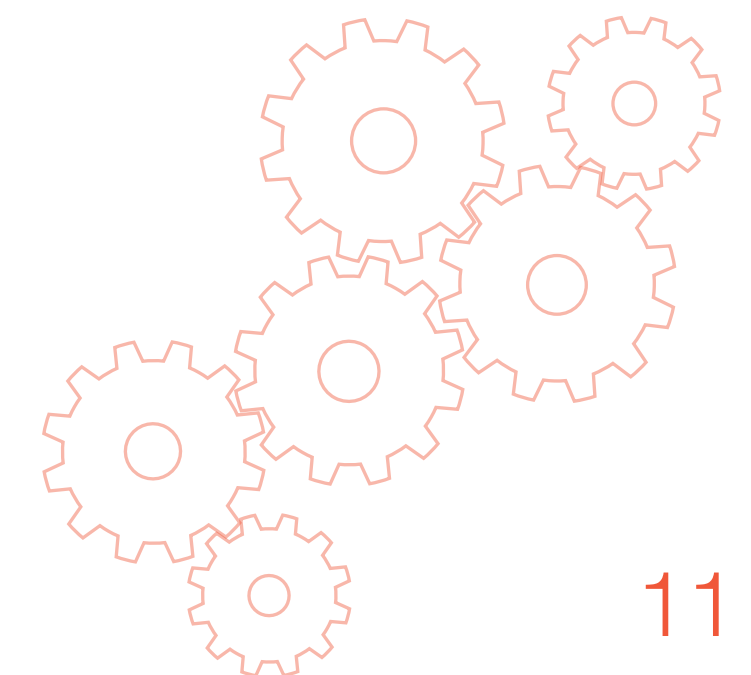
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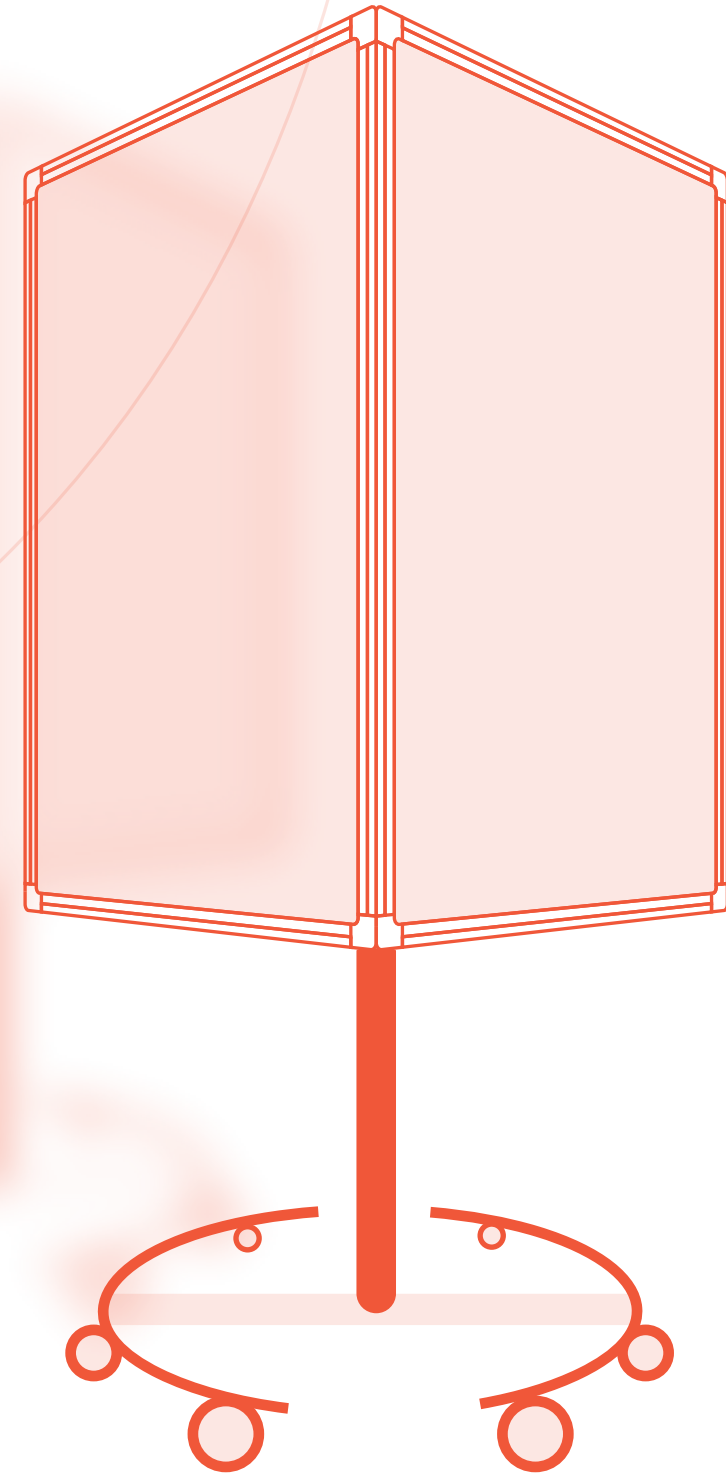
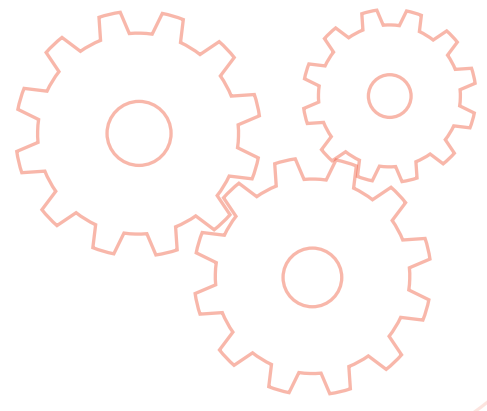




MAINTAIN YOUR PRESENCE

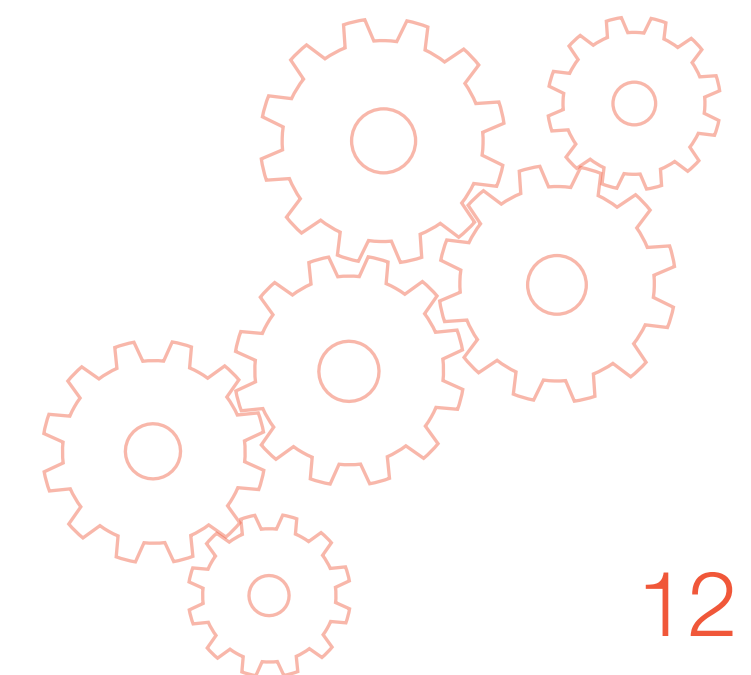
- ▲ **Nobody likes to work under the constant attention** of their manager or supervisor. It's an arrangement which doesn't build trust and can actually be counter-productive in terms of productivity and employee morale.
- ▲ **Visual aids offer a unique way to maintain the presence of your message** without requiring you to be physically present yourself. A large communal board or a portable information stand allows the latest company performance and messages to be displayed easily so that employees can digest them as a natural part of the working day. By providing the information which you would like to convey to all parties you will be able to maintain your presence without direct involvement.
- ▲ This is a **great tool for every area of your business**, none more so than health and safety. With appropriate signage erected at key areas across your premises where accidents are most likely to occur you will be able to provide an effective yet unobtrusive reminder to all staff of the need to abide by best practices.





CONVEY INFORMATION QUICKLY

#5



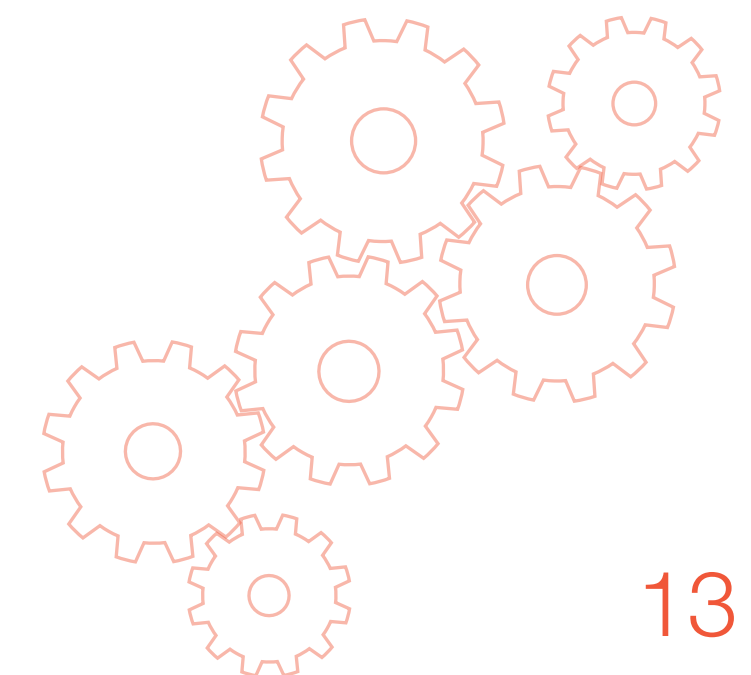


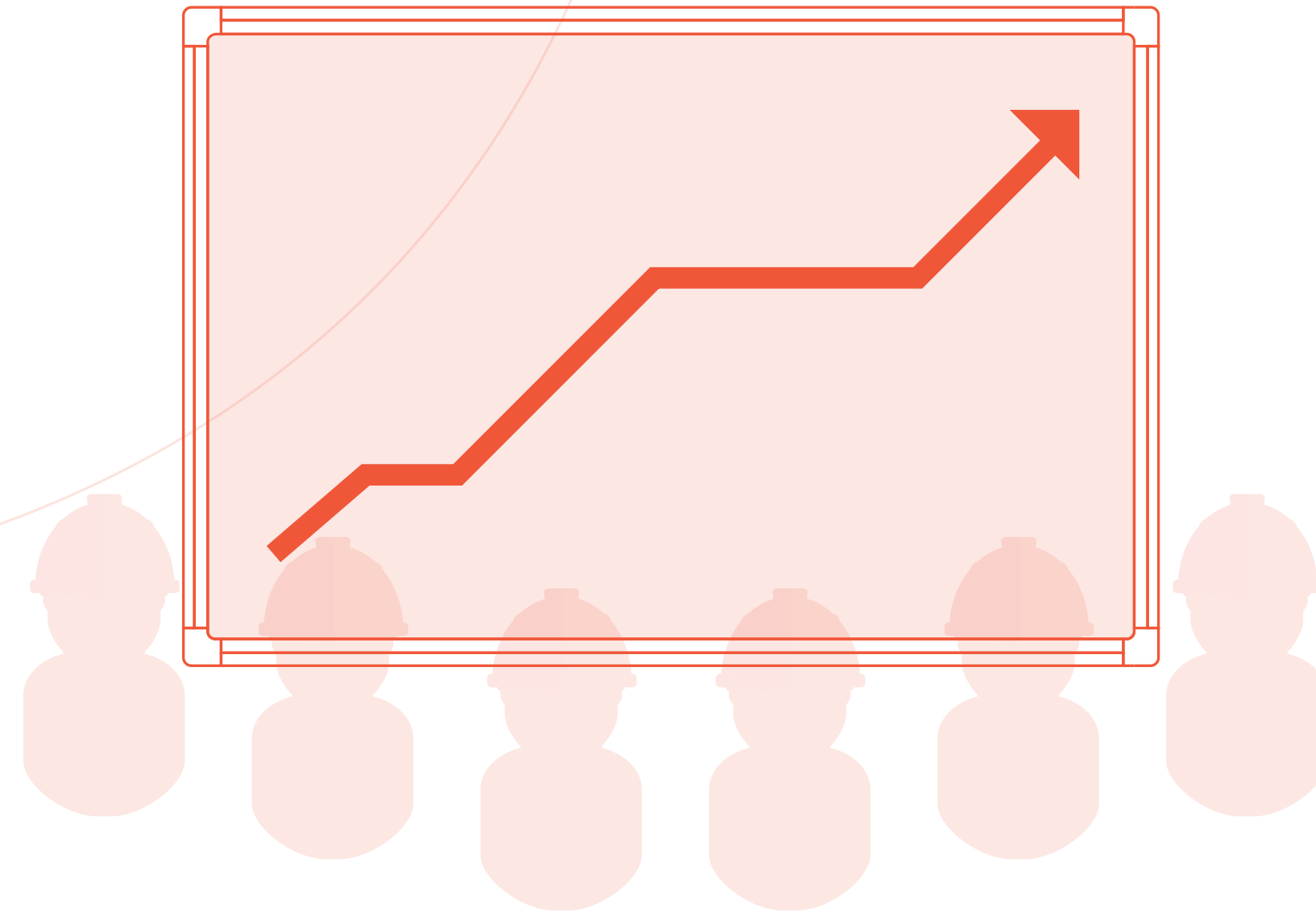
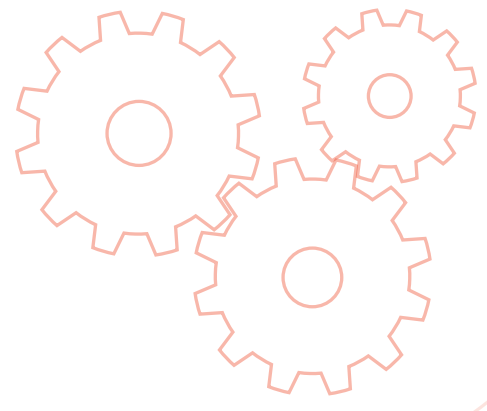
CONVEY INFORMATION QUICKLY

▲ Productivity is all about allowing your employees to make the best use of their time and skills when in the workplace. Whilst **conveying information is key to improving your output**, it needs to be done in a quick and efficient manner.

▲ **Visual communication is a great timesaver** in this regard because of the speed with which your brain can process visual information. A great example is outlining the shifts or rota on the floor for all to see. **Rather than allowing rumors** to spread by word of mouth which distract your team from the task at hand, post one large easy to read chart on a large communal noticeboard where they clock in and clock out.

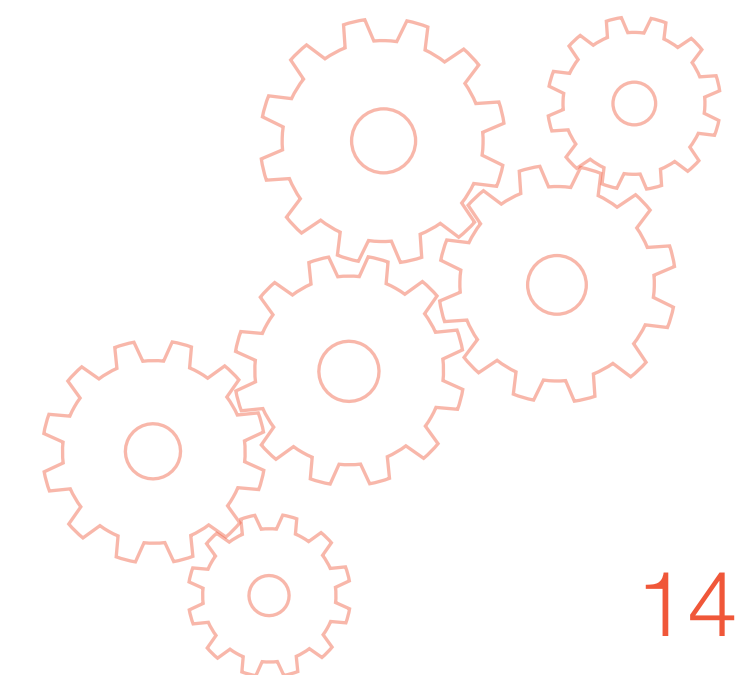
▲ By publicly posting the schedule in a location where all employees will pass several times per day you provide the information that will **eliminate rumors** about workplace operations and free up significant employee energy which can then be focused on what they do best.





HIGHLIGHT COMPANY PERFORMANCE

#6



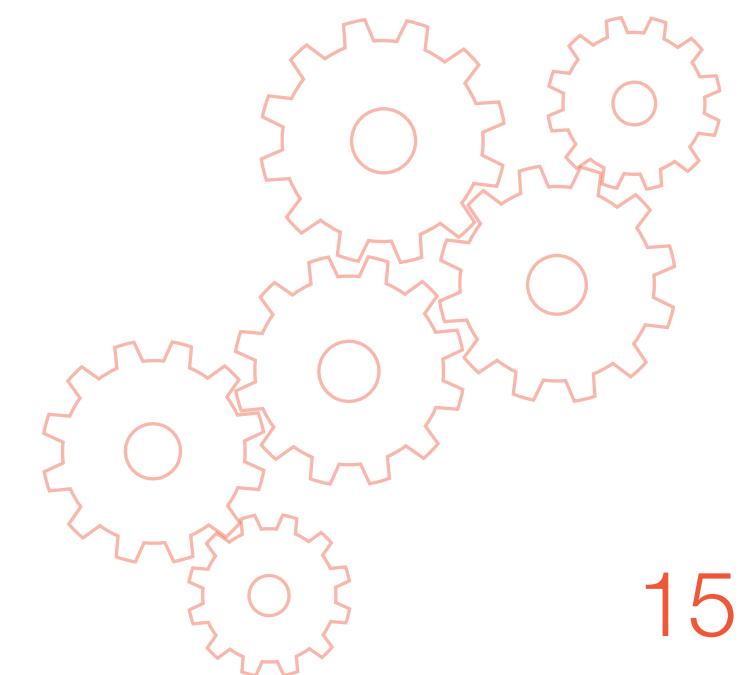


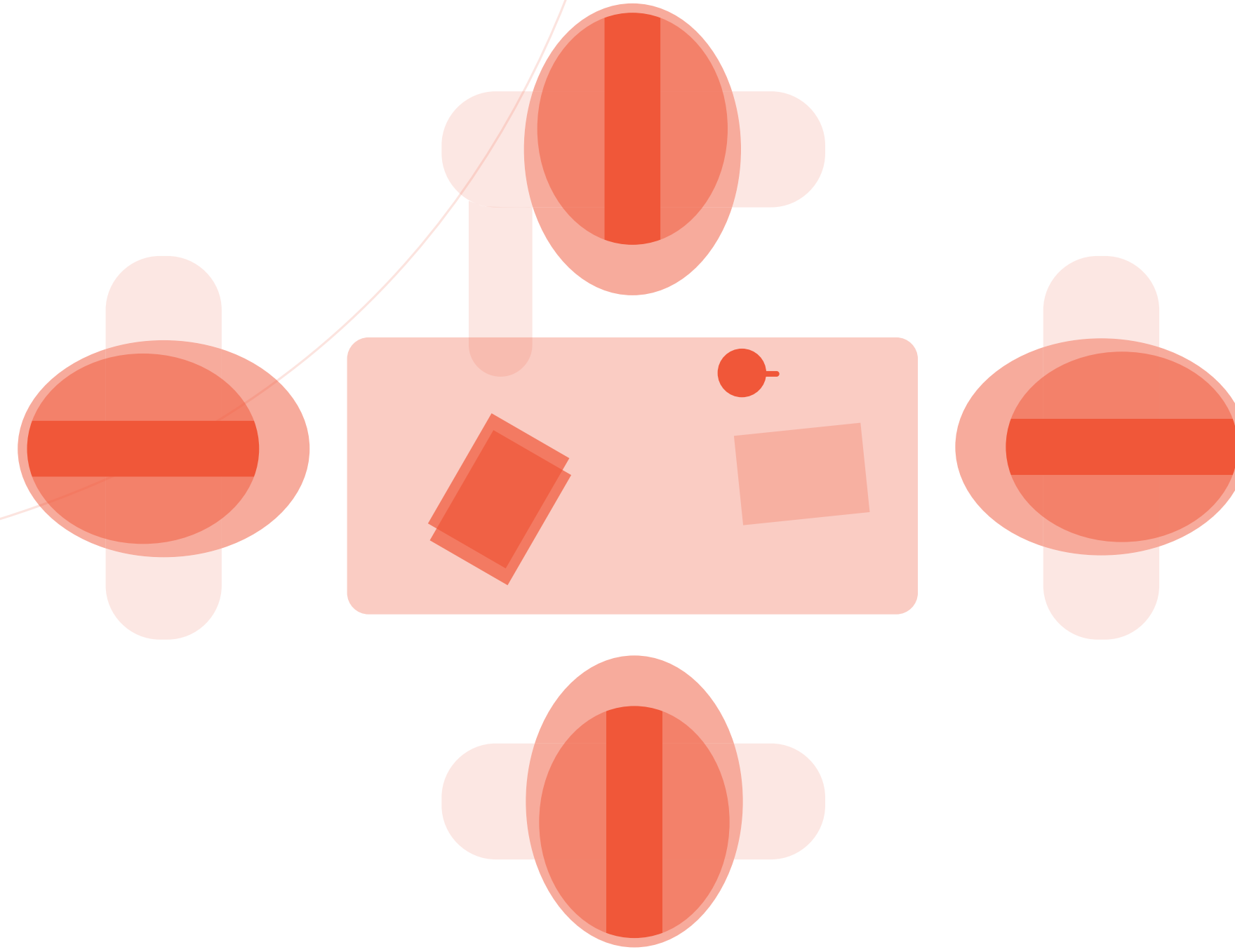
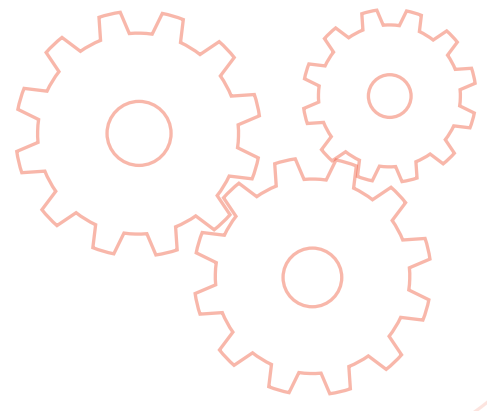
HIGHLIGHT COMPANY PERFORMANCE

▲ A productive company is one in which the **whole team is pulling together in one direction**. Whilst you could place signs simply telling your employees to become a team, it will be far more effective if you make every individual feel invested in the outcomes of the business.

▲ **Noticeboards** in the lunch rooms and on the working floor are a great place to display a couple of easy to digest stats on how the company is performing. With people feeling like their managers have recognized how their efforts have resulted in an increased output you will be amazed at the change in morale that will occur.

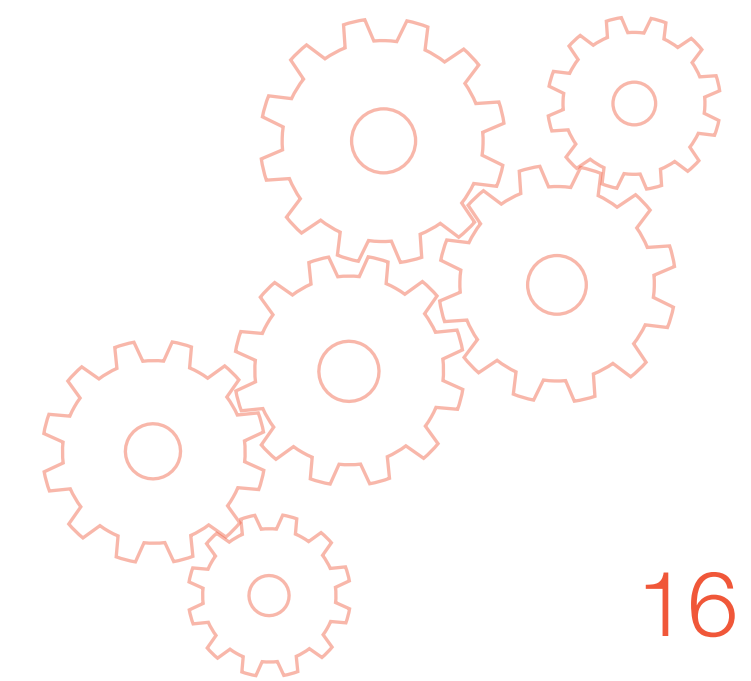
▲ **Keep the stats updated regularly** so that people can see the results of their recent efforts and feel motivated to keep pulling in the same direction.





CREATE TEAM SPIRIT

#7





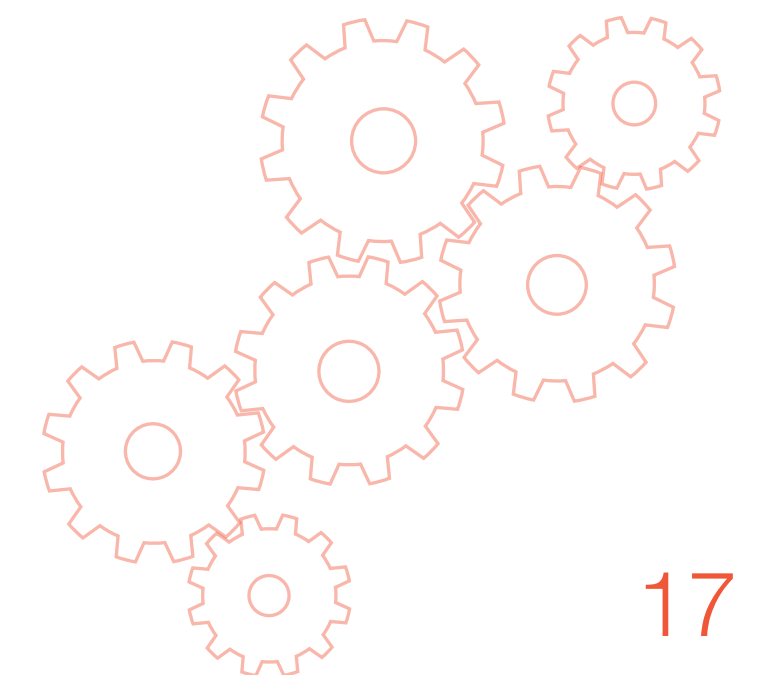
CREATE TEAM SPIRIT

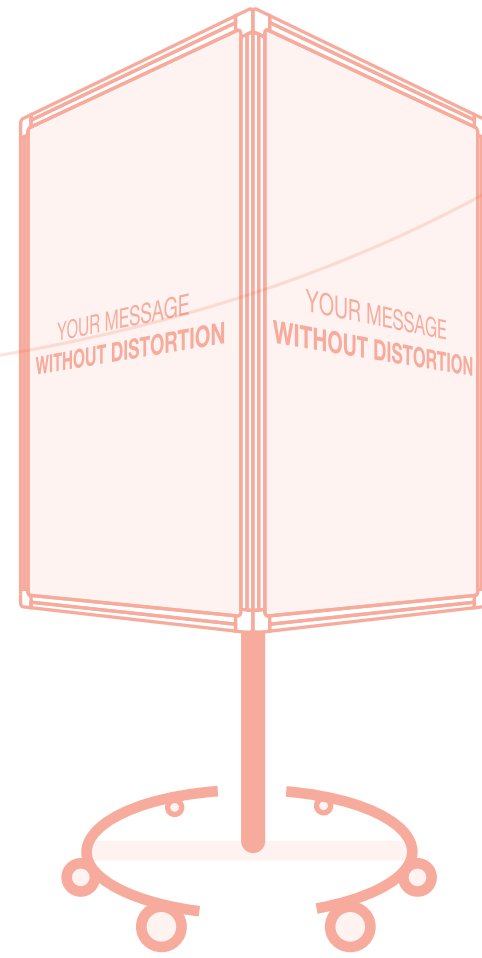
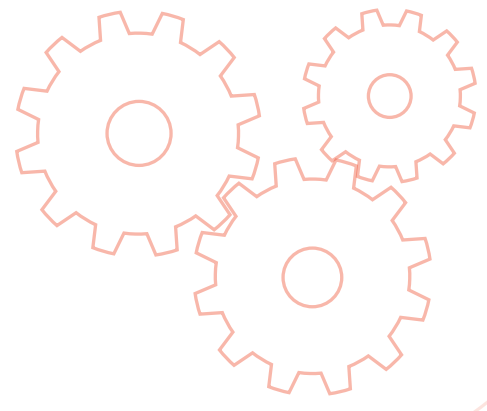
▲ **Team spirit is the key ingredient of every successful business.**

Visual communication is the perfect means to have everybody feeling valued and working together.

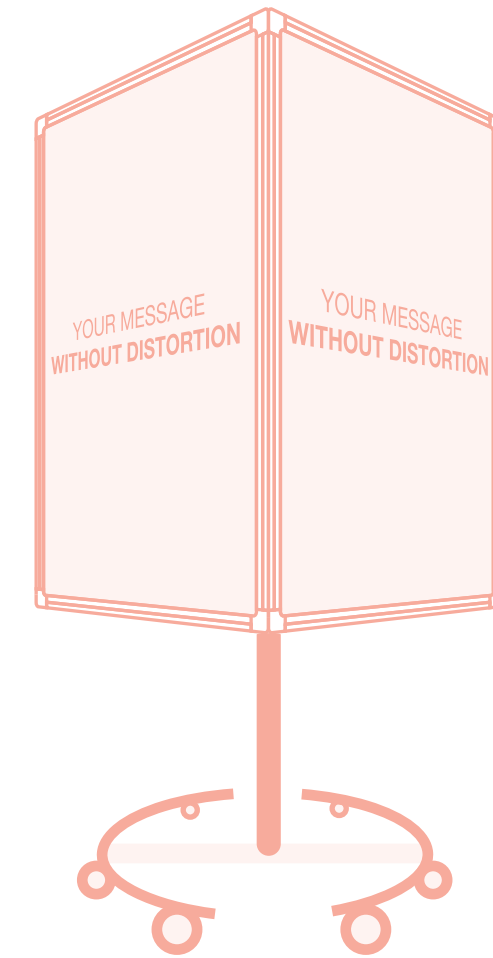
▲ If your floor is broken up into areas where particular teams work in close proximity all day then why not consider having a team notice board for each section? The board will act as a port of call for anyone with a query about targets and maintenance schedules. Keeping the **information relevant and up to date is the key here.** With the latest information always accessible, your team will feel like they are playing an important part in the operation of the company and morale will be all the better for it.

▲ This is particularly important when working with new starters. By providing an easily accessible location that displays the core safety information that every employee needs, **you will be able to create a culture** in which company policy and best practices become embedded in the working day on the very first shift.



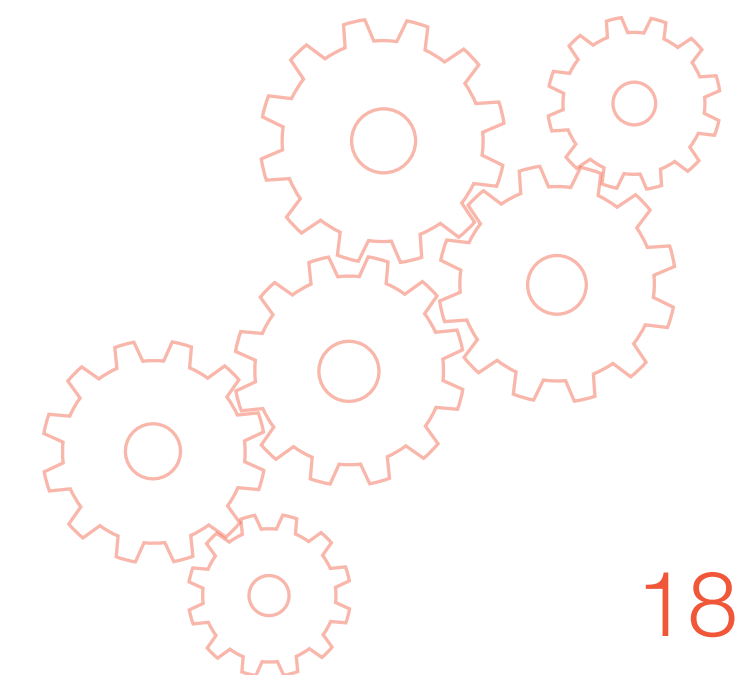


**YOUR MESSAGE
WITHOUT DISTORTION**



BE CONSISTENT

#8



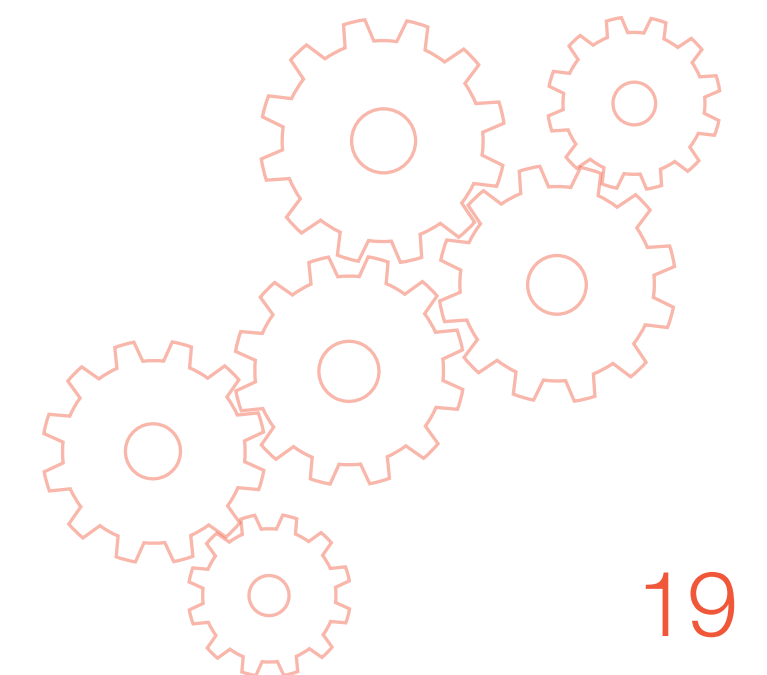


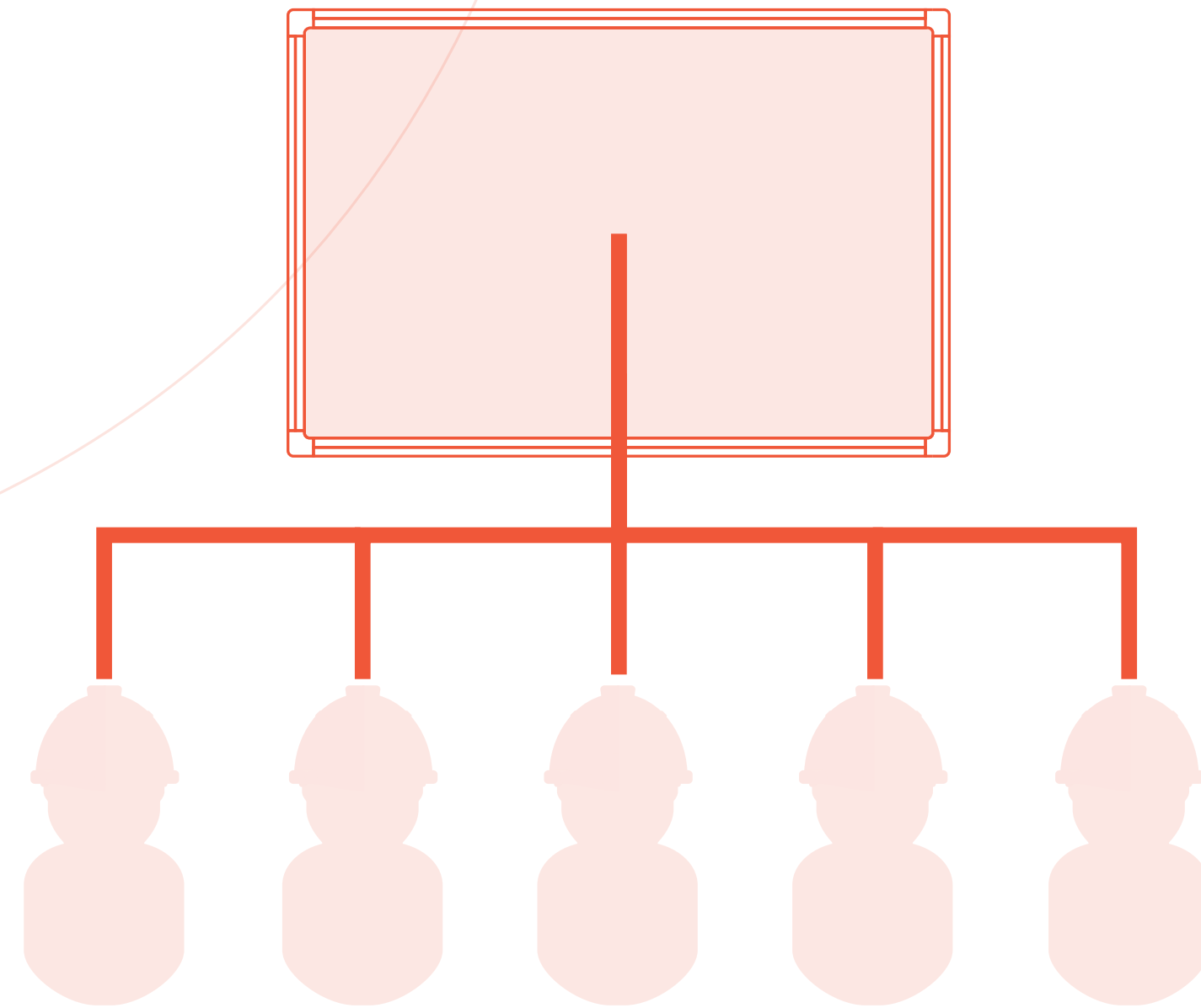
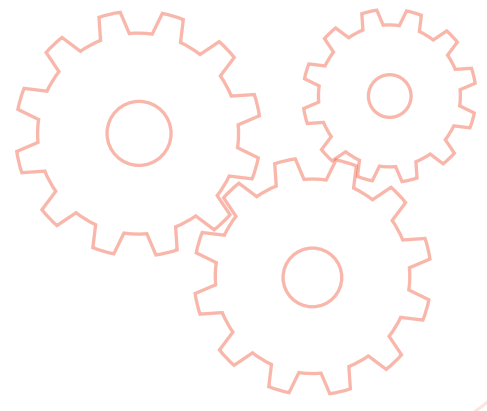
BE CONSISTENT

▲ **Consistency of communication is vital** if you are to keep your workforce focused and productive. If you have a particular wastage procedure that some staff adhere to whilst others always seem to do something different, the chances are that your initial message has fallen victim to the ever-changing nature of oral communication.

▲ Visual communication products allow you to get your message across in different areas of your premises in an identical manner. If you have a wastage target to reduce the number of offcuts that are disposed of improperly for example, why not erect display cases with appropriate signage? They could be placed near all relevant machinery to prompt the user to take action, and also by the recycling point to reaffirm the need to take the correct course of action.

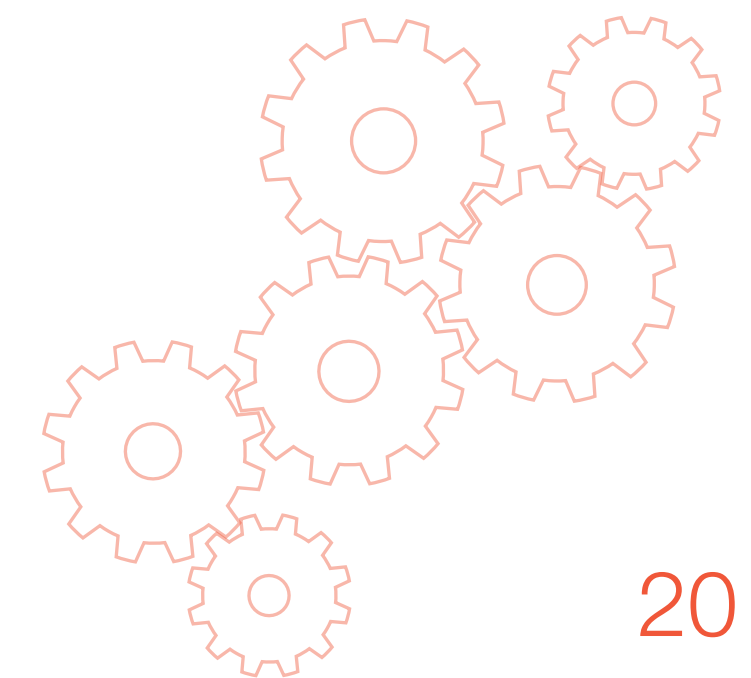
▲ By **being consistent** in your message you will quickly see that your targets are adhered to and that the behavior of your employees becomes far more uniform.





OFFER A SHARED EXPERIENCE

#9



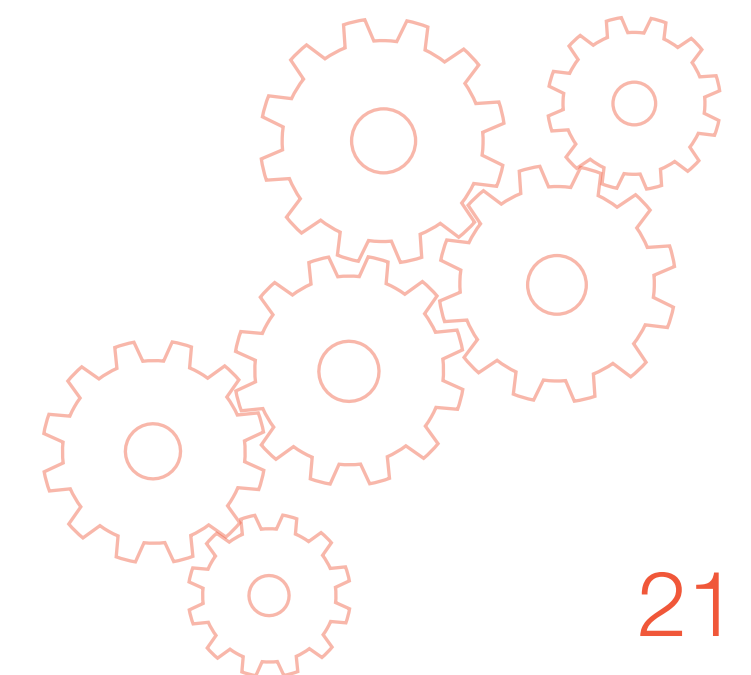


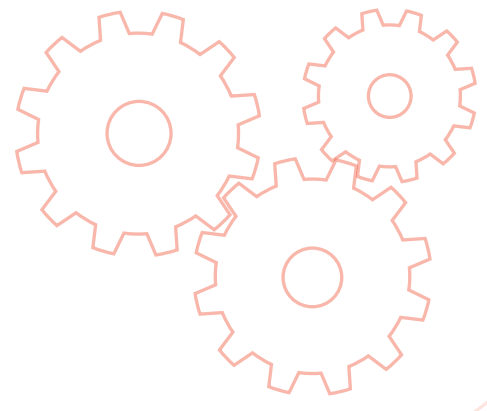
OFFER A SHARED EXPERIENCE

▲ **Visual communication products** have the added advantage that they **allow you to offer a shared experience to all members of staff**. A communal noticeboard is a classic example of conveying exactly the same information to a range of employees across the course of the working day without having to directly invest time at the point of communication.

▲ With everybody granted access to the same information and seeing it presented in an identical way, you'll be able to focus attention on the core messages that you need to convey that day. This can be any topic covered by the key areas of productivity, safety and waste reduction.

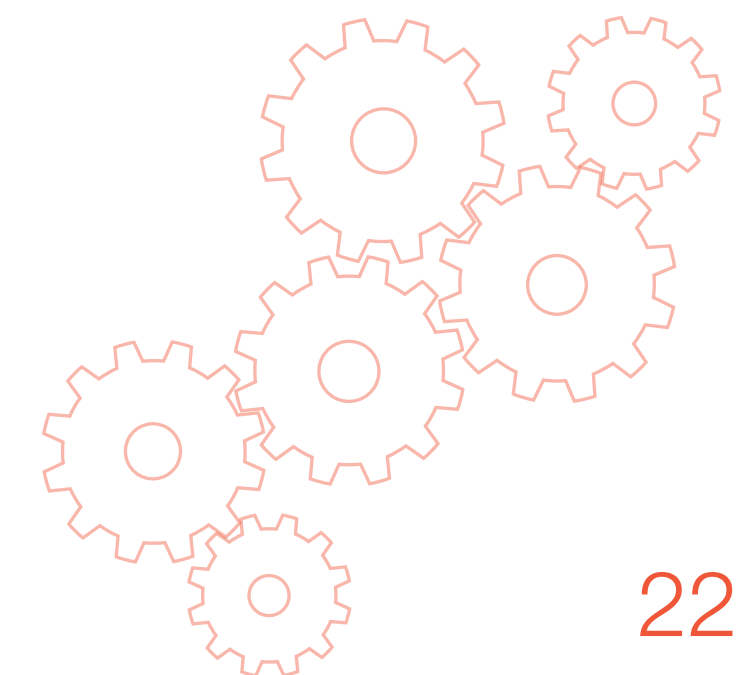
▲ The important thing is to choose your locations appropriately so that they are visible to all employees. Make the location public and well known, and if possible choose somewhere which the relevant readership has to pass everyday as they go about their work.





FOCUS ON SAFETY

#10



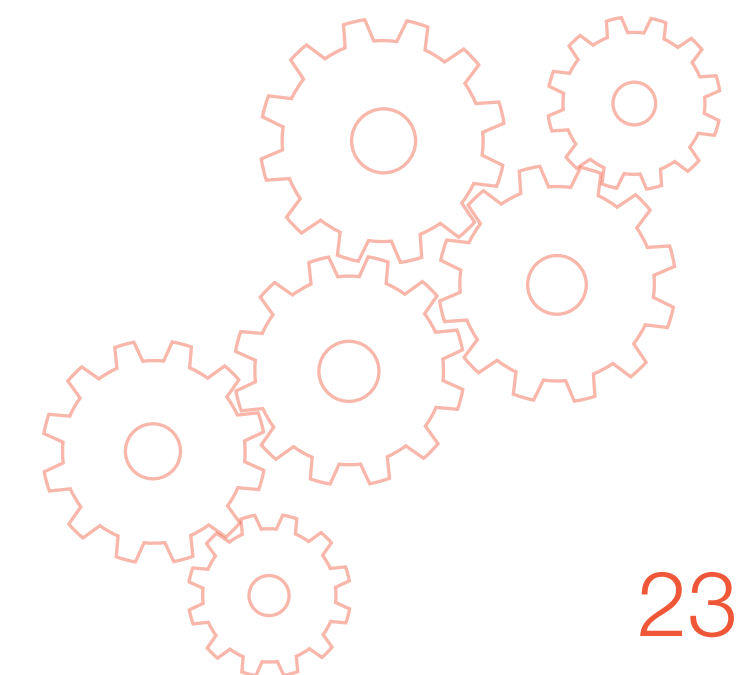


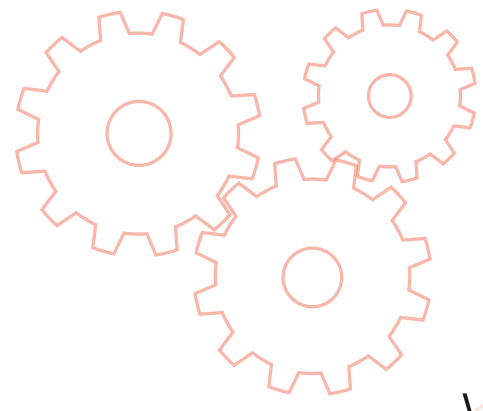
FOCUS ON SAFETY

▲ **Safety** is such a **crucial subject for every business and industry** that we simply have to finish on it. **Visual communication aids** are the leading way to focus the minds of your employees on the need to work in a safe and careful manner that follows regulations and company best practices.

▲ A large communal board in each working area is the perfect location for displaying several striking health and safety statistics. Classic examples are days since last accident, and graphs showing the number of reported near misses.

▲ By assigning a member of staff responsibility for updating the board on an ongoing basis you will be able to further entrench the need to focus on safety in the minds of your workforce.





We hope that our **10 Tips** have opened your eyes to the **power of Visual Communication Products.**

Whether you are looking to offer your customers some reliable and effective solutions, or you're a business owner working hard to **give your staff the tools they need**, we know that we have the solution for you.



IF YOU WANT TO GET TO KNOW OUR
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