**Background**

I run my own business as a Digital Business Consultant where I help global Fortune 500 companies in their Digital Strategies. Much of the problems I encounter are actually internal aspects. I.e poor communication, non-efficient organizational structure, key stakeholders unclear of their responsibilities, unclear process owners etc.

What I need is a before/after kind of illustration to visualize some of the current problems companies have today in Digital Strategy(before) and what value they will get when they hire me (i.e after)

The image will feature on my company page (under construction). For the chosen designer, there will an opportunity for additional illustration projects.

**Services**

The services that I offer are within 4 areas:

* Corporate Governance
* Public Speaking
* Consulting
* Training

Please see my LinkedIn to get a sense of the work I am doing:

https://se.linkedin.com/in/kimmynordqvist

**Requirements**

**Setting**: Executive Meeting Room

**Examples of participants:** Senior Executive/Marketing Director, Social Media Strategist/Manager, Legal Department, IT, Customer Service

**Style:** Hand-drawn/Digital style doesn’t matter. The importance is that you get a professional feeling. The participants shouldn’t be ridiculed for their problems, they are serious about their jobs but realize that they are not working as efficient as they could, i.e they are not a well-oiled machine yet. One should be able to understand what role each participant represents.

**Scene – Before:** During an executive status meeting it becomes clear that the needs of each stakeholder is not being met, i.e.

*Senior Executive/Marketing Director* – Is interested in increased revenue, understandable and actionable data, save money, be more efficient, customer satisfaction

*Social Media Strategist/Manager –* Needs support from executive level key stakeholders. Needs enough resources and budget to manage the Social Media team/strategy. Is often a person who is very good at communication aspects but lack knowledge and experience of how to work with other internal departments and adhere to more corporate processes and somewhat stiff approach to changes (big org’s are rarely very agile). Feels overwhelmed and frustrated, like rolling a huge stone up a hill.

*Legal Department –* Compliance with data privacy laws, contracts with suppliers and digital agencies are properly managed are the focus point for the Legal Department.

*IT –* IT wants control of over the all IT contracts and services, No rogue microsites, Ensure that all campaigns designed/developed by agencies are properly tested, Information Security Policies are followed, that all departments adhere to the company’s overall IT strategy.

*Customer Service –* With CS aspects also including Social Media the Customer Service Departments needs to be able to handle cases and incidents in a timely manner. Crisis Managements in Social Media needs to be properly defined. A happy customer is all that counts.

**Scene After –** This section will illustrate what the company will gain after I have been hired as a consultant (a best case scenario that is). Which means that the needs of the stakeholders have been met and from an overall company perspective they will:

* Increase their revenue
* Be more efficient, i.e time saving processes have been implemented
* Resources have been trained and have gained valuable knowledge about working with Social Media/Digital Projects.
* Save costs by implementing proper processes for managing suppliers, agencies and in-house projects.

**Must Have**

* A professional “tone of voice”
* The after-scene should somehow convey that I specifically have been involved. It could be the use of my logo as some kind of “certified stamp” or you see a hint of me in the picture. I however don’t want to be featured as an illustrated person within the image. Hints, yes, full body no. Feel free to be creative here ☺