

Linklaters



KATE RICHARDSON-MOORE AT LINKLATERS WANTED TO TELL THE STORY OF FEMALE LAWYERS WITHIN THE FIRM -

HIGHLIGHTING THE OBSTACLES AND CHOICES THEY MIGHT MEET THROUGHOUT THEIR CAREERS

CHARTS, GRAPHS AND POWERPOINTS WEREN'T GOING TO CUT IT.

SHE WANTED TO REALLY ENGAGE HER COLLEAGUES BY PRESENTING ONE WOMAN'S JOURNEY FROM NEW RECRUIT TO PARTNER, IN A BRAND NEW WAY.

THEN KATE HAD THE GREAT IDEA OF TELLING THE STORY IN A VISUAL WAY, BY DESIGNING A RICH PICTURE WITH SCRIBERIA.

"In our first meeting, we passed on a great deal of information to the Scriberia team."

"Their ability to listen and translate this major verbal download into something visual was just fantastic!"

A SCRIBERIA VISUALISER HELPED KATE TO ORGANISE ALL OF HER DATA...

CREATING SEVEN DISTINCT CHAPTERS IN THE LAWYER'S CAREER STORY.

THE FINAL IMAGE INCLUDES TALKING POINTS FOR WORKSHOP SESSIONS, SUCH AS MYTHS AT EACH STAGE OF THE CAREER PATH

MYTH It's all about maternity leave

MATERNITY DATA

"We're now running storyboard sessions where we take people through the visual story, stopping at various points to discuss key moments."

"It's been an effective tool for raising awareness and providing training."

"It was a really interesting process for me to work outside of my area of expertise."

"They were so accommodating to suggestions and new ideas, and able to interpret exactly what I was asking for."

"The way Scriberia took all of our information and presented it was outstanding."

"The Scriberia team approached the project with great patience and enthusiasm; it really felt like a team effort that we were all invested in."

BECAUSE A PICTURE MAKES IT EASIER TO SHARE A VISION, TO ENGAGE AN AUDIENCE, TO START A DIFFICULT CONVERSATION, TO BRING AN ABSTRACT IDEA TO LIFE...

"The final picture has turned out exactly as I'd envisaged when I thought I had a crazy idea and didn't know how I was going to make it happen. Scriberia really helped me make that vision a reality."