



**A QUICK LOOK
AT VISUAL
STORYTELLING
FOR BUSINESS**



HELLO
WORLD!



How are we remembering and communicating messages?



What is this visual storytelling thing?



Which best practices are easiest to use?



Most people
remember...

20% see 80% read

40% see 60% read

80% see 20% read



Most people
remember...

80% see 20% read

A hand with bright pink nail polish holds a white Polaroid-style card. The card has a white border and contains the text "60,000" on the top line and "FASTER" on the bottom line, both in a dark, hand-drawn font. The background is a soft-focus view of a blue sea and a pale sky.

60,000
FASTER

Managed Services Value Proposition

Core Services

Network Monitoring
Event Tracking
Fault Management
Configuration Mgmt
Performance Monitoring
Capacity Monitoring
Moves, Adds, Changes
Carrier Management
Infrastructure Provisioning
Customer SAT Mgmt
Web Based reporting

Added Value Services

Engineering
Project Management
Consulting

Specialized Services

Asset Transfer
Employee Transfer



\$ - Savings in Range of 15-20%

Stable Pricing Model for Contract Term

P – Network Availability, Repair & Response & User Services

Δ Migration / evolution offer built into overall managed services program.

Experience – Over 12 years experience managing over 100 blue chip Customer

Tools - \$20M in Mgmt tools (2Yrs)

People – 500 professionals with > 35% having multiple certifications

Processes, tools and documentation standards are TL9000 certified.

Evolving Offer

Security Services
Converged Desktop
Application Support
Server Support
Vertical Solutions
Utility Model Options

Strategic Value Plays

Traditional

Global

Consolidation

Transformation

Operational Savings, Guaranteed Performance, Evolution Partner





⚡ Off

HDR Auto



PHOTO SLO-MO VIDEO PHOTO SQUARE PANO





Facebook



Snapchat



Instagram



Twitter



Chrome



Gmail



Spotify

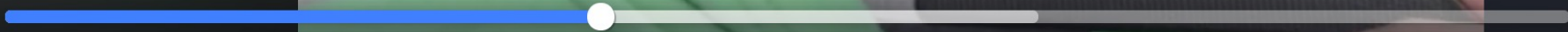


Messenger

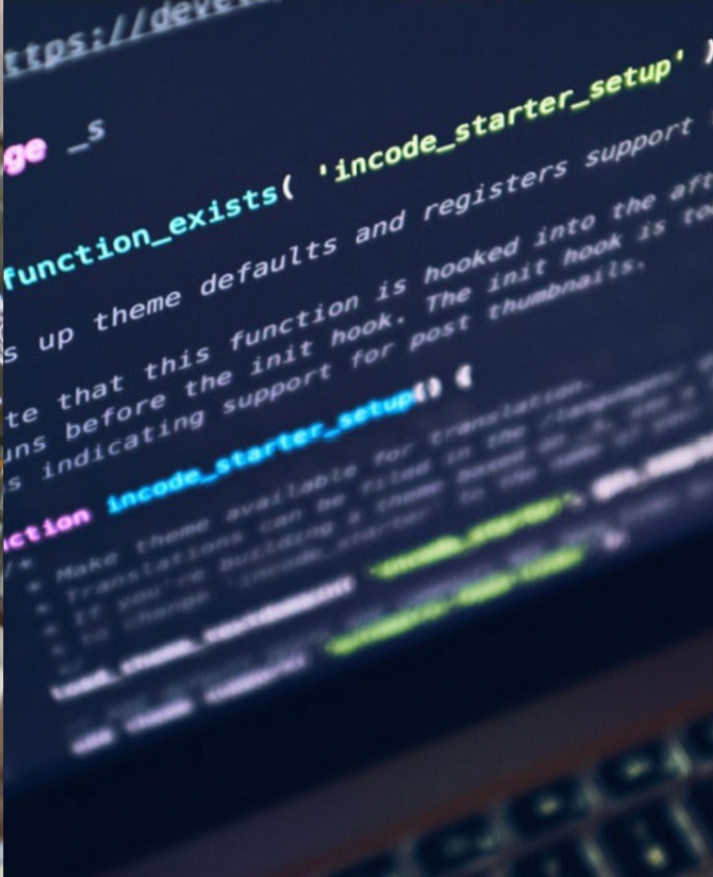
4G 40% 23.47



Search



-1:00





BUY-IN
SUPPORT
LEADS
SALES
RECOGNITION

VISUAL STORYTELLING







Visual Storytelling = using photos, graphics or video to share a message or tell a story.






MORE
LIKELY TO BE
REMEMBER?

PPT, MEETING
OR REPORT

Sales Leads Q1

Sales Leads Q1

BOARDWALK



With	\$50	\$200
With		\$600
With 3 Houses		400
With 4 Houses		\$1700
With HOTEL		\$2000

A large, bright blue thought bubble is centered on a dark, textured background. Inside the bubble, the text "WHO WORE IT BETTER?" is written in a clean, white, sans-serif font, arranged in two lines. The bubble has a soft, irregular shape with a small tail pointing downwards and to the left.

WHO WORE IT
BETTER?

Sales Leads Q1



A small silver toy car is placed on top of a document. The document has a blue header with the word 'BOARDWALK' in white. Below the header, there is a list of items and their prices. The items are: 'With 2 Houses \$200', 'With 3 Houses \$600', 'With 4 Houses \$1700', and 'With HOTEL \$2000'. The price '\$400' is partially obscured by the toy car.

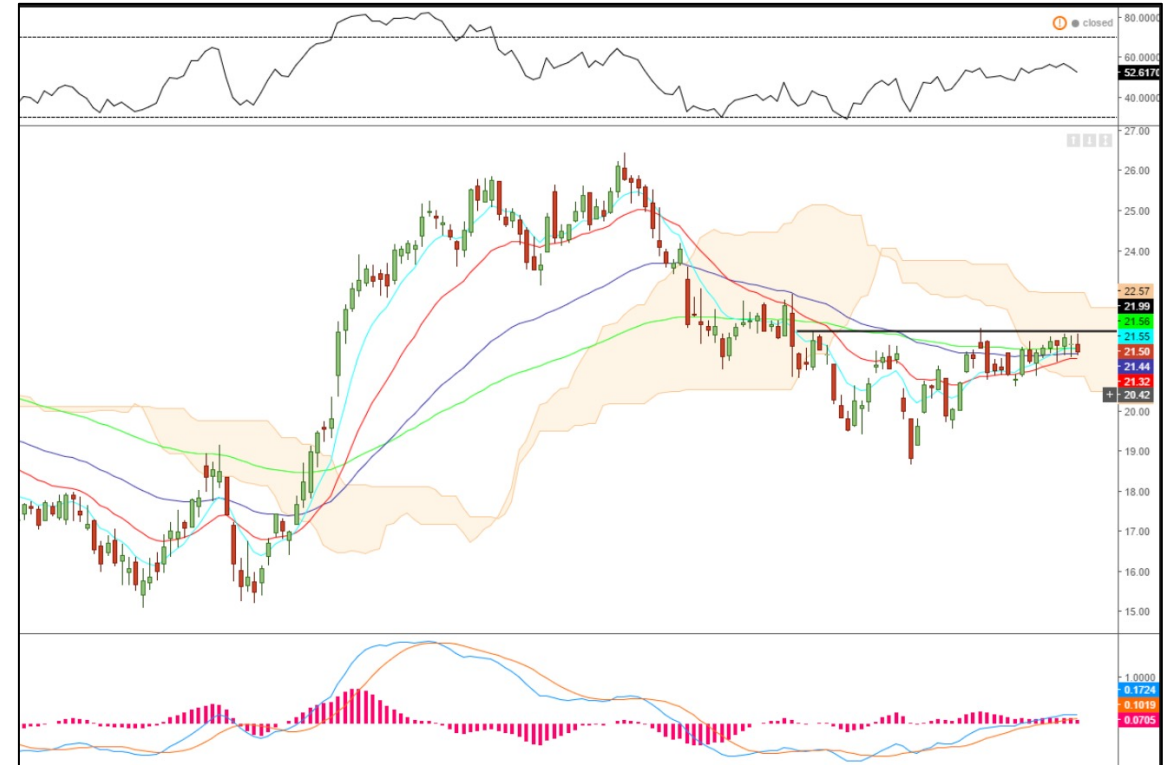
With 2 Houses	\$200
With 3 Houses	\$600
With 4 Houses	\$1700
With HOTEL	\$2000

Sales Leads Q1

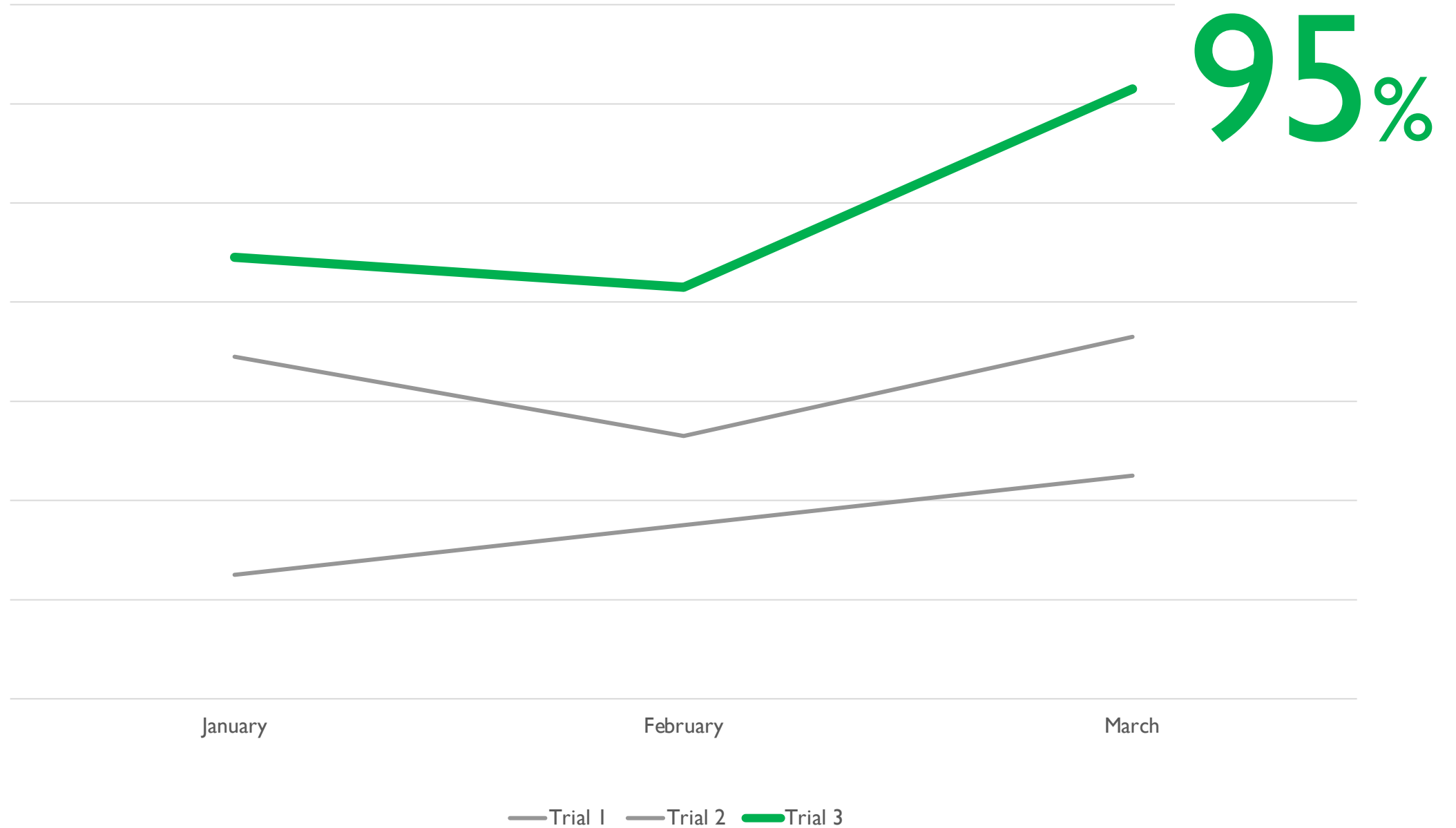
CHARTS,
TABLES,
GRAPHS

Market Growth

Product revenues:										
Oil sales	\$ 97	\$ 142	\$ 139	\$ 173	\$ 551	\$ 188	\$ 226	\$ 259	\$ 356	\$ 1,029
Natural gas sales	25	24	37	39	125	44	40	38	41	163
Natural gas liquid sales	5	10	12	19	46	21	23	29	42	115
Total product revenues	127	176	188	231	722	253	289	326	439	1,307
Net gain (loss) on derivatives	57	(154)	38	(148)	(207)	203	116	(106)	(210)	3
Commodity management	31	116	25	5	177	5	8	4	8	25
Other	1	-	-	-	1	-	-	-	1	1
Total revenues	216	138	251	88	693	461	413	224	238	1,336
Costs and expense:										
Depreciation, depletion and amortization	152	163	150	158	623	147	171	169	186	673
Lease and facility operating	42	41	40	40	163	48	53	58	59	218
Gathering, processing and transportation	16	20	19	21	76	21	21	25	27	94
Taxes other than income	11	16	14	19	60	19	23	26	34	102
Exploration	9	12	10	11	42	39	21	20	21	101
General and administrative	53	55	51	55	214	43	46	42	43	174
Commodity management	39	132	31	6	208	5	8	4	10	27
Net (gain) loss/sales of assets, divestment of transportation contracts or impairment of producing properties	(198)	(4)	227	(3)	22	(35)	(7)	(56)	(13)	(111)
Other net	2	2	10	2	16	4	8	3	-	15
Total costs and expenses	126	437	552	309	1,424	291	344	291	367	1,293
Operating income (loss)	90	(299)	(301)	(221)	(731)	170	69	(67)	(129)	43
Interest expense	(57)	(53)	(49)	(48)	(207)	(47)	(46)	(48)	(47)	(188)
Loss on extinguishment of debt	3	(3)	-	(1)	(1)	-	-	(17)	-	(17)
Investment income and other	(1)	2	-	1	2	2	-	2	(1)	3
Income (loss) from continuing operations before income taxes	\$ 35	\$ (353)	\$ (350)	\$ (269)	\$ (937)	\$ 125	\$ 23	\$ (130)	\$ (177)	\$ (159)
Provision (benefit) for income taxes	35	(130)	(132)	(98)	(325)	31	(53)	20	(146)	(148)
Income (loss) from continuing operations	\$ -	\$ (223)	\$ (218)	\$ (171)	\$ (612)	\$ 94	\$ 76	\$ (150)	\$ (31)	\$ (11)
Income (loss) from discontinued operations	(12)	25	(1)	(1)	11	(2)	-	4	(7)	(5)
Net income (loss)	\$ (12)	\$ (198)	\$ (219)	\$ (172)	\$ (601)	\$ 92	\$ 76	\$ (146)	\$ (38)	\$ (16)
Less: Dividends on preferred stock	5	6	4	3	18	4	4	3	4	15
Less: Loss on induced conversion of preferred stock	-	-	22	-	22	-	-	-	-	-
Net income (loss) available to WPX Energy, Inc. common stockholders	\$ (17)	\$ (204)	\$ (245)	\$ (175)	\$ (641)	\$ 88	\$ 72	\$ (149)	\$ (42)	\$ (31)
Amounts available to WPX Energy, Inc. common stockholders:										
Income (loss) from continuing operations	\$ (5)	\$ (229)	\$ (244)	\$ (174)	\$ (652)	\$ 90	\$ 72	\$ (153)	\$ (35)	\$ (26)
Income (loss) from discontinued operations	(12)	25	(1)	(1)	11	(2)	-	4	(7)	(5)
Net income (loss)	\$ (17)	\$ (204)	\$ (245)	\$ (175)	\$ (641)	\$ 88	\$ 72	\$ (149)	\$ (42)	\$ (31)



Market Growth





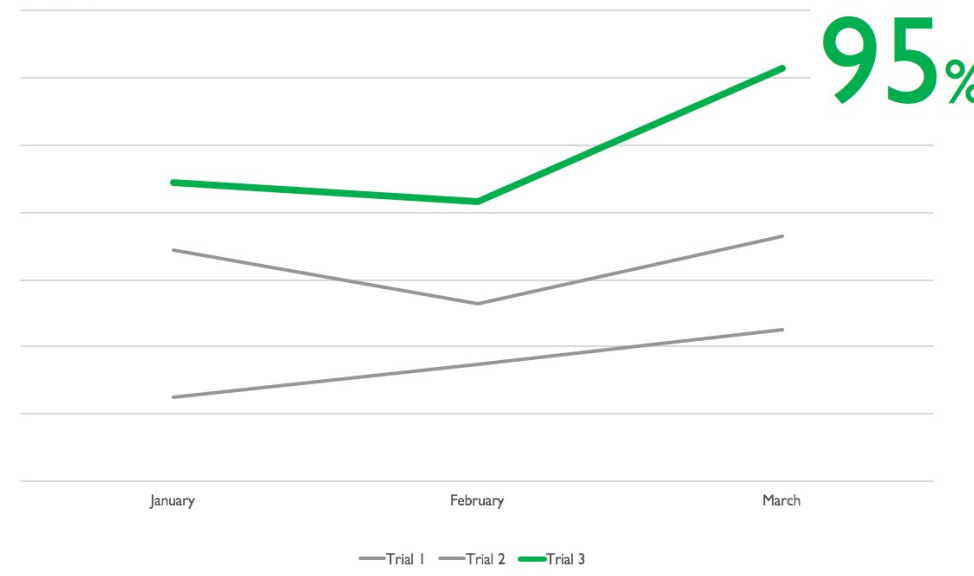
WHO WORE IT
BETTER?

Market Growth

	\$ '00	\$ '100	\$ '150	\$ '200	\$ '250	\$ '300	\$ '350	\$ '400	\$ '450	\$ '500	\$ '550
Product revenue											
Solutions	35	35	37	39	43	44	45	46	47	47	48
Managed services	0	0	0	0	0	0	0	0	0	0	0
Cloud managed services	127	176	188	193	193	193	193	193	193	193	193
Cloud managed services	30	104	120	124	124	124	124	124	124	124	124
Cloud managed services	97	72	68	69	69	69	69	69	69	69	69
Other	0	0	0	0	0	0	0	0	0	0	0
Total revenue	162	215	225	236	236	236	236	236	236	236	236
Cost of revenue											
Data center, facilities and amortization	102	103	103	103	103	103	103	103	103	103	103
Travel and facilities	43	43	43	43	43	43	43	43	43	43	43
Customer support and maintenance	145	145	145	145	145	145	145	145	145	145	145
Sales and marketing	11	11	11	11	11	11	11	11	11	11	11
Ramp-up	0	0	0	0	0	0	0	0	0	0	0
Cloud and infrastructure	33	33	33	33	33	33	33	33	33	33	33
Customer support	39	39	39	39	39	39	39	39	39	39	39
Total cost of revenue	267	264	264	264	264	264	264	264	264	264	264
Operating income											
Operating income	35	51	61	72	72	72	72	72	72	72	72
Operating margin	21%	24%	27%	30%	30%	30%	30%	30%	30%	30%	30%
Adjusted EBITDA											
Adjusted EBITDA	136	157	163	169	169	169	169	169	169	169	169
Adjusted EBITDA margin	84%	73%	72%	72%	72%	72%	72%	72%	72%	72%	72%



Market Growth



EMAILS,
RECAPS,
UPDATES

To

Bcc

Cc

Update from John

Fwd....

This is the longest email of all time. There is no way anyone has time to look through row after row and pull key information and recognition....

To

Bcc

Cc

Look what we did this week!



A large, bright blue thought bubble is centered on a dark, textured background. Inside the bubble, the text "WHO WORE IT BETTER?" is written in a clean, white, sans-serif font, arranged in two lines. The bubble has a soft, cloud-like shape with a small tail pointing downwards and to the left.

WHO WORE IT
BETTER?

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Cc

Update from John

Fwd....

This is the longest email of all time. There is no way anyone has time to look through row after row and pull key information and recognition....

To

Bcc

Cc

Look what we did this week!







**BEST
PRACTICES
FOR
VISUAL
STORYTELLING**

1. Start small



2. Avoid overpacking





3. Adobe Spark = goldmine

4. Three second test

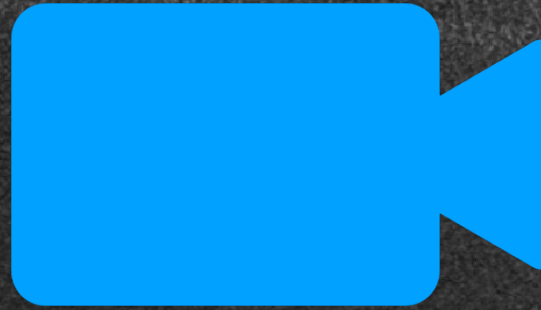


5. Watch for feedback

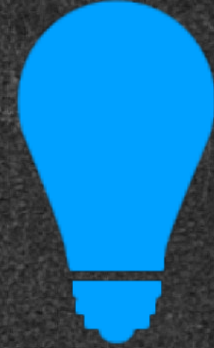




We remember 80%
of what we see
& processes
images 60,000
faster than text



Visual
storytelling
makes your
message
memorable



Best practices
can be used to
produce and
check your
message.



THANK

YOU!

JODITEAL.COM

