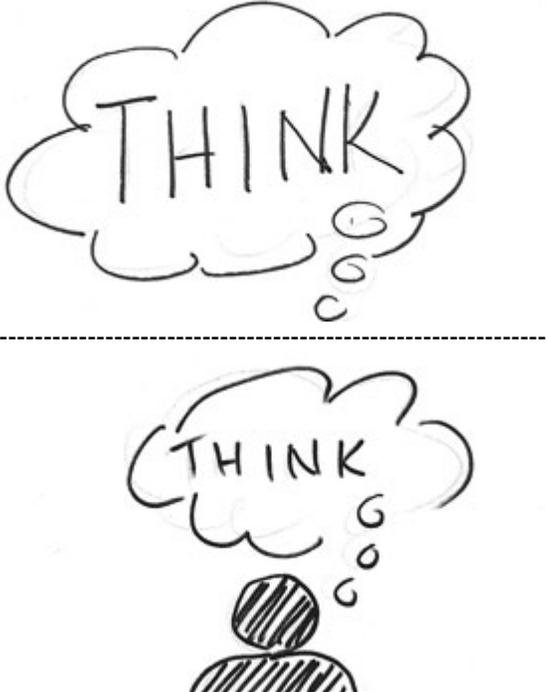


IB-Overview Movie Script – V.2

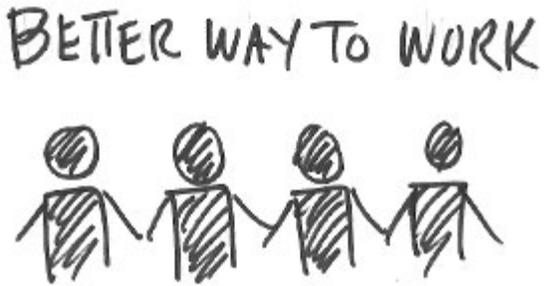
Graphic treatment similar to this http://www.youtube.com/watch?v=XkqLZAEL_TQ

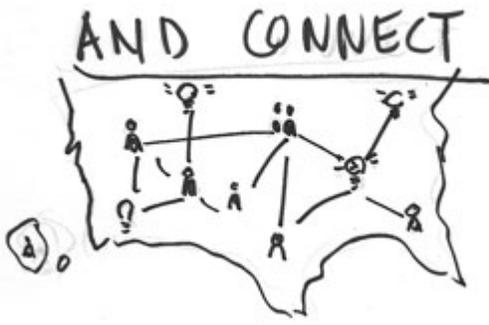
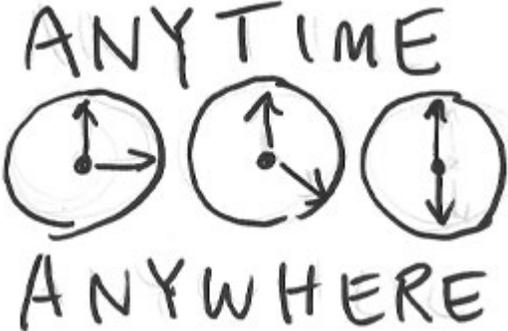
Look and feel: Movie starts off somewhat monochromatic except for the color of the individual which is KP orange. As movie progresses color palette increases to full thrive color palette by end of the movie.

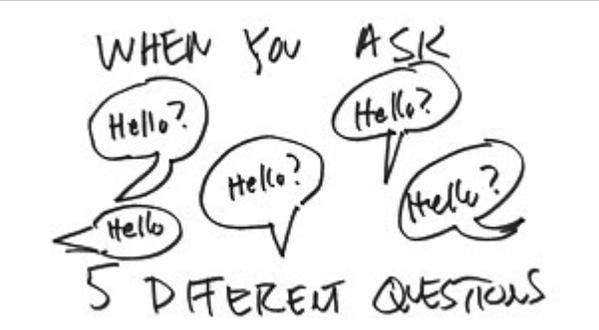
Music: Vince Guaraldi jazz style (He did music Charlie Brown cartoons. Reference “O’ tannenbaum.”) Beginning music for current state of work will transition into more upbeat jazz style at T1 K1-6.

TK	Script (words on screen)	Visual	Description
T1 K1-1	Think about your typical workday		Start with large thought bubble filling screen with the word THINK inside it. Quickly zoom out to see thought bubble over a figure's head. Bubble bursts
T1 K1-2	Meetings, emails, phone calls,		After bubble bursts, the words drop down on top of each other, then a large question mark drops on top of pile of words.

			<p>We will try to add some “personality” to the words as they fall to better represent their meaning.</p>
T1 K1-3	colleagues with questions...		<p>As words fade out question mark enlarges in center of screen as circles with “customers” pop in around it. Multiple question marks flash.</p>
T1 K1-4	Let's face it		<p>Close up of clock face.</p>
T1 K1-5	sometimes		<p>Zoom out. Large word with clock representing “O”</p>

	work		Previous Letters fade out as work letters fade in with Clock remaining as the "O" in WORK
	is a bit of a juggling act		Letters fade out as zoom out reveals person standing on clock juggling questions.
T1 K1-6	Well now there's a better way to work.		Person in previous scene is joined by 3 others
T1 K1-7	Think outside your in-box and connect with colleagues in the next cube, the next county and all across the Kaiser Permanente Network		Crossfade a person from previous scene shown within computer screen and a thought balloon with a lightbulb bursts above its head. Then cut to Map of US with people and ideas being connected to each other.

		 <p>AND CONNECT</p>	
T1 K1-8	Anytime, anywhere	 <p>ANYTIME ANYWHERE</p>	3 large clocks morph in showing different time zones.
T1 K1-9	There's no need to go it alone.	 <p>THERE'S NO NEED TO GO IT ALONE</p>	Cut to a single hand placing the words on screen
T1 K1-10	Collaborate and create	 <p>Collaborate and create</p>	More hands join in to form these words.

<p>T1 K1-11</p>	<p>Be an expert and share knowledge</p>		<p>Previous words slide out and “Be an expert” slides in. Person wearing mortarboard slides in from below. Hand raised. And an apple pops onto the tip of his raised finger with a glow. Apple is flicked screen right and</p>
<p>T1 K1-12</p>	<p>Learn from other experts</p>		<p>seeds from apple fall over words and people. They raise their hands and apples turn into light bulbs.</p>
<p>T1 K1-13</p>	<p>Isn't it nice to know that when you ask 5 different questions</p>		<p>Words with 5 speech balloons popping onto screen in sequence. Hello written with different fonts in each balloon.</p>

<p>T1 K1-14</p>	<p>your answers are all in one place?</p>	<p>ALL IN 1 PLACE</p> 	<p>One single balloon formed from previous 5</p>
<p>T1 K1-15</p>	<p>Harness the power of blogs, documents and discussions</p>	<p>HARNESS</p>  <p>THE POWER</p> <hr/>  <p>BLOGS DISCUSSIONS DOCUMENTS</p> 	<p>Number 1 turns into lightning bolt and shoots across screen right. Hand catches it, then words and symbols appear above it.</p>
<p>T1 K1-16</p>	<p>to share successful practices,</p>		<p>Large word SHARE inside a banner that 2 people stretch apart to form next banner with successful practices.</p>

SUCCESSFUL PRACTICES



T1 K1-17

get immediate feedback

GET IMMEDIATE FEEDBACK



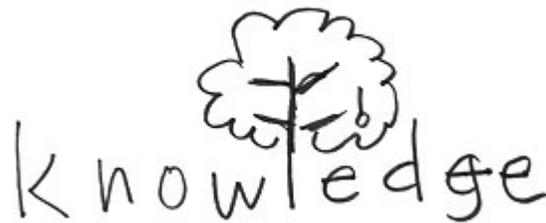
FEEDBACK is dominant word. Speech balloons pop in at beginning and end of feedback as if answering each other

T1 K1-18

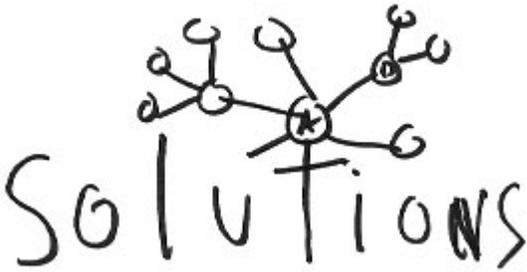
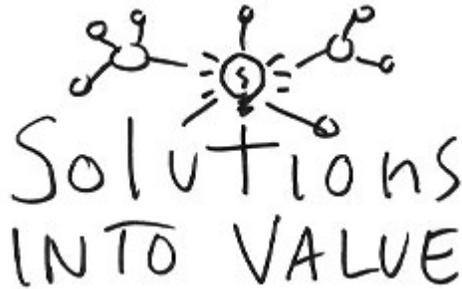
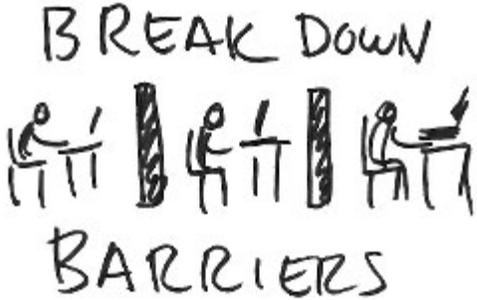
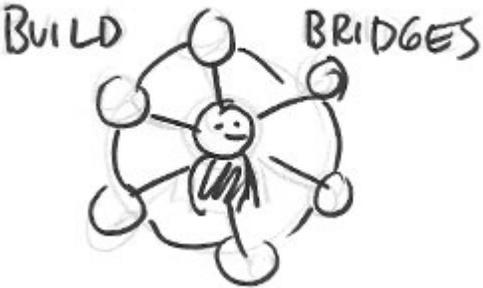
and turn information into knowledge

information

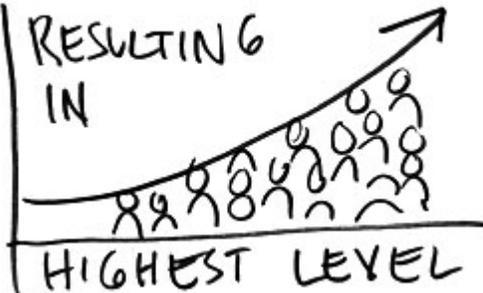
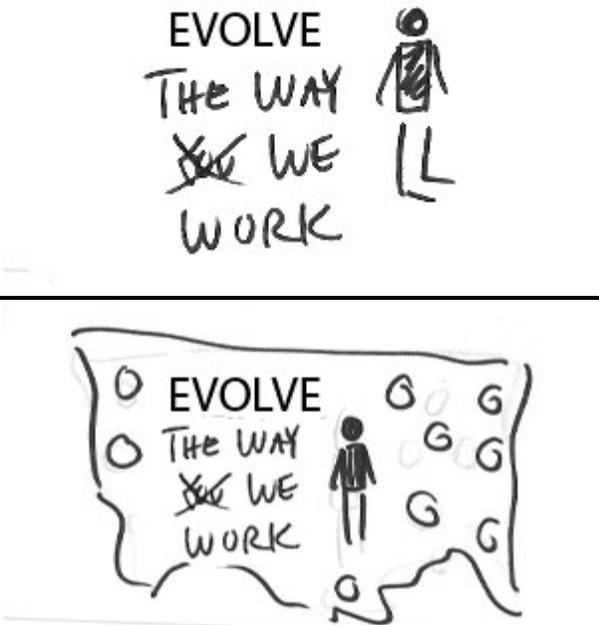
knowledge

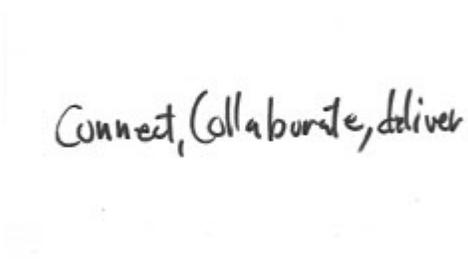


Information slides in and Tree grows from the I which becomes the "L" in knowledge

T1 K1-19	knowledge into solutions		Tree in solutions animates into flowchart/mindmap in the word "Solutions"
T1 K1-20	solutions into value.		Center of mindmap becomes a light bulb with dollar sign as words into "Value" slide in
T1 K1-21	Break down barriers and build bridges between		Cut to Break down barriers with people sitting in desks between the words. Words slide away.
T1 K1-22	people with similar interests and expertise		"Hub and spoke" wheel showing a silhouette of person and different icons extending from it. Words fall in stack as images are highlighted individually.

<p>T1 K1-23</p>	<p>And before you know it, colleagues become networks. Networks become teams.</p>		<p>Same person from before with words Colleagues crossed out, the Networks crossed out, the Teams remaining.</p>
<p>T1 K1-24</p>	<p>Work becomes easier</p>	<p>COLLABORATION</p> <hr/>  <hr/> 	<p>Large word bold "COLLABORATION" becomes "easier" (Easier is animated in a more fluid style.)</p>

T1 K1-25	Resulting in the highest level of service		As words animate in infographic of people as an escalating bar graph animates in
T1 K1-26	To each other and our members		Cont. from previous.
T1 K1-27	Evolve the way you/we work.		Words animate in with single individual, the cross out "you" and add "we" as full map and people connections animate behind them.

T1 K1-30	Connect, collaborate, deliver		Straight forward word animation center screen.
T1 K1-31	Welcome to IdeaBook		Cross fade to text. Add a Lightbulb watermarked in the background