



Communication 3.0 - Version B2B



Priya Singh
Larsen & Toubro, India

- Future Now - L&T's Sustainability Report 2013 declared Best Corporate Report by the World CSR Congress
- 'Corporate Citizen of the Year - 2013' at The Economic Times Awards
- Top Infrastructure Company in Construction-Infra development at the Dun & Bradstreet Infra Awards 2013
- Ranked 4th in Global Green Rankings by Newsweek in a 2013 survey





The Basics Apply

Be Authentic



Earn TRUST

Be Good

- Corporate Governance
- Products / Services
- HR Practices

Examples of Good. And good to communicate.

- L&Teering - Employees making a difference



Examples of Good. And good to communicate.

- Skill Training - Giving a hand up not a hand out



Examples of Good. And good to communicate.

- Hitting the right notes in employee engagement



Unique perspectives

- An apolitical company in a deeply political country
- A secular company in a diverse & very religion driven society

Staying out of social in a deeply social environment

- Communication? Or Marketing? Or Sales?
- Who owns Social?
- In-house or outsource?
- Conversations? Content? Thought leadership?

The challenge

tl;dr

Being present in the moment is instinct. Capturing attention is a skill. Engagement is an art.

The challenge



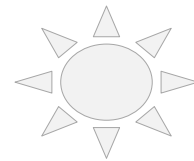
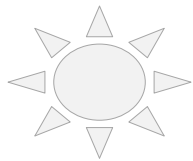
Noise



Today there are more great communication tools than there are great communicators. Consumers create your brand story. The answer? Analytics. Interpretation.

The challenge

24/7



The media is an ever hungry beast. But companies need not be its fodder. What you need? Strategy, Agility & Processes.

The challenge



Be Authentic. Keep the water clean.

Thank You