

INTERNAL COMMUNICATORS ROLE - GOING FORWARD

Aligner

Aligns communication strategy to tie back to objectives and business goals ...Not just 'look n feel' oriented

Media Story Teller

Generates content around the organizational imperatives and uses a mix of media to showcase them

The Big Picture Painter

Tells the story of the business and seamlessly Influences people to write it

The Innovator

Uses next gen channels & means to communicate. Keeps scouting for new ideas, stories and channels to communicate

The Community Organizer

Builds and educates the organization on benefits of segment wise communication, facilitates platforms for higher engagement

The Social Media Coach

Helps and guides leaders to communicate and be comfortable with social media and new age technologies

The Advocacy Scout

Finds people internally & externally who have something to say about the organization. Tap into those stories and find platforms to showcase them

7 ROLES OF A
COMMUNICATOR

The background of the slide is a close-up of red velvet curtains with a gold fringe at the top. The curtains are draped in vertical folds, creating a textured appearance. The gold fringe is visible at the top edge, adding a decorative touch.

INTERNAL BRANDING

USE OF THEATRE FOR ORGANIZATIONAL
STORY TELLING

Our Philosophy For Transformation & Change...

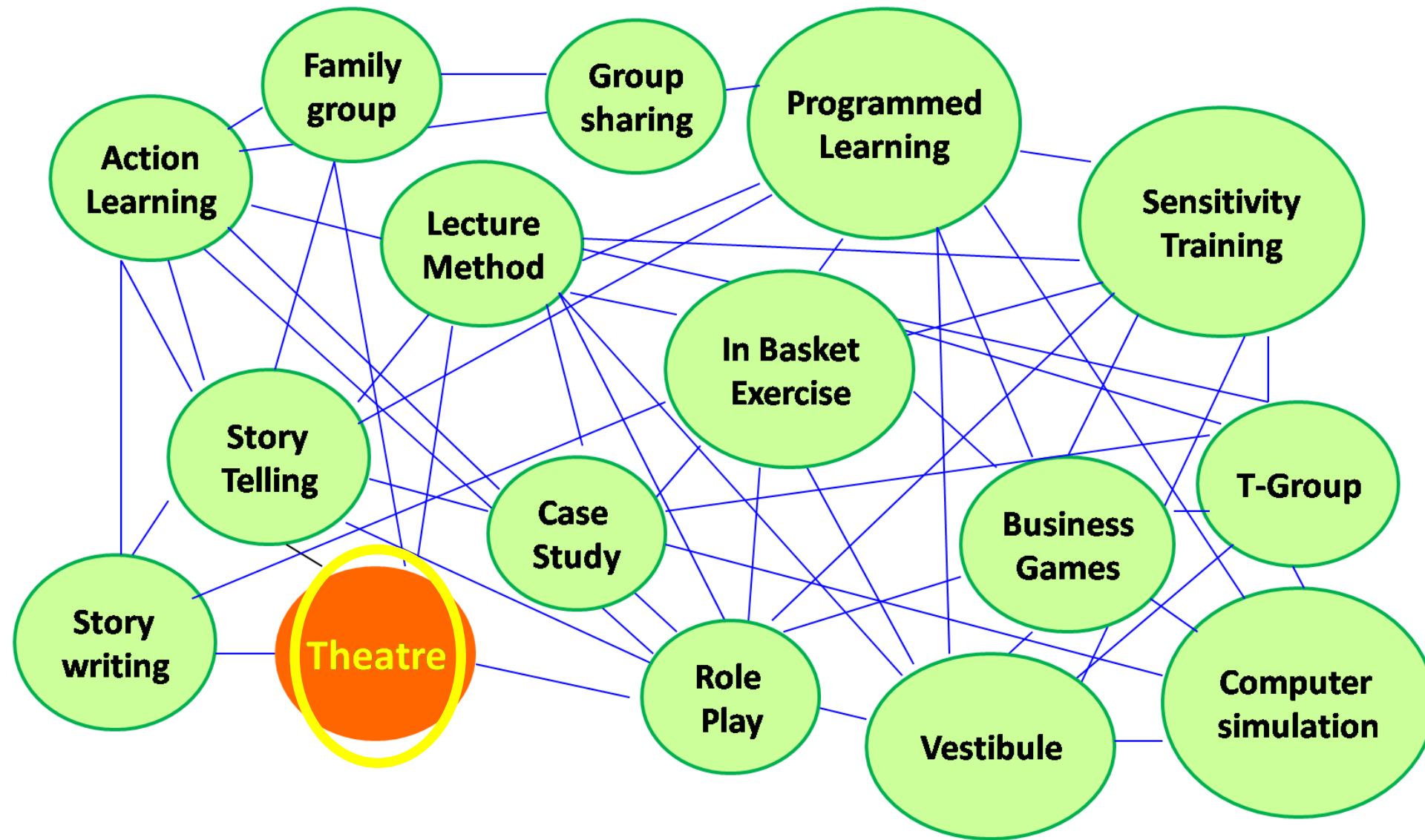
- Real transformation / change cannot happen unless there is shift in people's "Thinking, Feeling and Action" worlds
- Mindset change is the key!
- This change can be brought about by effective learning's!

Principles of adult learning

- Adult learning happens through Experiential Learning
- Adults are autonomous and self directed
- Adults have accumulated a foundation of life experiences
- Adults are relevancy-oriented
- Adults are practical
- Adults need to be shown respect



Execution mechanisms - Available vehicles for leading a transformation / change



Why Theatre

Experiential

Actors on stage are able to verbalize and act out the thoughts, assumptions and beliefs of the characters they represent

A powerful subconscious association is established as they influence mindsets and beliefs

Interdependent

Theatre is about story telling, and when a typical business scenario is performed that communicates the big picture, the interdependencies of different elements become clearer



Why Theatre

Emotive

Employees, during a transformation phase go through a series of Feelings and Emotions.

Theatre is all about inclusiveness and Emotional connect .

Employees identify with characters and get better prepared to handle transformation issues more effectively.

Leveler

Non hierarchical

Socially acceptable

Closer to reality

Entertaining

Extends to family members

Handles diversity

Why Theatre

Role Taking to Role Making

Different actors interpret the same script differently. Similarly an incumbent to an organizational role can interpret his JD very differently from his predecessor – Dependency v/s Achievement

Teaming

Theatre calls for both complementary (Between Actors) and supplementary (Actors and Crew) partnerships. Both call for trust and understanding. Organization's are no different

Task, Relationship & Systemic Responsibilities

Theatre call for Actors taking psychological ownership of their work, build relationships, and have a commitment towards the production. Organization's are no different

History of Theatre in Southeast Asia

Indian Theatre

Folk theatre, classical theatre and dramatics in India can be traced to the Vedic period in the 2nd millennium BC.

Ancient Indian history has references to 'Sravanam' viz. listening to stories and theatre.

Ramayana and Mahabharata, the Vedas and Upanishads passed on from generation to generation through verbal, story telling and theatrical modes.

Folk theatre - mix of dance, ritualism, depiction of events from daily life.

Drama in Sanskrit is therefore known by the term 'roopaka' which means portrayal



History of Theatre in Southeast Asia

Chinese Theatre

References to theatrical entertainment - music, clowning and acrobatic displays in China as early as 1500 BC (Shang Dynasty)

T'ang Dynasty 'The Age of 1000 Entertainments'

- formation of an acting school 'The Children of the Pear Garden'

Han Dynasty saw shadow puppetry emerge.

Used to perform plays of adventure and fantasy.

Later also used for government propaganda

Popular plays involving acrobatics and music became more sophisticated and diversified in the Yuan Dynasty

the best known of which is **Beijing Opera**, which is still popular today.



Examples of measured Results – Theme Mission Vision Values

Outcome / Goal	Measure	Result
Create an internal buzz about the values and Cultural Pillars	CEI Score	Scores up by 10% (base line of 3.59 to 4 on a scale of 1 to5)
Employee involvement in skits to demonstrate the Values and Cultural Pillars – At least 25 teams of 8 members each	Numbers	Total 39 teams participated with 8 members each
Participation of employees and their families as audience – At least 3500 individuals to be touched	Numbers	Total of 6000 individuals touched
Overall Theme effectiveness and relevance	Intranet Poll results	Over 80%
Overall effectiveness of the communications modes used	CEI Scores	Scores up by 10%
Increase in awareness levels of Values and Cultural Pillars amongst employees and families	Intranet Poll results	Increase of 25% from baseline
Number of CFTs formed – At least 15	Numbers	25 cross functional teams formed
Participation by the Apex / Leadership team	Numbers	100% participation
Improvement in Employee understanding of TCL Values and Cultural Pillars	Percentage	Up by 25%
Employee involvement in organizational initiatives	Volunteering hours	19531 person hours. Seen as a benchmark within the group of about 96 companies
CSR / Community relations – Satisfaction index	Social audit scores	Up by 32% (2.54 in 2005 to 3.36 in 2006)

More Examples of Theatre at Tata Chemicals

Theatre used to address themes like:

TCoC – Code of Conduct

Business Excellence

MVV

Safety

Innovation

Globalization,

KM

Rainwater Harvesting

Bio Diversity

CSR

Adult Literacy



The Visible Outcomes – On the Community Front

Skits based on themes like Women empowerment through cooperatives, in the surrounding villages, communal amity and adult literacy were a major value add to the community development teams



Skits related to the conservation of the “Whale Shark” (Biodiversity project that TCL took up along with WTI), were very impactful and actually curbed the killing of the gentle fish.



The Outcome

Tuesday, October 5, 2004 5

Fishermen release netted whale shark back in the ocean

Times News Network

Dwarka: At a time when a massive campaign has been launched to save the whale shark, the world's largest fish that comes to the Gujarat coast to breed and faces hostile fisherfolk, fishermen here have set a unique example to send the message loud and clear. A 40-foot whale shark that was found entangled in fishing nets recently off the Dwarka coast was released by the fishermen by cutting the nets.

"Fishermen aboard the boat Kamleswar Sagar, which had set a 'gill net' at night last Wednesday to catch fish, found a whale shark entangled in it on Thursday morning. While whale sharks caught by fishermen are killed regularly, the captain of the ship ordered the crew to cut the net and release the fish. He later said that he had seen a life-sized model of the whale shark and street plays on the issue of its conservation made him take the decision,"

A 40-foot whale shark found off Dwarka coast was freed by the fishermen by cutting the nets

said Dhires Joshi, manager, whale sharks campaign, of the Wildlife Trust of India that has taken up the cause of conservation and creating awareness.

"I am very happy that my crew has acted responsibly by releasing the fish, even if it meant a loss of Rs 74,000. I am happy that I have been able to save one fish, which is the pride of Gujarat. My family has been in the fishing business since 40 years. Today I feel proud that I have contributed to the marine environment after appeals by the Wildlife Trust of India," said Karsan Chamadia of KR Foods, who owns the boat.

"The campaign is our first milestone in the work of feeling of pride in the world's largest fish found near the coast of Gujarat. This incident helps to bust a few myths about the whale shark and further validates the information disseminated through the campaign about the gentle nature of the world's largest fish," said Joshi.

More hands join efforts to save whale shark

Nayan Dave | TNN

Porbander: The whale shark conservation project promoted jointly by Wildlife Trust of India (WTI), state forest department and Tata Chemicals Limited will see some new enthusiasts joining in. The National Institute of Oceanography, Indian Space Research Organisation (ISRO) and many foreign scientists too have expressed interest in promoting whale shark tourism along Gujarat's coast.

Chief conservator of forest Pradeep Khanna told TOI that the business of global whale shark tourism is worth about \$1.4 billion. He said it had the potential to give fishermen an alternative to earn their livelihood. He added that it was a part of their plan to involve fishermen in a big way towards conservation of whale sharks which are visible near the state's coast from October to March.

The project aims at studying whale shark's genetics, habitat, migration pattern, population and feasibility of whale shark tourism, says WTI executive director, Vivek Menon. "As whale sharks come to Gujarat coast for breeding, we would like to project Porbander not only as birthplace of Mahatma Gandhi but also that of the 'gentle giant'.

The state government would like to create facilities of eco-tourism in such a way that fishermen can take high-end tourists mid-sea to watch whale sharks and at the same time, carry on with their routine fishing activities," said SK Nanda, a senior state government official.

Training of marine photography and hospitality training to fishermen community and other supportive infrastructure related to tourism would create ample job opportunities on the coast of Saurashtra, he added.

Tata Chemicals Limited, which will invest Rs 2 crore into the project, is also planning to construct an interpretation centre for whale shark either in Porbander or Dwarka to support tourism activities, says Alka Talwar, head community development, TCI.

Rachel Graham, a marine scientist, says that satellite tracking of whale sharks is necessary to know their movement.



WHALE SHARK DAY CELEBRATIONS IN PORBANDER: Chowpatti Cricket Ground in Porbander on Thursday witnessed a huge crowd for the annual 'Whale Shark Day' celebration. The atmosphere was electric as around 1,000 schoolchildren, fishermen, Indian and foreign marine experts took a pledge to save the whale shark. The celebration began with a procession from Kirti Mandir, the house in which Mahatma Gandhi was born. The world's largest fish, locally known as 'Bamra', were slaughtered in large numbers on Gujarat coast until the species was listed under Schedule I of Indian Wildlife (Protection) Act, 1972 on May 28, 2001. The effect of the campaign launched four years ago brought a turnaround as not a single incident of the animal's poaching has been reported since and fishermen voluntarily released around 80 of those which had got trapped in their nets.

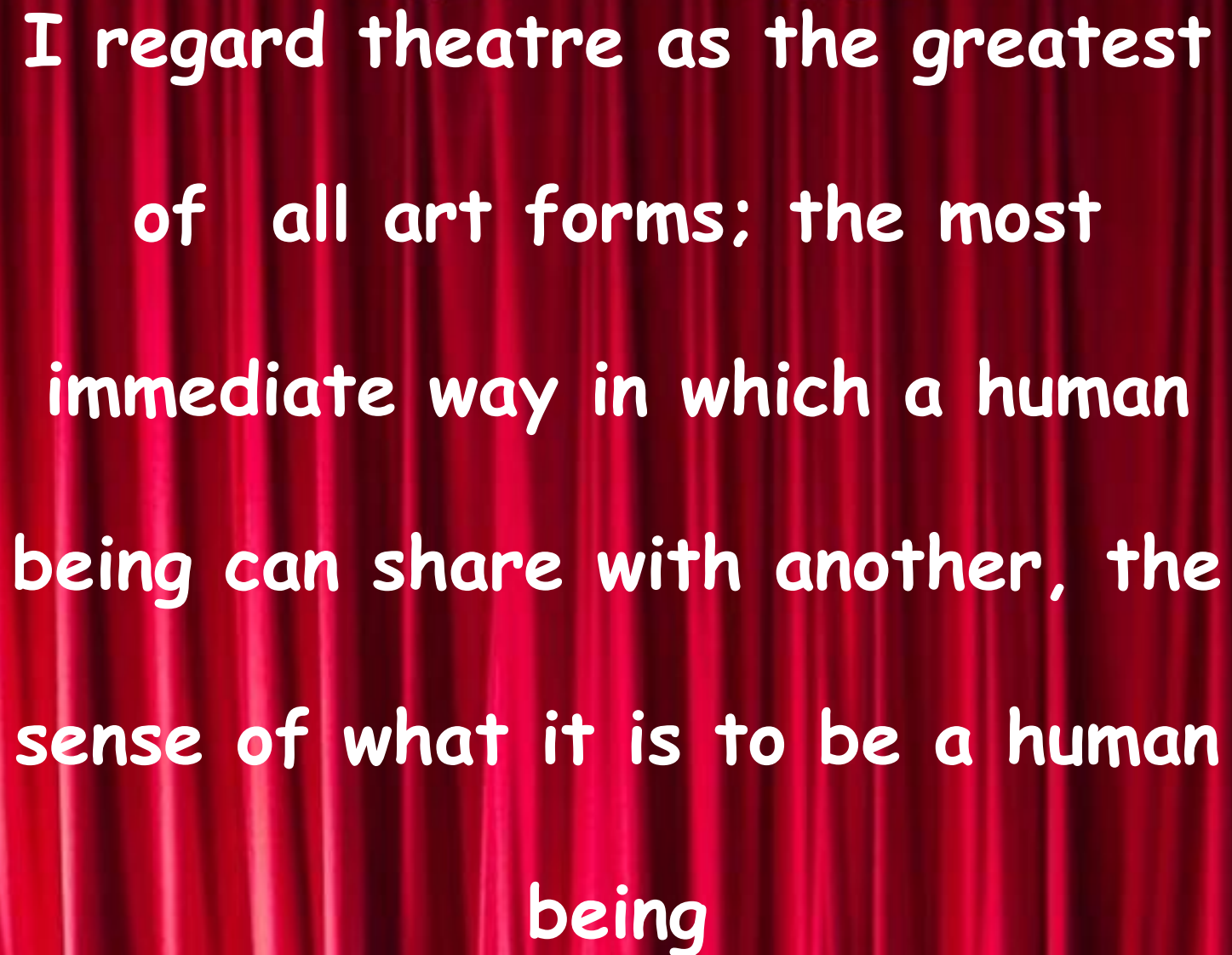
The Visible Outcomes – On the Employee Front

An easy camaraderie developed amongst the participants that facilitated informal channels of communication.

“We are meeting more often in the shop floor with less reservations about levels and hierarchies operating within the organization. We have also learnt to be more open without the fear of reprisals” – TCL Employee

“I don’t know how much of Theatre I have learnt but I definitely have 15 friends now whom I can count upon” –
TCL employee



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I regard theatre as the greatest
of all art forms; the most
immediate way in which a human
being can share with another, the
sense of what it is to be a human
being