

Presenting
R K SWAMY's
'CEO Internal Communication' Service



Regular internal communication from the CEO's desk can be an ongoing process, no matter how busy the CEO is.

Making CEO-to-employee communication happen

CEOs need it. CEOs want it. Effective CEOs know the value of this.

Unfortunately, most CEOs can neither find time to communicate regularly nor can they afford to delegate it. The urgent invariably takes precedence over the important.

Now there is an explosion of technology and media options that can make CEO communication regular and effective. Just think of zero-cost options like Facebook and Twitter. How about your own personal blog, regularly updated? Or emails sent regularly to your employees with information you want to share?

R K SWAMY's specialized HR Communications team can make all this happen for you. We will work closely and confidentially with you. We will set up a simple and effective process. We will make sure that your internal messages are regularly delivered using social media and other forms of communication channels.



Effective CEOs

It is a truism that leaders who communicate regularly are more effective and achieve better internal alignment. CEOs who are visible and communicate well accomplish the following:

- Become accessible to employees
- Align employees to organization's goals
- Enhance bonding, pride, loyalty, involvement and commitment
- Attract and retain good talent
- Bring substantive changes in organization culture
- Make the organization more competitive



CEO internal communication - process

Discovery and set up

Our senior people will spend quality time with the CEO and the company, to understand the organization, its mission and objectives. The role of communication, and the strategic direction will be determined through an interactive process. Role of different media like Facebook, Twitter and direct media will be ascertained and agreed upon.

Planning

A master-plan for the CEO's internal communication programme, comprising both traditional and social media, will be drawn up.

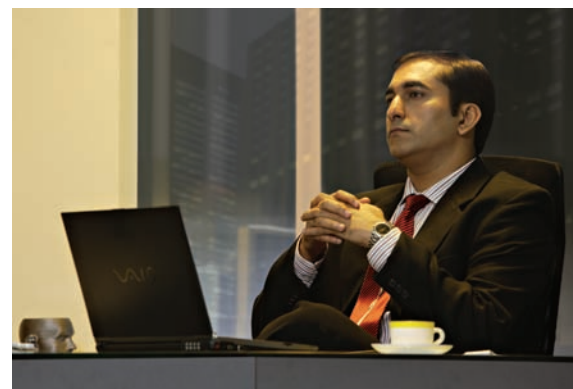
The plan will include conceptualization, design and development of the required templates for communication across media. This will be personalized as per the CEO's requirements.

- **The basic service will include the following:**
 - Emails
 - Facebook
 - Twitter
 - Intra & internet blogs
- **Add-on services, if required, will comprise the following:**
 - Monthly newsletter from CEO's desk
 - Videos with messages
 - Posters

Operations

A direct line of communication with the CEO will be set up. The key to the engagement will be receiving regular inputs from the CEO. This can be in person, via email, phone, video chats, etc. The CEO can communicate to the HR Direction team from anywhere in the world, irrespective of time zones.

The information received will be written up and laid out suitably. Regular follow up will take place to make sure things are done on time, and as committed. All content will be published or uploaded after the CEO's approval, no matter where he/she may be.



About us:

R K SWAMY HANSA is an Integrated Marketing Communications and Services provider with a world class talent pool across multiple disciplines. We serve the needs of a wide array of companies in India and the USA.

Our business offerings include Creative Development, Media Planning and Buying, Interactive, Market Research, Advanced Analytics, Branding & Design, HR Communication, Social & Rural Communication, Healthcare Communication, Market Activation, Global Language Translations and more.

With over 1,100 full-time employees, the group operates from 20 offices in India and USA, addressing a variety of marketers' needs.

Over the years, HR Direction has successfully executed hundreds of projects for dozens of organizations.

 **R K SWAMY BBDO**

HR Direction

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