



Air Liquied Internal Communication PPT By Tempest Advertising

FINDINGS

Findings of Employee Interaction with Tempest

BACKGROUND

ALEI has appointed “Tempest Advertising Pvt Ltd.” for developing an in-house campaign to create a professional, quality focused environment amongst its employees in India.

In order to understand the current situation, Tempest met 25 ALEI employees across functions and levels.

The following are the key findings.

FINDING 1

Who is AL?

An MNC ?

Most employees were unaware of the history, businesses, current activities and culture of AL the parent company.

FINDING 2



About ALEI

Why in India?

Where are we now and where are we going?

FINDING 3

About Working Environment in ALEI

- Unfriendly/Non – supporting.
- Seniors not seen as mentors.
- Will allow mistakes to happen rather than intervene at the right time.

About Working Environment in ALEI

- No rewards, only reprimands.

About Working Environment in ALEI

- Scary (Am I next on the firing list?)
- Lack of transparency

About Working Environment in ALEI

- Division – Engineers v/s Non - Engineers.
- New recruits are getting a better deal.

About Working Environment in ALEI

- Induction process needs improvement.

About Working Environment in ALEI

- Insufficient training (HO staff).

FINDING 4

About Working Environment in ALEI

- Same mistakes being repeated again and again, wastage of material and time due to lack of coordination and involvement of staff.

FINDING 5

About Changed Environment in ALEI

Steps being taken to professionalize:

- Fair performance appraisal (Better increments).
- Reach Out program (But nobody asks tough questions).
- Technology Up-gradation.

FINDING 6

Everybody is waiting for something to be done about the current situation. Anything at all.

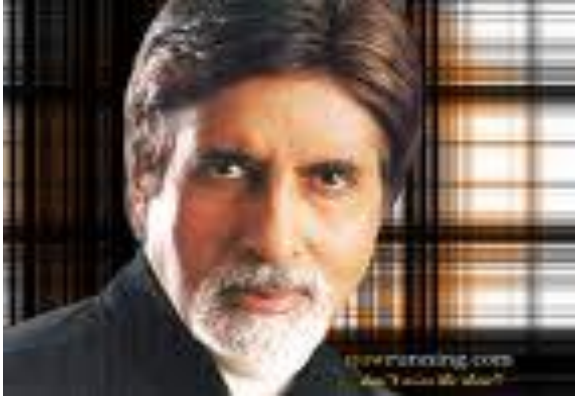


How would you describe ALEI ?

SOME RESPONSE



Sonia Gandhi:
Foreigner, trying to grapple with Indian psyche.



Amitabh Bachchan:
Big, Survivor, Successful, Multifaceted.



Rajnikant:
Successful but not beautiful.



Jawaharlal Nehru

Elite, intelligent but unable to connect with the masses.

OUR ASSESMENT

Lack of identification with the company

- Lack of knowledge.
- Insufficient communication from top down at the operational level.
- ✓ About the current happenings.
- ✓ About the future – Co. & Career.

Lack of involvement with the job

- Minimal opportunity to share work and experiences.
- ✓ Why should I tell if I am not asked.
- ✓ If you ask me I can make a lot of difference.
- ✓ Please involve me. I can really make a difference.

Uncertainty- Fear – Don't Care

- I have really tried but am not acknowledged.
- Ask me not what I can do for the company, ask me what the company will do for me.

OUR FIRST THOUGHT

Spread the Knowledge:

- World map showing AL operations across the world at the reception
- Photos/Films of projects undertaken:
 - ✓ Worldwide
 - ✓ In India

The World of Air Liquide



The Five Engineering Centres of Air Liquide



Air Liquide in India



This is Air Liquide



Air Liquide in India



Spread the Knowledge:

- Corporate kit consisting of AL and ALEI brochure, Vision & Mission statement,

Discussion continues

Launch Campaign Plan

CREATIVE

Objective

- Creating a Teaser Campaign
- Generate Curiosity amongst the employees
- Way Forward

Phase 1 - Minus 10 days



Phase 1 - Minus 8 days



Phase 1 - Minus 6 days



Emailer



Phase 2 - Minus 5 days

Distribute T-shirts (amongst few) that reads -
I'm going to meet Will.

Phase 3 - Announce the Conference

Conference with Launch Film

Phase 4 - End of Conference

**Distribute T-shirts that reads
I have Will.
There's Way**

Poster 1

- So what does Will think?
- So what does Will Say?
- So what does Will want?

Phase 5 - Post Launch

Poster 1

Will says no stopping now!

Poster 2

Will thinks good isn't good
enough anymore.

Poster 2



The boss isn't always right
says Will.

FOLLOW UP ACTIVITIES

Curiosity Posters



Curiosity Posters

WILL
THINKS
GOOD
ISN'T GOOD
ENOUGH
ANYMORE!

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WILL
SAYS
BOSS
ISN'T ALWAYS
RIGHT!

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WILL
WANTS
YOU
TO NEVER
GIVE UP!

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Birthday Celebration



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Contest

In order to encourage employees to interact with each other, we could introduce appreciation cards contest.

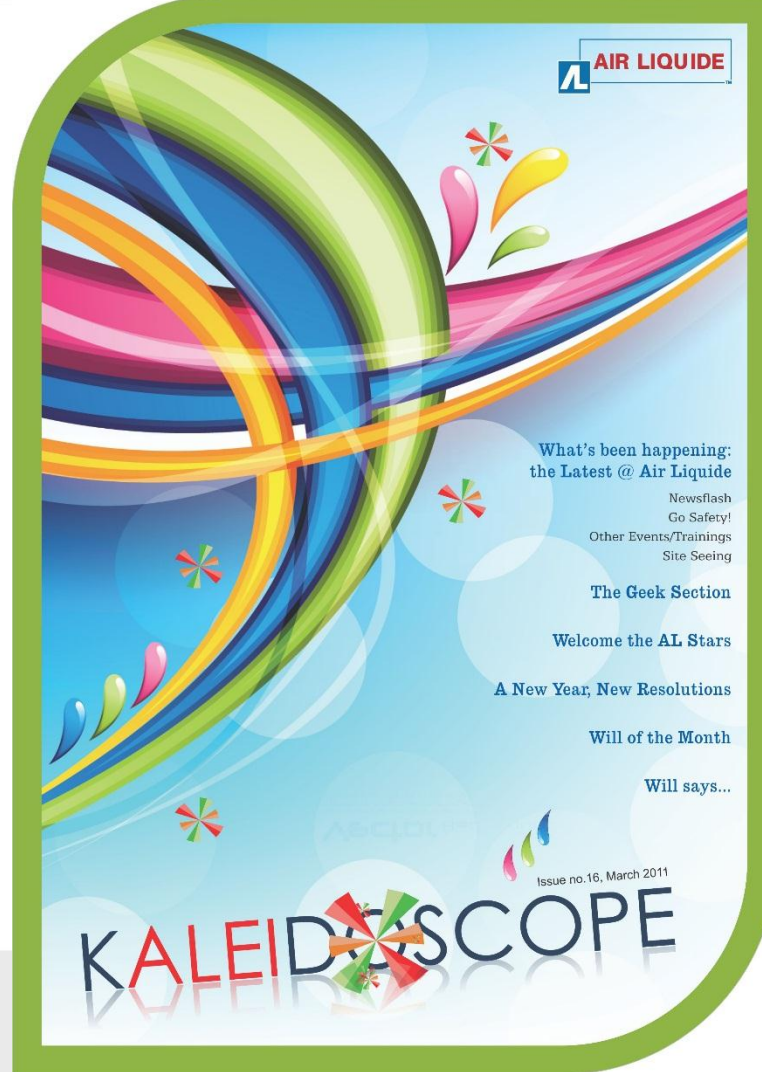
I _____
vote for

Because

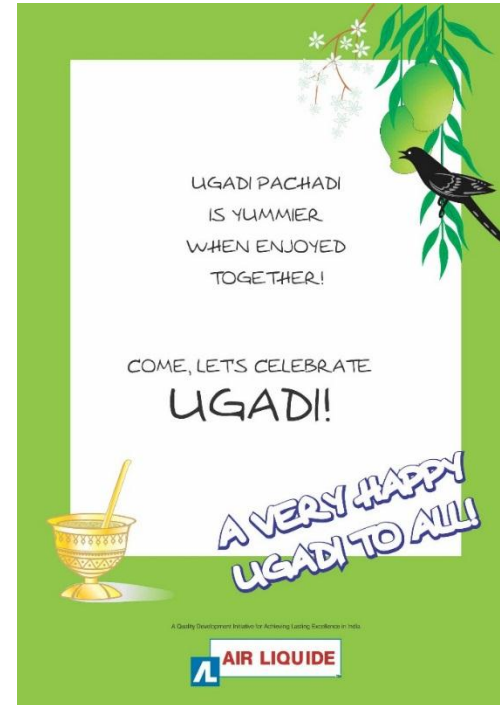
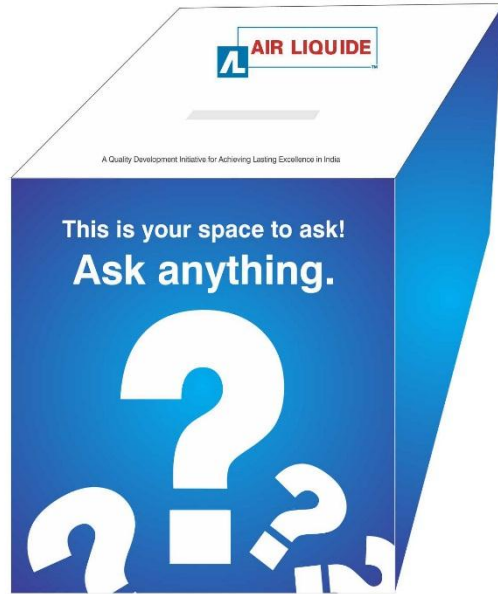
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Newsletter



Enquiry Box & Festival Wishing Posters



Little Wills

A day dedicated for the employees and their kids only

The battle of
Wills and their little Wills!

ARE YOU GAME?



24th April!

A day of non-stop fun
and action!

Hurry!

First 50 parent- kiddo
duos only.

Register at wills@tempestadvertising.com

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ALEI Awards

- Motivator of the Year
- Negotiator of the Year
- Newcomer of the Year
- Innovator of the Year
- Most Helpful Person of the Year
- Most Ambitious Person of the Year
- Relationship Builder of the Year
- Employee of the Month/Year

Communication Activity

The whole office can disconnect phones so that any communication that has to be made can be made person to-person. This will force people to end up talking to each other and communicate effectively.

Thank You.