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A Glimpse of our capabilities



Branding & Communication

Ideas to Implementation

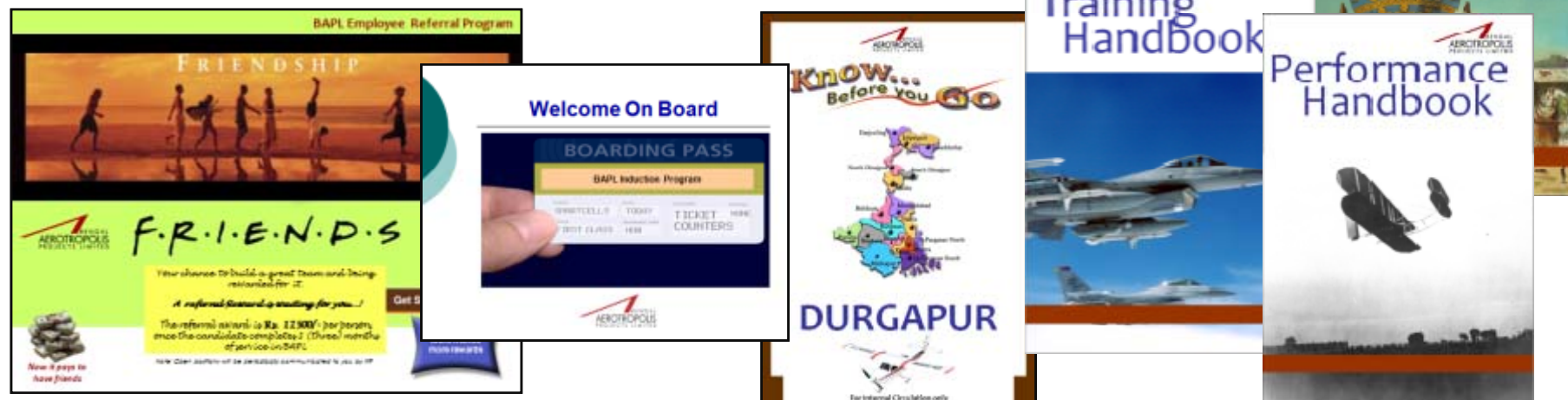
A solid teal square is positioned on the left side of the slide, partially overlapping the red background.

Branding HR

Branding HR



- An Airport is coming up in a town near Kolkata and we are in-charge of the HR function of the organization.
- As we go along the assignment, we are creating impact through 'branding HR' through various artefacts.
- Be it the 'Referral Scheme' called 'FRIENDS' or a booklet for potential employees 'Know before you go –Durgapur' or the theme based manuals, depicting the evolution of the aircraft or the in-house newsletters or the Induction ppt with a flight ticket to get 'on-board'.
- We are leaving a mark on every aspect of HR, by creating the visual impact for the organization.

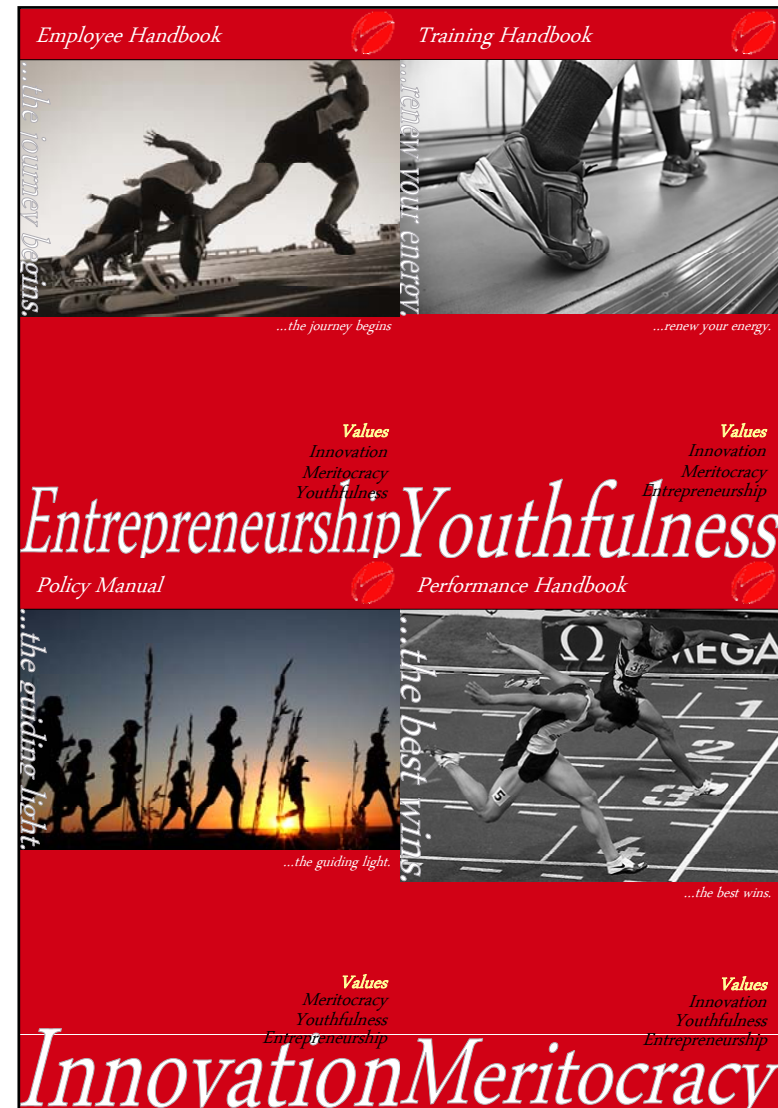


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Employee Manuals / Handbooks



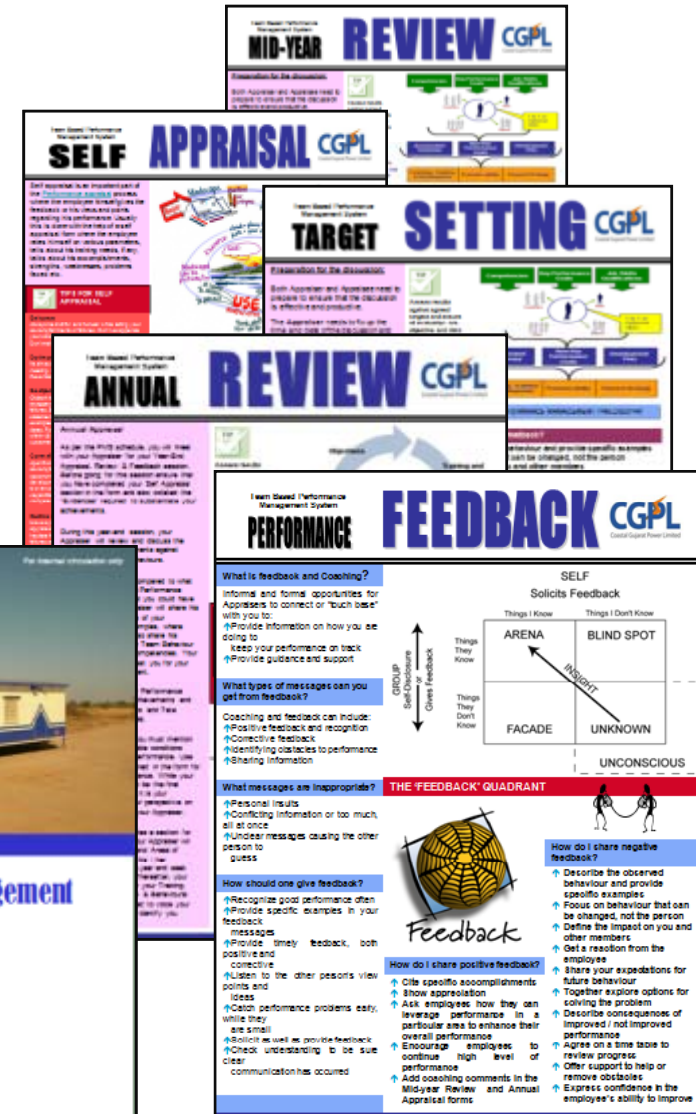
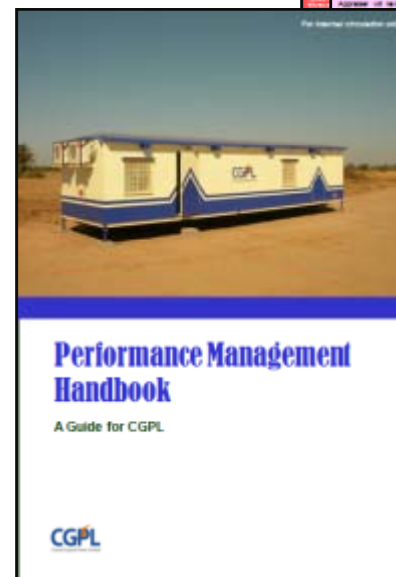
- Every organization has a Policy Manual, a PMS handbook and many such handbooks.
- This Consumer Durables company from Mumbai wanted something different. They wanted each of these handbooks to convey a meaning to the employees.
- We took up the challenge and after consultative research with the client, we decided to combine the 'organizational values' with the handbooks.
- Each handbook is linked to a value and the theme of 'running'.
- For example, the Performance Management Handbook' has the tagline 'may the best win' and the value of meritocracy is attached to it.
- Based on a theme, each handbook is 'mutually exclusive and collectively exhaustive'.



Performance Management System



- This was part of a Performance Management assignment for a Tata Group company in Mumbai.
- After designing the Team based PMS system, we also took charge of implementation of the system.
- We conducted a series of workshops for making the employees aware of the new system.
- We also conducted a series of video based workshops for all employees – how to conduct review and feedback sessions.
- As part of the implementation, we created the PMS handbook to be circulated to all employees and subsequent new joiners.
- We also created a poster campaign for every stage of the PMS cycle – Goal Setting, Mid-year Review, Self Appraisal, Annual Review and Feedback.



Rewards & Recognition



- The Company wanted to launch its Integrated Reward and Recognition program.
- We designed the Logo, the letterheads, the envelopes, the mementos, certificates and the posters.
- The teaser posters generated the excitement about the Rewards program.
- Launch was done across India in all sales offices and factories.
- We combined our HR knowledge and Design skills to deliver a product which would hit the right chord.



Employee Engagement Activities

- A young IT organization which was awarded the best upcoming company in Asia by NASDAQ wanted achieve the impossible.
- Their belief – impossible is possible if I am into it.
- We devised the 'K2' campaign. K2 is a peak which is one of the most impossible to climb.
- We created the K2 logo and the 'I commit my 100%' poster, which all employees signed.
- We also organized a photography contest for employees to 'click' the 'spirit of K2' in pictures.
- The campaign was a huge success.
- Also, quiz competition for a large manufacturing & service organization.



I commit my 100%

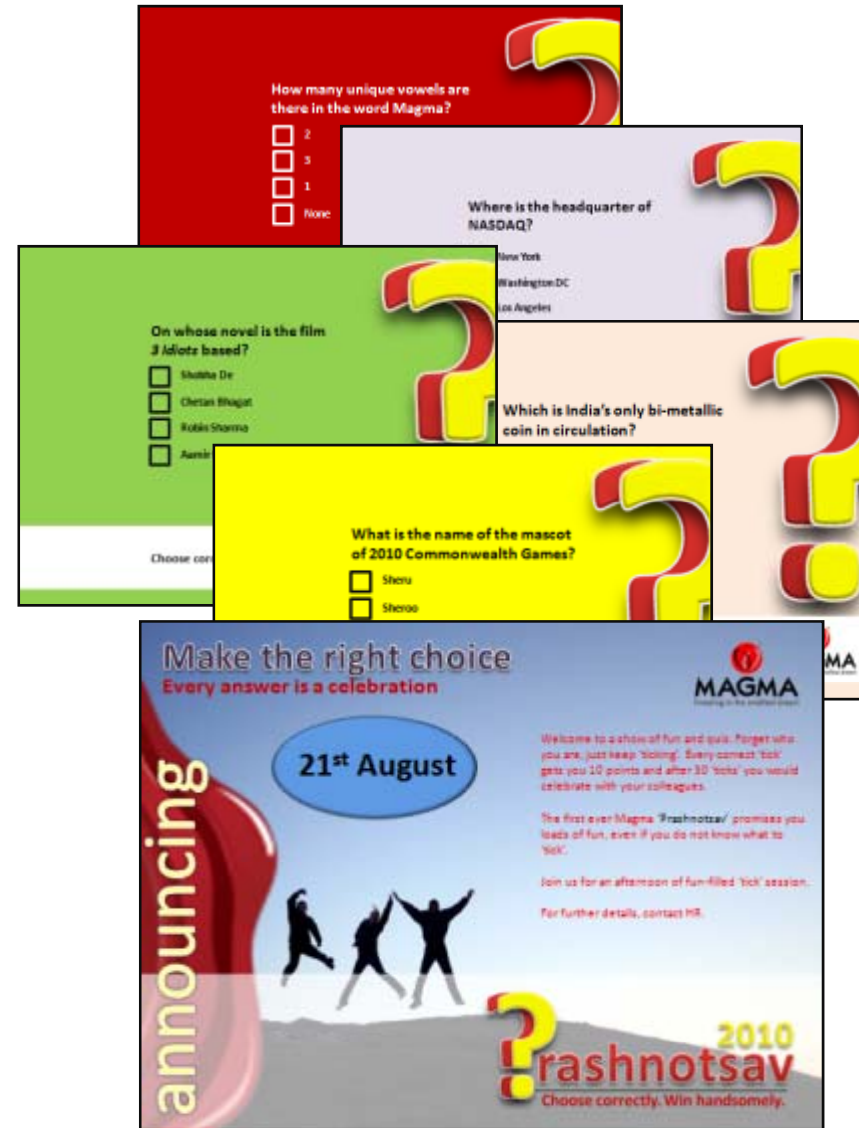


Large scale employee engagement



Funquizitive

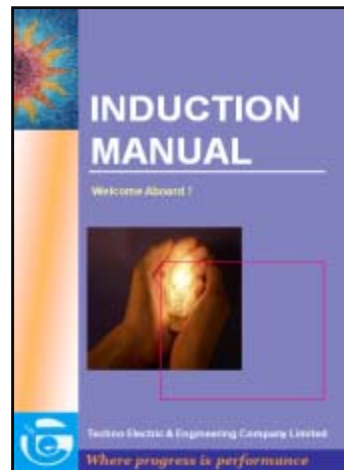
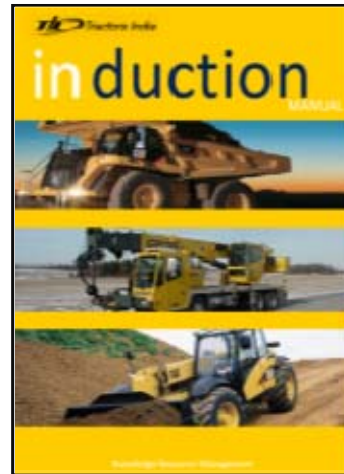
- Employee Engagement score was low for Fun@work for a large NBFC
- As one of the activities – we decided on Funquizitive.
- Funquizitive – a combination of Fun@work and also employee engagement by enhancing their knowledge about the organization, their business and general awareness.
- We did at 21 locations simultaneously, covering 5000 employees.
- Enormous response was generated through the teaser campaigns which started a month before the program.



Others Manuals / Handbooks / Newsletters



- We have created (Design and Content) Induction Manual for several organizations with an Induction presentation.
- We have created (Design and Content) PMS Manuals for various organizations.
- We have created (Design and Content) Newsletters for various organization.



Assessment Centres



Moorappen – Judgement

One of the long-known effects of the BTTC in Dillwala is that it Myers. The fear of the police in Mysore has driven him to the Moorappen is expected to take advantage of the improvement of corner in Dillwala.

You are in Dillwala along with your team. Your team's task is to hiding. To do this your objective is to establish the earliest day.

You and your fellow team members will be given information. However, other essential information will be held by the other team. The other team also needs information, which only the other team's information is through your detailed negotiation. often as necessary with the negotiator from the other team. This attempting to gain information from your team in the same way.

Your team must select one different member to be your negotiator. Team members are allowed to witness the negotiation process.

The winning team will be the one whose negotiator is the first to exact name of the day and the time at which Moorappen can arrive.

Fact Card for Scree

- Moorappen is a big-time thief who hails from the family of 20.
- Moorappen lives in his cave.
- Moorappen is said to live in the jungle.
- There is no direct train from Dillwala to Mysore.
- Today is Monday.
- The train from Dillwala to Henneger takes 5 hours.
- Demons can only be killed by daylight.
- Demons can only be killed during daylight.
- Triflul is not available in Mysore.
- Triflul can be brought at a shop in Henneger railway station.
- The bus from Henneger to Mysore leaves at 10:00 am on Tu.
- The nearest bus stop to the jungle is Henneger.
- The bus from Mysore to Henneger takes 6 hrs & leaves well.
- The boy to save is hanging on a small in Dillwala Temple which.
- Kashina Temple is open from sunset to sunset.
- The sun sets in Henneger at 05:00 hours and sets at 16:00.
- Kashina Temple is 84 kms from Moorappen's cave.

Moorappen Must Die



Moorappen – Judgement

Participants Name: _____

Competency: Performance Focus

Level 1

- Demonstrate ability to plan in detail for goal achievement.
- Demonstrate group decision making to succeed.
- Demonstrate ability to plan in detail for goal achievement.
- Demonstrate ability to plan in detail for goal achievement.

Level 2

- Demonstrate ability to make changes when necessary.
- Demonstrate ability to adapt to changing goals for success.
- Demonstrate ability to develop strategies and plans.
- Demonstrate ability to plan in detail for goal achievement.

Level 3

- Demonstrate ability to perform in a team.
- Demonstrate ability to make decisions and act on them.
- Demonstrate ability to make decisions and act on them.
- Demonstrate ability to make decisions and act on them.

Ticks in L1: X.1 = ☐ Ticks in L2: ☐

Ticks in L3: X.3 = ☐ Total: ☐

Competency: Personal Effectiveness

Level 1

- Demonstrate confidence in his interactions.
- Demonstrate confidence in his own abilities.
- Demonstrate ability to take a stance and defend it.
- Demonstrate ability to take a stance and defend it.

Level 2

- He is able to demonstrate ability to support in a team.
- Demonstrate ability to take a stance and defend it.
- Demonstrate ability to take a stance and defend it.
- Demonstrate ability to take a stance and defend it.

Level 3

- Demonstrate ability to establish himself as a leader.
- Demonstrate ability to support in a team.
- Demonstrate ability to take a stance and defend it.
- Demonstrate ability to take a stance and defend it.

Ticks in L1: X.1 = ☐ Ticks in L2: ☐

Ticks in L3: X.3 = ☐ Total: ☐

Moorappen Must Die



Superb Selector

Clarification on cricketing terms

Setting & Fielding

Settings: The number of times he has got the opportunity to set across all the matches played by him.

Field: Number of times he was not out while fielding.

Average: The average number of runs he scores per hundred balls (higher the value, the better he is in batting).

Strike rate: The average number of runs he scores per hundred balls (higher the value, the better he is in batting).

100s: Number of centuries he has scored.

50s: The number of fifties he has scored.

Catches: The number of catches taken by him while fielding.

Superb Selector



CHRIS GAYLE

His 'Goal may card' style of play has come in unopposed in India. Chris Gayle has been West Indies' gem on for these rolling stars.

A regular member in the West Indies youth sides, Gayle came through under-19 Bangladesh tour and then came under-19 World Cup. He was in the West Indies' side for the 2003 IPL, which turned the tables for him to become a regular in the Indian Premier League.

Gayle, however, redeemed himself in 2002 with a double century in a match against the Indians. He scored 100 runs in 100 balls, a feat that no other player has achieved in the IPL. He was also the first player to score a century in the IPL.

One of the fastest hitters of the cricket ball in the modern era, Gayle has a batting style that is a mix of power and finesse. He is known for his ability to hit the ball hard and fast, and he has a good eye for the ball. He is also a good fielder and a good batsman.

Betting Statistics

Matches	Innings	Runs	NO	
Test	81	166	8373	8
ODI	228	223	8087	18
T20	20	20	817	1
IPL	28	28	1071	4

Bowling Statistics

Matches	Innings	Balls	Runs	W	
Test	81	88	6857	2896	7
ODI	228	180	8838	6473	1
T20	20	16	208	254	5
IPL	28	26	426	640	5

Superb Selector



Inside Cricketer

I play only when I'm the captain

London, January 17: Former Pakistan Captain Shahid Afridi has announced that he would only play for a team that is led by him, which means he will only play for a team of which he is the captain. He said this during a press conference in London.

"I have been thinking about this for a long time. I have decided that I will only play for a team of which I am the captain. I have decided that I will only play for a team of which I am the captain. I have decided that I will only play for a team of which I am the captain."

For Flintoff, it's the race that matters, not the winning...

London, January 20: Andy Flintoff is a man who has made a name for himself in the world of cricket. He has been a part of the England team for many years and has been a key player in many of their victories. He is known for his ability to bat and bowl, and he has a good eye for the ball. He is also a good fielder and a good batsman.

Pollock ..naughty daddy?



auditions for

Catalyst Multiplex

MUST DIE!

Innovative Game Design, Observation Sheets and Posters

Your Portfolio will be under Active Consideration

Come for the Final Screen Test





Group 1

- Moorappen Must Die Screen 1 11-12 pm
- Superb Selector Screen 2 12-1 pm
- Main Bhi MD Screen 3 2-3 pm
- Jet Lagged Screen 4 3-4 pm

Note: Please get your ticket punched before entry to the Screen.





Group 3

- Main Bhi MD Screen 3 11-12 pm
- Jet Lagged Screen 4 12-1 pm
- Moorappen Must Die Screen 1 2-3 pm
- Superb Selector Screen 2 3-4 pm

Note: Please get your ticket punched before entry to the Screen.



Innovative Concepts like Multiplex for Assessment Centres

Employee Motivation

graymatters
People Solutions. Accelerated.



**They have done it,
so can you**

...you can

*90 days...
You have 90 days
probably the most important
90 days of your life*

*You achieve or not...
these 90 days would be with
your life throughout*

*Today no one will tell you
what to do...
you will tell ... by doing*

*Because, if all of you give if
your best, even god cannot
take it away from you*

*So go ahead and show
yourself and the world that
you can...*



**MORE
POWERFUL
THAN
THE WILL
TO WIN IS
THE COURAGE
TO BEGIN**



**Winning isn't even
But wanting to**

**If cycle mechanics
Orville & Wilbur Wright
could do it...
so can you**



It's possible
karenge, larenge, jeet

It's possible
karenge, larenge

It's possible
karenge, larenge, jeet

It's possible
karenge, larenge

It's possible
karenge, larenge, jeet

MY JOURNEY BACK TO LIFE

Lance Edward Armstrong (born September 18, 1971) is an American former professional road racing cyclist who won the Tour de France a record seven consecutive times after having survived testicular cancer. In October 1996 he was diagnosed as having testicular cancer with a tumor that had metastasized to his brain and lungs. His cancer treatments included brain and testicular surgery and extensive chemotherapy and his prognosis was originally poor. He went on to win the Tour de France each year from 1999 to 2005, and is the only person to win seven times having broken the previous record of five wins.


In 1999, he was named the ABC Wide World of Sports Athlete of the Year. In 2000 he won the Prince of Asturias Award in Sports. In 2002, Sports Illustrated magazine named him Sportsman of the Year. He was also named Associated Press Male Athlete of the Year for the years 2000–2005. He received ESPN's ESPY Award for Best Male Athlete in 2003, 2004, 2005, and 2006, and won the NBC Sports Personality of the Year Overseas Personality Award in 2009.



We Shall Act • We Shall Fight • We Will Win



THE GREAT SOUTHERN JOURNEY




The "Great Southern Journey" as Frank Wild called it, began on 19 October 1908. On 9 January 1909 Shackleton and three companions (Wild, Eric Marshall and Jameson Adams) reached a new Fanning Sea latitude of 88° 23' N, about only 11 miles (180 km) from the Pole. At dusk the South Pole party discovered the Beardmore Glacier (named after Shackleton's guide) and became the first people to see and travel on the Polar Plateau.

Their return journey to McMurdo Sound was a race against starvation or half-conscious boredom of the way. As one point Shackleton gave his ice biscuits plotted for the day to the sailor Wild, who wrote in his diary: "All the money that was ever paid would not have bought that biscuit and the remembrance of its sacrifice will never leave me."

In Beaufort Harbor, Greenland, U.S. Coast Guard cutter Thetis (USCGC Thetis #12) arrived on 12 February 1910 and rescued the expedition members. The ship was commanded by Captain Robert Peary. The ship was a Navy ship, built in 1897, and was used by the Navy as a supply ship. It was the only ship in the Arctic at the time. The ship was used by the Navy as a supply ship. It was the only ship in the Arctic at the time. The ship was used by the Navy as a supply ship. It was the only ship in the Arctic at the time.

We Shall Act • We Shall Fight • We Will Win



change. change. justice.



**Schools /
Institutions**

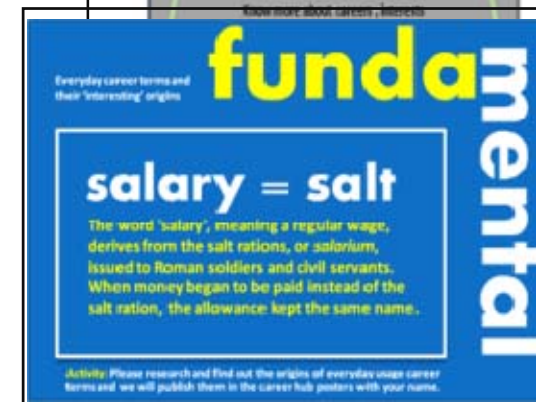
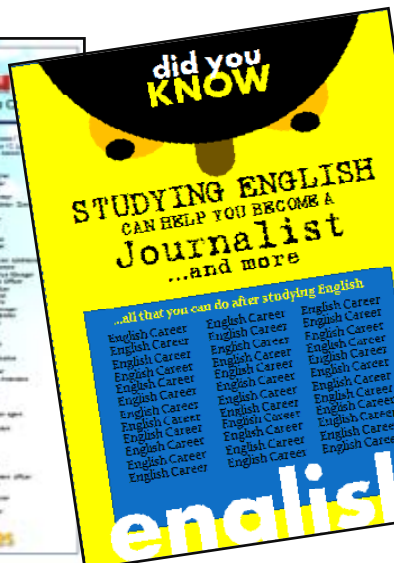
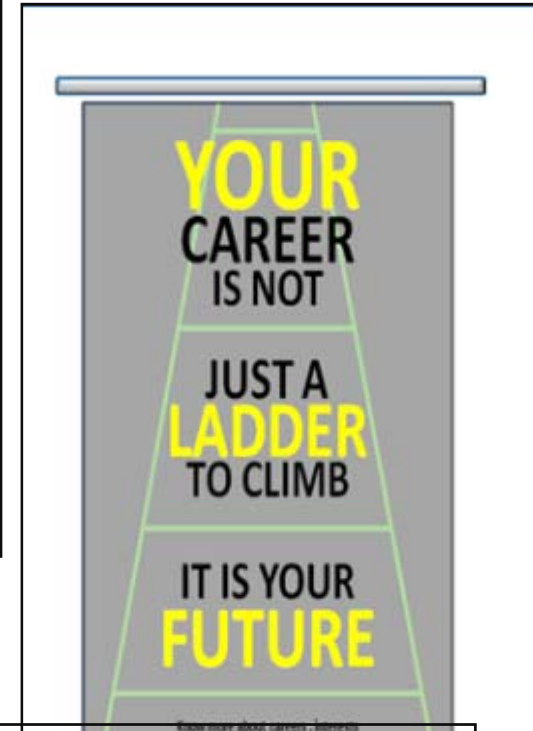
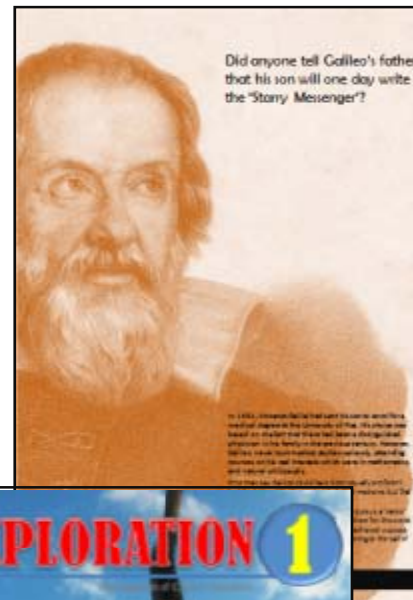
School Newsmagazines



- We have been appointed by a Delhi based publishing house, who specialize in Children's / School magazines for providing design and content services for their magazine "The Next Step".
- The Next Step is targeted towards children of 12 years and above.
- We are also providing content and design services for "Re-imagine @School" and newsmagazine for School Principals.



Career Hub – Concept & Design





Internal Branding



Gray Matters Quarterly



- This is an internal newsletter for Private circulation only for the purpose of brand building.
- We started this 2 years back and have already published 8 issues of Gray Matters Quarterly, which is circulated to 1000 CxO level people across India.
- The content and the designing is done in-house.
- We have received 'documented' accolades for GMQ.

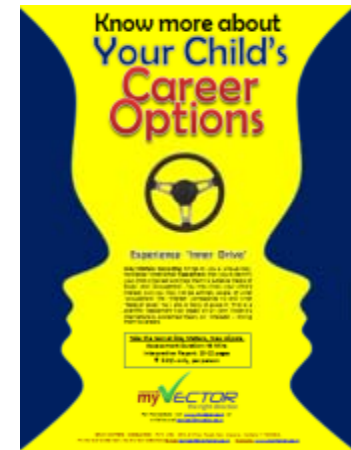
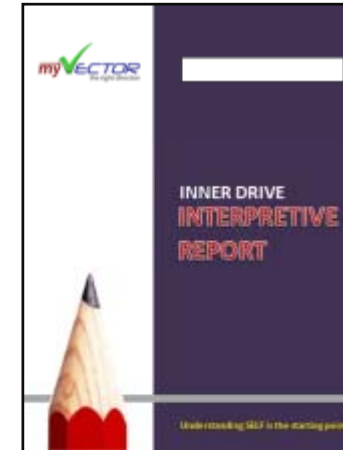


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myVector – Interest Assessment Tool



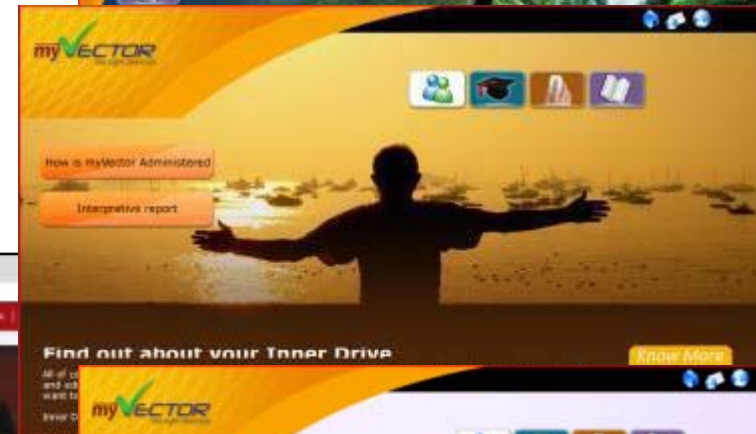
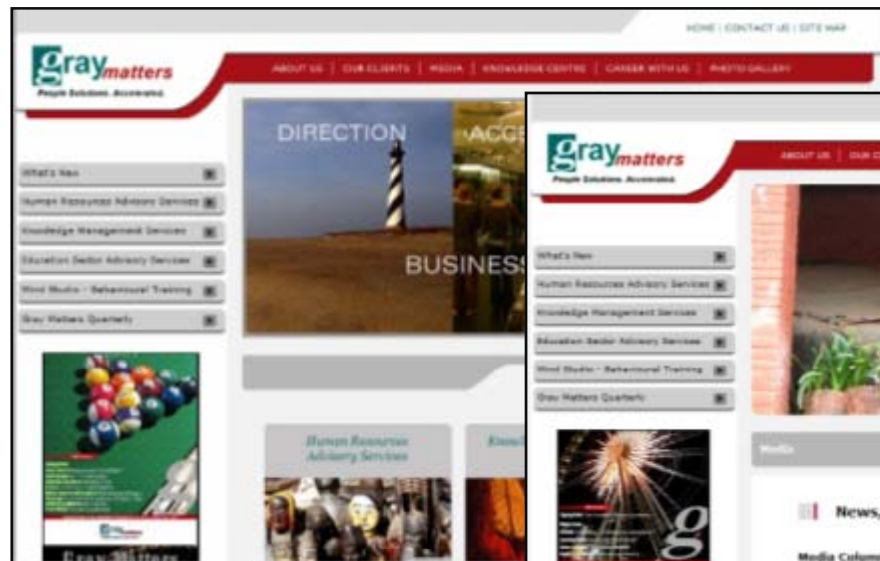
- Our Career Direction tool for school children has various aspects of design to suit a child's mind
- The report have been designed keeping in mind the easy readability and understanding
- The Quick Facts for each occupation has easy to the eyes design with lot of information packed in one sheet



Our Websites



- Our website for Gray Matters and myVector are examples of our in-house design capabilities
- Both the websites are designed keeping in mind the viewers, one has a corporate look and the other is suited for parents.





Thank You



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