

TATA | sky





About the CEO Program:

Currently in its third year, The CEO Program represents three behaviours that Tata Sky believes in for the success of its employees and of its organization as a whole. These are Collaboration, Experimentation and Ownership.

In 2015, Tata Sky partnered with Never Grow Up WPL to re-launch this program with the theme of 'Believe'. The crux of this theme was:

We Believe in You. You Believe in Being Your Own CEO.

An explanation of the three aspects of this program is as follows:

Collaboration: Every idea and the success of that idea starts from a collaborated set of efforts.

Experimentation: Involves a series of 'Eureka' moments where eventually, the collaborated effort results in a great and unique idea/new way of getting things done.

Ownership: The final and most defining step is to own the success of the collaborated and experimented effort. It also refers to taking responsibility of your actions.

Apart from displaying these three behaviours, Tata Sky believes in every employee acknowledging in the CEO hidden in each of them. Working as a CEO also enables an employee to be open minded, take risks and be accountable for one's actions.



Campaign


WillNeverGrowUp.com

The objective of this campaign was to elaborately remind the employees at Tata Sky to believe in the CEO in You.


Pre-Launch:

The theme of 'Believe' was depicted through success stories of people from diverse walks of life such as Social Service, Business, Sports and Movies. Focus on individuals who have believed in themselves and succeeded as a result of that belief.


The teasers focused on certain behavioural aspects (C, E, O) to explain the importance of respective behaviours. Sample creatives for the three aspects have been given below.




PRECISION DELIVERED.
Creating wonders through seamless working.
- Mumbai Dabbawala



Collaboration:



SMALL SCREEN, BIG CHANGE!
An actor who transcended celebrity stereotypes to address social causes.
- Aamir Khan



Experimentation:



THE INDIAN WONDER WOMEN.
Her passion for the sport and her perseverance makes her a True Champion.
- Mary Kom



Ownership:

While the build-up of the campaign highlighted these stories, the Launch focused on the core message of We (Tata Sky) Believe in You and You Believe in Being Your Own CEO.

Launched across four cities, employees were welcomed with customised merchandise (sipper, luggage tag, visiting card holder and a new set of visiting cards). Re-designing the visiting cards was a sign that Tata Sky truly believes in the program.



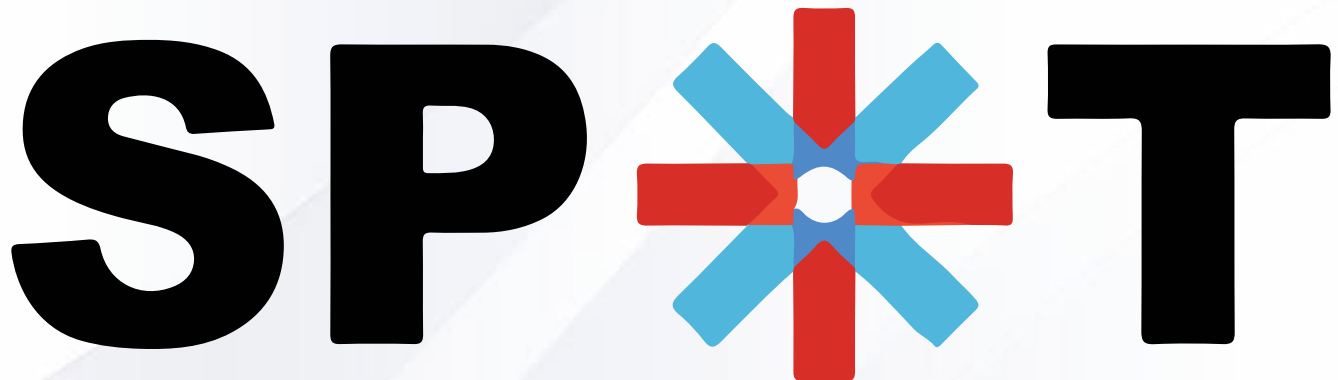
In terms of the office branding, life size mirrors were placed across office to remind the employees that they are looking at the CEO or that the CEO has just passed by.

Activity-Express the CEO In You:

For the Launch, employees were made into teams and asked to make a video/short film on either Collaboration, Experimentation or Ownership. The process of making a video/short film helped bring out these three behaviours in the team members as well. At the end of the activity, a winning team was announced and rewarded as well.

A “Be Your Own CEO” video was customised for Tata Sky as well. This highlighted the three aspects of the CEO Program using references from Bollywood and Hollywood movies. This video contained an interview of Mr. Harit Nagpal, MD & CEO of Tata Sky as well.

To sustain the success of the CEO Program, a SPOT Platform was launched on the Intranet. This is an interactive forum where employees can identify any of the three behaviours in their colleague and nominate them.



SPOT is a peer-to-peer recognition program. Based on the maximum number of nominations, a CEO of the Quarter gets recognised and is given a certificate.

The nominating manager also gets a Thank You certificate as s/he had the ability to identify the behaviour in his/her colleague.



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