



KOTAK LIFE INSURANCE

The client being a retainer, team NGU has predominantly worked on conceptualizing multiple internal communications strategies.

Objective: Communication aimed at creating the ideal workplace that would keep the existing employees motivated to work efficiently, as well as attract the right talent. Upon receiving a templated brief, the team would build on a rationale, recommend a name for the campaign/initiative, design a creative logo, and provide solutions on how it should be executed.

The following is the major work done for Kotak Life Insurance

The aim of this campaign was to make all employees (new and future) aware of the awards and achievements that KLI has earned. With the intention of instilling a sense of pride, this campaign was called the Pride Series. It served as a constant reminder that KLI is capable of big things and thus, employees must always continue to give in their best.

A Leader Always Believes In Learning

Introducing a one-of-a-kind learning program the 'Leadership Mastery Series'. KLI Learning Academy has collaborated with Knowledge and designed a program that will enable 'Managers of Managers' and 'Managers of Function' to lead their teams effectively and drive the organizational vision, mission, and values.

This classroom based learning experience is 5 months long with learning interventions at strategic intervals to ensure that the participants get the most out of this power packed series of workshops!

- Module 1: Future looking and Break Orientation
- Module 2: People and Influence
- Module 3: Building Trust
- Module 4: Team Leadership

COMPETENCIES

To know more about this please connect with pranamika.kakati@kotak.com

Hum hain... hamesha

A Title Of Distinction

Our people are our strength, and our strength leads to our victory. Kotak Life Insurance has won the Outlook Money Award as the 'Life Insurance Provider of the Year 2017'.

Take Pride in being a continuous achiever.

Proud to be a KLI'ite
For training and internal circulation only*

Hum hain... hamesha

Reaching New Heights Every Year

KLI bags 'Excellence in Learning & Development' at Excellence Awards 2016 hosted by Business World

Take Pride in being a part of this Achievement

Hum hain... hamesha

A Leader To Light The Way

Mr Uday Kotak was awarded Businessman of the Year title by Business India in 2016. One of the many awards and accolades presented to him.

Take Pride to be led by the best.

Proud to be a KLI'ite
For training and internal circulation only*

Hum hain... hamesha

Using the digital medium of social media, a campaign was designed to help grow KLI's outreach on Facebook. Impactful one line statements were written in accordance with the organization's beliefs and culture. These creatives were also adapted in Whatsapp.



Learning Initiatives

The aim of internal learning initiatives such as 'Paathshala', 'Lite Hour', and 'Banyan Tree' was to teach old and new employees a new skill or concept that would enhance their performance and broaden their knowledge. These initiatives were executed weekly, monthly, or twice a month.

Paathshala

PACIFIC in Action

Experience and Live **PACIFIC** together.

Join us on **October 10th, 2018** to learn the **PACIFIC** way.

Time: 4:00 p.m. to 5:30 p.m.
Venue: 3rd Floor, Executive Dining Area

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THE INNOVATOR'S DNA
What Makes Innovators Different?

Innovators engage both sides of the brain as they leverage five discovery skills to create new ideas.

Let's Understand This With A Scenario:
You have an identical twin, endowed with the same brain and natural talents as you. You're both given one week to come up with a creative new business-venture idea.

During that week:

You come up with ideas alone in your room.

In contrast, your twin:

- Talks with 10 people- An engineer, a musician, a stay-at-home dad.
- Visits three innovative start-ups to observe their work.
- Samples five "new to the market" products.
- Shows a prototype he's built to five people.
- Asks the questions "What if I tried this?" and "Why do you do that?" at least 10 times each day.

Who do you think will come up with a more innovative (and doable) idea?

Five "Discovery Skills" That Distinguishes The Most Creative Executives:

- Associating-** discover new directions by making connections among seemingly unrelated questions, problems, or ideas.
- Questioning-** break out of the status quo and consider new ideas.
- Observing-** look out for small behavioural details- in customers, other companies- to gain insights into new ways of doing things.
- Experimenting,** relentlessly try new experiences and explore the world.
- Networking -** with diverse individuals to gain radically different perspectives.

To Be An Innovator, Consistently Act Different To Think Different.
*Source: Harvard Business Review

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Paathshala

Time Table for the First Day of Paathshala

Packaging How do I dress up?	Product What I bring	Promote Practical create	Promotion Who are I in the mind of people	Perseverance Nothing helps without the persistence
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Join us on **September 29th, 2018** to expand your knowledge.

Time: 03:00 p.m. - 05:00 p.m.
Venue: 2nd Floor, Training room 1 and 2

Hum hain...hamesha

The Bell Has Rung!
It's time to go back to

Paathshala

Discover, Learn and Grow.
Because every discussion is a new opportunity for learning.

Come back to school!

Paathshala starting today!

Hum hain...hamesha

Additional Collaterals

Based on the recurring briefs (celebrations, interventions, internal initiatives) ideas and graphics for banners and standees were created by the team.

Are you ready for Deepotsav 2018?

Begin the Diwali celebrations with your KLI family. Be a part of the grand celebrations!

Date	Time	Event	Name of the Event
1st Nov	10:30 a.m. 4:30 p.m.	Cooking Competition Bay Decoration	KLI's Master Chef Aao Sajaye Bay Apna (India 2050)
2nd Nov	10:30 a.m. 11:30 a.m. 12:30 p.m. 4:30 p.m.	Diya Decoration Rangoli competition Lantern making Fun Fair	Roshan Diwali Rang Bano (My Kotak Life) Hasthkala Darshan Anand Mela
5th Nov	3:30 p.m.	Talent Hunt	Kona Kona Talent
6th Nov	All day	Traditional Day	Jaka Desh Waika Bhesh

Nominate yourself now by providing the following details:
Event name, Team name, E-code, Employee name, Mobile no., Email ID

Send in your nominations on kli.zithika-lakshman@kotak.com before **October 30th, 2018.**

To know more about the events, refer to the attached guideline sheet.

Leading the Way, Every Day.

An individual who recognizes every effort, Appreciates every accomplishment and takes one for all. A constant support system and the ultimate go-to person at work, Because working under their leadership brings out the best in all.

**To those who inspire us to dream bigger
Happy Boss' Day!**

Take a minute and thank your Manager today.

Get trained, get the edge!

Bringing to you, our Train the Trainer programme for CSD trainers and QAs

IEDGE – Engage | Discover | Grow | Evolve

- Engage - Introduction, involvement and inspiration to gain engagement
- Discover - Learning through self-discovery
- Grow - New learning and experiences for the group
- Evolve - Application of new learnt behaviour and competency

Come learn on the EDGE!

Your Goals, Achievements and Progress are now in your hands.

Achieve your goals faster with

PRAISE – Now on Success Factors!

In a bid to understand the challenges and difficulties that the employees faced on an everyday basis, KLI facilitated an internal survey. 'UMatter' was a project that focused on communicating how each employee's opinion matters. The team conceptualized as well as designed the logo, posters, mailers, and wallpapers.



*Let's Build **BEST** Together*

The Employee Engagement Survey



In partnership with
Aon Hewitt



All responses will be
kept confidential & will
be directly received by
Aon Hewitt



Survey can
be accessed through
internet and on
Mobile/Desktop/
Laptop

21st to 28th February 2018

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