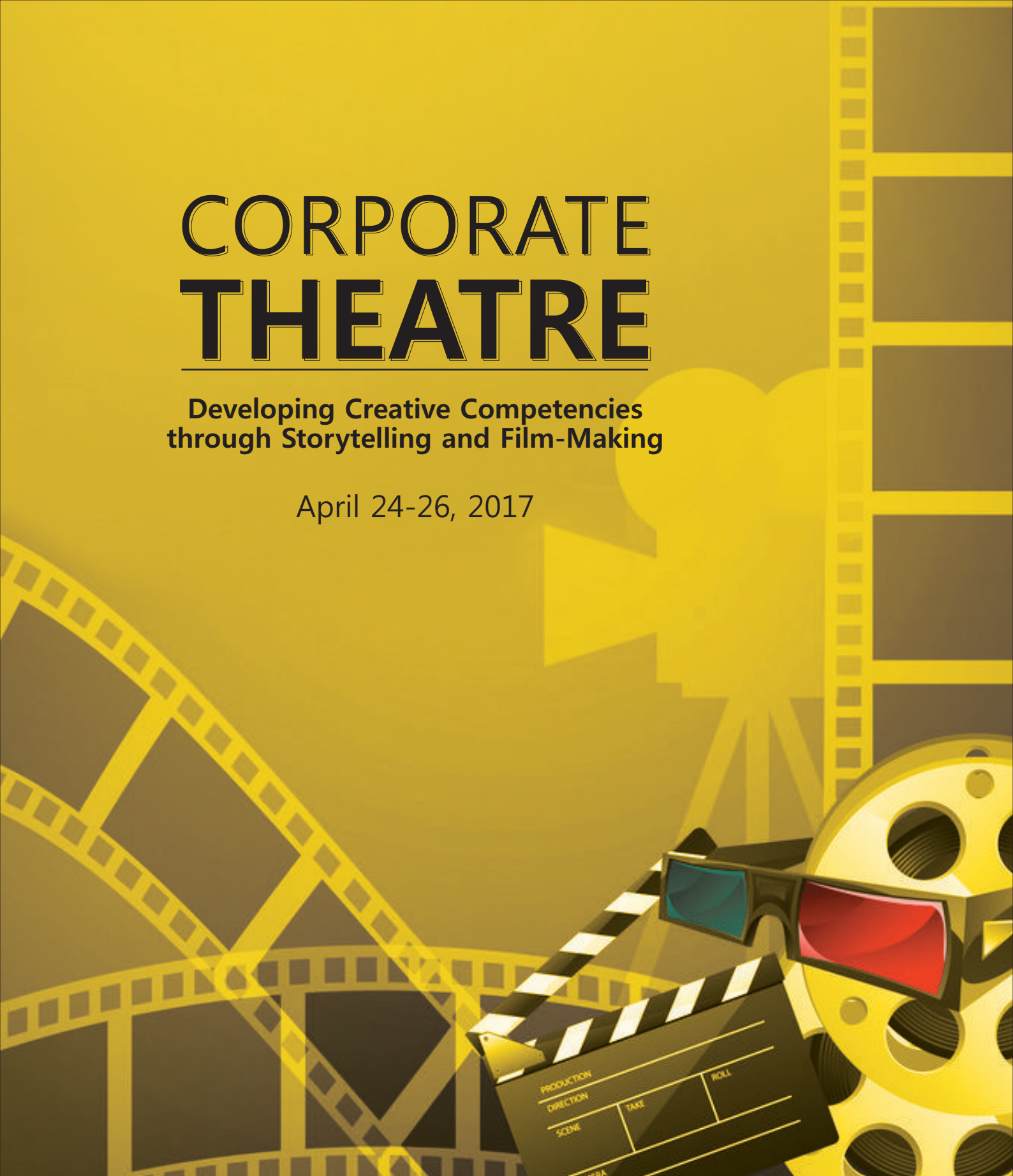


CORPORATE THEATRE

Developing Creative Competencies
through Storytelling and Film-Making

April 24-26, 2017



Executive Education
Indian Institute of Management Ahmedabad

CORPORATE THEATRE

1. STORYTELLING



2. FILM-MAKING



3. VISUAL THINKING



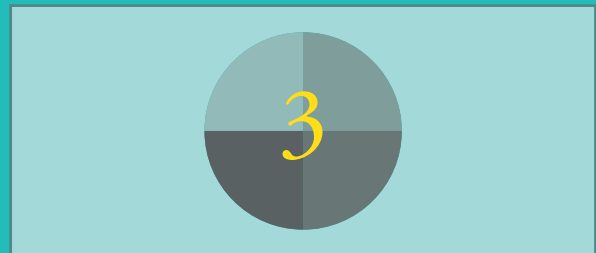
“Corporate Theatre” is an experiential workshop which will help you to look at organisational challenges through a creative lens with the help of storytelling and film-making techniques.



SCRIPTING SUCCESS STORIES



Be acquainted with techniques involved in story-telling, script-creation, visualisation of scripts, and translation of stories to movies.



Showcase management concepts and issues through films.



Understand the overt and covert processes that engender and impact relationships and performance at multiple levels in your organisation.



Recognise the possibilities and opportunities that exist in your groups and teams



Apply these insights to your work-life situations.



Observe *Results*.

CORPORATE THEATRE

Developing Creative Competencies through
Storytelling and Film-Making

April 24-26, 2017



Corporate Theatre is a experiential training workshop, which allows participants to explore and develop their behavioural skills, creative competencies, and analytical skills using tools such as storytelling, creative visualisation and film-making. The details of the experiential 3-day workshop are:

Objectives

The workshop will help participants:

1. Understand the importance of storytelling in management and leadership
2. Understand the power of storytelling in building organisational processes and achieving organisational goals. For instance, exploring the role of storytelling in:
 - a. Building an organisational culture
 - b. Persuasion and influence
 - c. Conflict management
 - d. Exercising emotional intelligence
 - e. Communicating leadership vision
3. Understand the power of storytelling in achieving organisational goals. For instance, exploring the role of storytelling in:
 - a. Working with resource constraints
 - b. Making brands come to life
 - c. Effective sales
 - d. Managing client relationships
4. Learn the techniques associated with storytelling, creative visualisation and film-making as a useful means to understand and present issues related to management and leadership

The workshop will also help participants:

1. Gain a differentiated learning experience through 'artful reflection'
2. Acquire an enhanced understanding of one's creative potential, strengths and weaknesses
3. Appreciate the opportunities for creative communication in routine work
4. Appreciate the challenges of working with diverse teams on multiple projects

Pedagogy

The workshop is largely experiential. In addition to in-depth discussions based on case studies, management games, theatrical exercises and role plays will be used to engage participants in the learning process. In particular, live cases based on real situations will be analysed to understand how individual stories create organisational narratives, processes and outcomes. Various methods of storytelling and creative visualisation (especially script-creation and film-making techniques) will be discussed.

The workshop will also include both individual and group work. Small teams of participants will work on creating short videos on different topics relevant to management and leadership. Participants will thereby also be exposed to the nuances of making organisational data come alive in the form of interesting stories which can create a deeper emotional connect with target audiences.

The workshop will include guest sessions by leaders from corporate/non-government sector and/or Directors, Producers or Artists from film-industry.

Target Audience

The Workshop is intended for top, senior and middle level managers and executives in Corporates, PSUs, NGOs and Entrepreneurs who wish to develop and use creative competencies for management and leadership in their workplace.

Prerequisites

There are no prerequisites for the workshop. Participants are however encouraged to come with mindfulness, a willingness to explore oneself both individually and in a group setting, and abundant enthusiasm and energy to share and learn.





UNREELING SKILLSETS

LEARN

To collaborate visions and goals

Conflict resolution

Process execution

Resource management

Innovation

To align Individual creativity with team creativity

Out of the box thinking

THE BIG PICTURE

HOW CORPORATE THEATRE HELPS:

INDIVIDUALS

IDENTIFY

FY

articulate



Organisational behaviour



Enhance creative communication at your workplace



Develop Self Awareness

Work with

Diverse

teams

ORGANISATIONS ▶

POTENTIAL

Recognise employees' potential for creative excellence and support it

Gift employees a differentiated learning experience



Re-skill employees & increase their effectiveness



Enhance clarity about organisational behaviour and psychological processes within employees



About the Faculty

Mr. Kandaswamy Bharathan (Faculty Co-Chair)

With a Post-Graduate Diploma in Management (PGDM) from IIM Ahmedabad (1978) and a rich experience of about 10 years in leading MNCs, Mr. Bharathan brings experience, business acumen and a home-grown passion for the media. In 1990, he forayed in to the media & entertainment industry with the well-known production house, Kavithalayaa, based in Chennai. Having been the executive producer of several Award winning Tamil films such as Roja, Sindhu Bhairavi, Muthu among others, he brings a rare combination of creative competencies with core management insights from the entertainment industry.

In 2008, he was invited by IIMA to design and deliver a course on the business of the Indian Film industry, to be a part of flagship Post-Graduate Programme of the Institute. The course, a first of its kind in IIMs, has been recognised as an Innovation in management education by both the entertainment industry and academia. Mr. Bharathan is a regular speaker at the events of CII, FICCI and AMA, within India. He also accepts invitations from prestigious B-schools in the USA to speak on the Indian entertainment business.

Apart from teaching, Bharathan conducts executive education and training programmes with the objective of helping corporate and non-corporate organisations gain knowledge and insight from the best practices in the creative industries.

Prof. Kirti Sharda (Faculty Co-Chair)

A faculty of the Organisational Behaviour department of Indian Institute of Management Ahmedabad (IIM Ahmedabad), Prof. Sharda has a Doctorate from IIM Calcutta (Fellow programme in management) with a specialisation in Behavioural Sciences. She has been a Gold Medallist at both graduation (Psychology) and post-graduation (Industrial Psychology) levels with an Honours degree in Psychology as well. Her doctoral thesis, "Configuration of Business Process Outsourcing Firms" was chosen as a "Highly Commended Award Winner" in 2009, by Emerald/EFMD Outstanding Doctoral Research Awards. Prof. Sharda has also received extensive training in process-work including using T-group, Gestalt OD practices, theatre techniques, storytelling and other forms of experiential designs that facilitate greater awareness of behavioural process in organisations.

Prof. Sharda's primary teaching interests lie in the areas of leadership, team dynamics, management of self in organisations and entrepreneurship. Her research work is centred around talent management, employee motivation, sensemaking, relationship alignment between organisations, and configurations of work designs and strategic orientations in IT and IT Services firms. She has worked on a variety of executive education

programmes, research and consulting projects for both private and public sector organisations.

She is also the Faculty Chair for the IIMA Executive Education Programmes "Developing Entrepreneurial Mindset and Leadership."

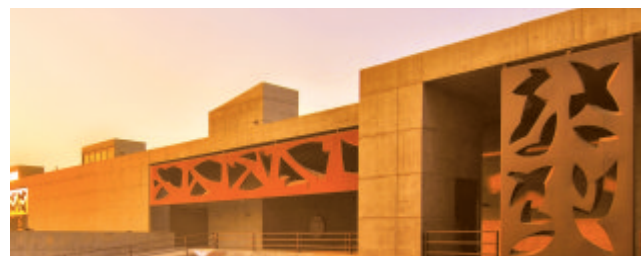
Prof. Arvind Sahay

Prof. Sahay joined IIMA in June 2004 from London Business School where he had been teaching since his Ph.D. in 1996 from the University of Texas at Austin. He is currently the MN Vora Chair Professor of Marketing and Entrepreneurship and Head of India Gold Policy Centre at IIMA.

In recent years a primary area of Arvind's interest in research and teaching is in the area of neuroscience, consumer behaviour and behaviour change, along with pricing and, brand management. Sectorally, he has worked extensively in pharmaceuticals, cement, telecom, broadcast, automotive, FMCG, and financial services sectors among others. He has authored more than 50 cases and published in leading international journals and has consulted with leading Indian and global firms.

Prof. Sahay is the recipient of the University Wide Outstanding Dissertation Award from the University of Texas at Austin (for his Ph.D thesis), the Innovation in Teaching Award at London Business School and of the Dewang Mehta Best Teacher Award in Marketing Management and the UTV Bloomberg Best Marketing Professor in India. He was also nominated to the Thinkers50 India list by the Institute of Competitiveness, Harvard Business School. He has consulted and done corporate training for more than 50 clients in India and abroad. Prof. Sahay is currently an independent director on the board of Brandscapes Consultancy Pvt. Ltd, IFCI Limited (Chairman: Audit Committee) and Gujarat Narmada Valley Fertilisers & Chemicals Limited (GNFC). He is a member of the working group on Gold established by the Department of Economic Affairs, Ministry of Finance, Government of India. As Dean(AER), he had led the fund raising effort at IIMA and has helped raise more than INR 130 crores over 36 months.

Arvind is the Faculty Chair for IIMA's executive education programmes on Pricing, Neuroscience in Marketing and Innovating for Growth.



Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **April 10, 2017**. The last date for early bird discount is **April 03, 2017**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Officer - Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.
Phone: +91-79-6632 4472 to 77 and 4461 to 69
Fax: +91-79-2630 0352 (ExEd)/ 2630 6896 (General)
E-mail: exed@iima.ac.in
Website: www.iima.ac.in/exed

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

Programme Fee and Payment

INR 1,50,000 (+15% Service Tax) per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

For discount, payment and other details, please refer to iima.ac.in/exed/programme-details.php?id=MTE3

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.



कार्यकारी शिक्षा कार्यक्रम
भारतीय प्रबंध संस्थान, अहमदाबाद

Executive Education
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Vastrapur, Ahmedabad - 380 015, India
Phone: +91-79-6632 4472 to 77 and 4461 to 69
Fax: +91-79-2630 0352 (ExEd)/ 2630 6896 (General)
E-mail: exed@iima.ac.in • Website: www.iima.ac.in/exed