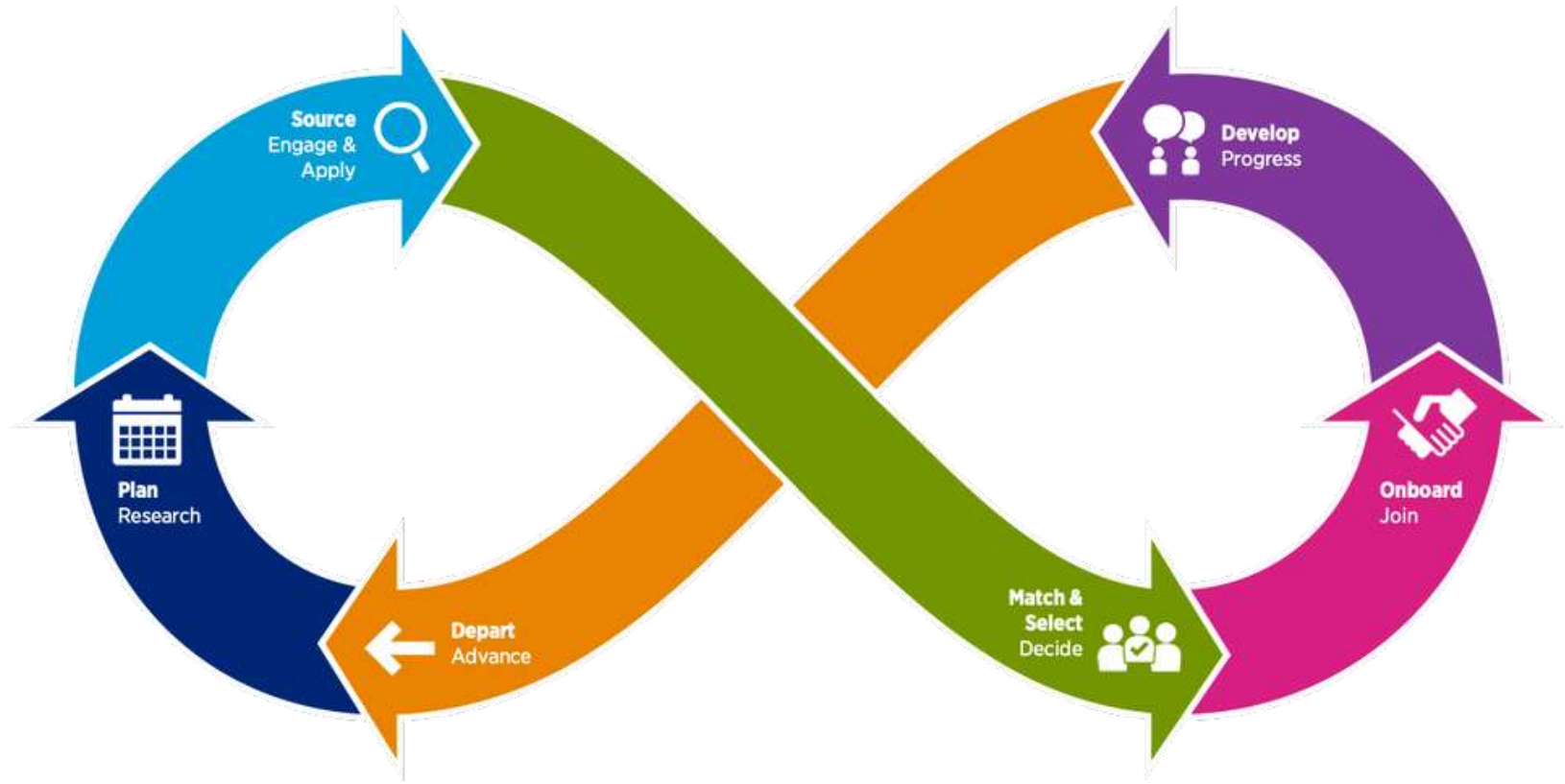


Quadriga University
of Applied Sciences

The curious case of storytelling, employee branding and corporate activism

Prof. Dr. Ana Adi

The Golden Hour



<https://www.haystalentsolutions.com/candidate-journey>



A new focus

1. Employees

2. (Local) Communities

3. Planet

4. Business

- Wellbeing/ security

- Safety/ Collaboration

- Sustainability/ remote & future work

- Human centered

- Internal Communications + HR

- External Comms/ Public Affairs

- HR/ IT/ Supply chain

- Business owners/managers

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WITHOUT CROSSING
BORDERS.**

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What does really matter?

- Woke washing
- Social justice marketing
- Employee activism
- CEO activism
- Corporate activism

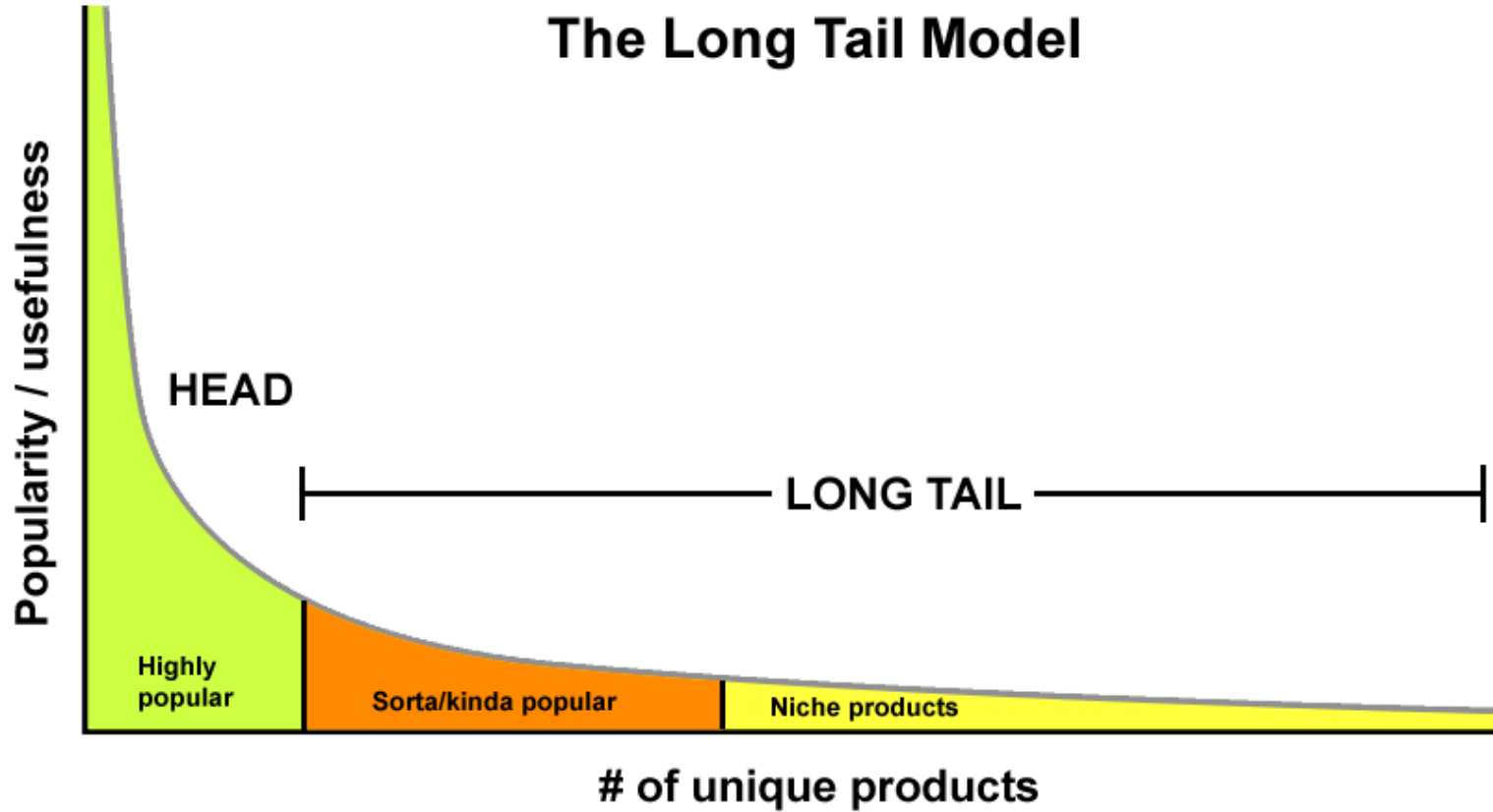


Activism:

working towards the social change one
believes in

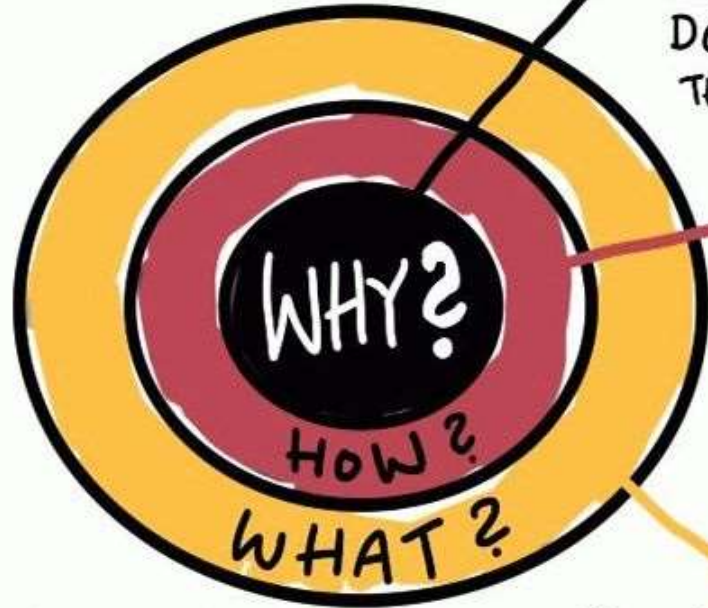
Values matter

The Long Tail Model



Purpose matters

GOLDEN CIRCLE

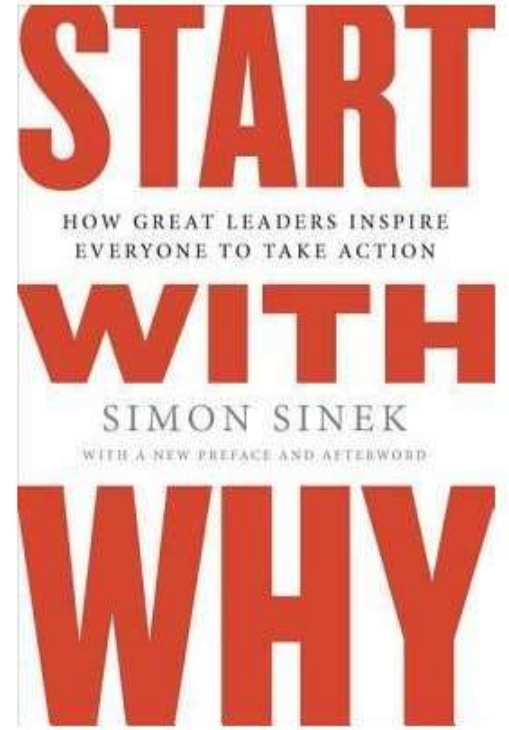


WHY DO YOU DO WHAT YOU DO? WHAT IS THE PURPOSE?

HOW DO YOU DO WHAT YOU DO?

WHAT DO YOU DO?

IDEA: SIMON SINEK



Our purpose

We exist to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world. We fearlessly innovate in this pursuit across our Hygiene, Health and Nutrition businesses.

Our fight

We have a fight on our hands. A fight to make access to the highest quality hygiene, wellness and nourishment a right and not a privilege. Information and products that promote good health and hygiene are daily necessities for us all.

Our brands work on the frontline to ensure the latest health and hygiene information is as widely available as possible, and that our products can be found online and in store 24/7, from the biggest city, to the smallest village.

<https://www.rb.com/about-us/our-purpose-and-compass/>



Some have to dig deep to find their purpose, for us it has always been there.

We pursue perfection every day.

We strive to brew better beers. Beers that stand at the heart of moments that bring people together.

We don't settle for immediate gain, when we can create a better tomorrow for all of us.

BREWING FOR A BETTER TODAY & TOMORROW



Successful by delivering sustainable organic top-and bottom-line growth; professional by being the preferred supplier of our customers; and attractive by delivering value for shareholders, employees, and society.



To achieve our ambition, SAIL'22 focuses on four key priorities:

1. Strengthen #1 & #2 positions: We leverage our strong beer brands and market positions to drive growth.
2. Position for growth: We drive growth in geographies and segments where we see long-term growth opportunities.
3. Deliver value for shareholders.
4. Create a winning culture: We have a winning culture to deliver on our choices.

What about storytelling?

Stories give meaning.

Stories unite.

Good stories are retold.



WRITE

MY COVID-19 STORY
#YOUTHOFUNESCO

RECORD



#AloneTogether

COVID Stories - A digital memoir from the pandemic

Premiere's May 5, 2020 at 5:30 PM

WATCH THE STORY



"For You"

COVID STORIES - A digital memoir from the pandemic

WATCH THE STORY



"Just Breathe"

COVID Stories - A digital Memoir from the pandemic

WATCH THE STORY



"The New Normal"

COVID Stories - A digital Memoir from the pandemic

WATCH THE STORY

<https://www.firstpersonarts.org/Stories/COVID-Stories>

Colleagues share their working from home tips

Play (X) Subscribe

0:07 / 1:45

#WorkingFromHome #LifeAtHSBC #WFH
Home working tips from our colleagues

908 views · Apr 9, 2020

18 0 SHARE SAVE ...

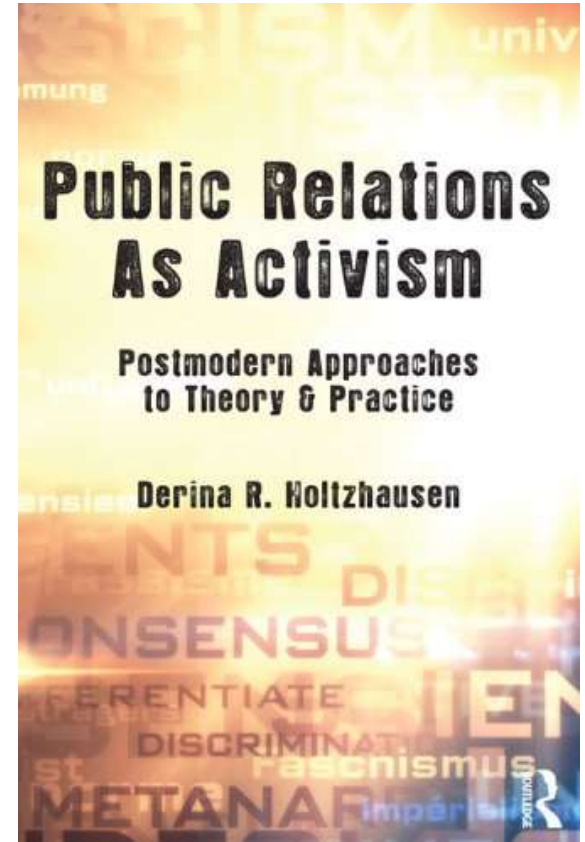
The Golden Hour

What is it that unites people?

Who is your hero?

How is your organization contributing to the common good?

What do I have to do with this?



PR practitioner as an activist

- Situational ethics
- Employees first
- PR practitioners choose sides
- PR practitioners as A conscience of the organization rather than THE conscience
- Influential (not necessarily authoritative)
- Multidimensional and inclusive (when it comes to power)

Promoting workplace resistance

- Horizontal organizational structures
- Disruptive hierarchies
- Network planning (putting the stakeholder at the centre of the planning process)
- Disperse information instead of controlling it
- Work groups/ Team work
- Shared responsibilities

Corporate Activism

research, case studies and solutions for communicators to address a rising trend

Prof. Dr. Ana Adi

Quadriga University 
of Applied Sciences

Thank you!

Prof. Dr. Ana Adi

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