

Business Leadership Forum

Mr. Narhari K S

Section A

Topic: An Introduction to Corporate Communication

28/3/24

The Third business leadership forum began with a welcome address by Ms. Anju she introduced the speaker Mr. Narahari KS, who had around 4 decades of corporate experience and has served in different positions in the organization including as head of corporate communication. He has served at IBM, Wipro HMT, Dell, and a few others. Now he is a consultant at Bosch. The speaker took over the session.

He started with what is corporate communication. Corporate communication is the management of internal and external communications to create a favorable view of a company among its stakeholders. It involves strategies to build a good reputation, keep employees informed, and connect with customers, investors, and the public.

The speaker gave the example of how HMT built the brand, and how to make consumers brand-conscious through communications. He discussed several examples of being brand-conscious and how corporate communications help consumers in brand recall. He reiterated the importance of internal communication with the employees and in turn how they carry forward with the other stakeholders.

In the presentation, there were points discussed on WhatsApp communication, being brand-conscious, activities of the corporate communications department, which includes executive presentations, newsletters from the company, media relations (one major activity in corporate communications) investor relations, and creating favorable perceptions.

In the meantime, the speakers also gave a glimpse of areas of corporate communication which includes Management communication, brand communication, and functional communication. Also, he brought out the concept of responsibilities of corporate communication.

While discussing responsibilities, the major responsibility of corporate communication promoting a profile through corporate branding, minimizing

discrepancy and creating companies desired identity and brand features. He pointed out at maintaining professional relationship with the stake holders. He also gave pointers on how global CEOs like Satya Nadella, Arvind Krishna and Anand Mahindra portray their company's identity.

In continuation with the discussion, he gave points on principles of corporate communication which includes message consistency, focusing of people's interest, focusing on target audience, using right language, finding your USP -key differentiator.

Before conclusion the speaker gave points on the link of CSR and corporate communications and how corporate communications extend brand reputation. At recent times, digital communication and brand management.

Ms.Jyothi 's vote of thanks concluded the session and the speaker was honored with a memento.



