

Weekly Newsletter 202

Reputation TODAY

India's First Magazine for Public Relations and Communications Professionals

FULCRUM AWARDS 2021 JURY

SPECIAL JURY

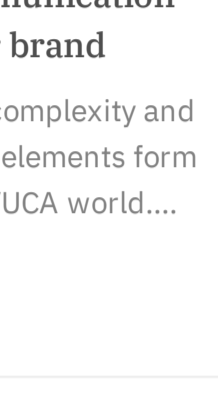
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Prior to the pandemic, businesses considered work-from-home to be an inefficient way of working. However, thanks to cutting-edge technologies like Video Conferencing and more the trend has emerged as a savior of economies worldwide.

- Geeta Singh




WFH: Success during Covid-19 and prospects

When the Covid-19 pandemic started rampaging around the world more than a year ago, very few people cou...

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In this VUCA world where uncertainty is playing havoc, every strategy needs to be revisited. This strategy is characterised by adaptive planning, early adoption, evolutionary development, continuous improvement & a rapid and flexible response to change.

Mahul Brahma (Dr)



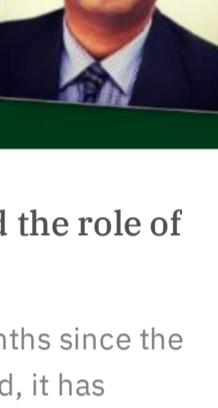
How strategic communication can help build your brand

Volatility, uncertainty, complexity and ambiguity – these four elements form what is known as the VUCA world...

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Whenever there is a new idea, people are skeptical about getting associated with it, and start-ups face this challenge all the time. Hence, communicating in the right manner to the right people becomes very important.

- Shraddha Agarwal



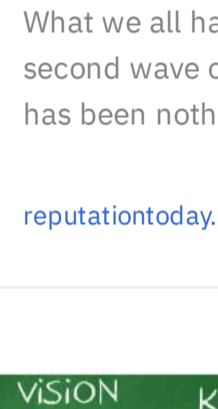
Start-ups leveraging PR to build reputation

Are you a start-up founder and confused whether you need to kickstart PR? You must be getting...

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Year 2020 took off with an extraordinary pandemic which brought about several changes to our work culture, including the way events & meets are conducted. The lockdown that followed provided the whole world the time & opportunity to move to virtual events & meets.

- Vijay Shekhar



'Virtual' is quite the way to go

Few years ago (in the pre-COVID era), a client based out of Bombay wanted to do a Press Conference in Chennai....

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Coming back to office can be boring or fun, depending on the employee engagement activities undertaken. If companies choose to make it a fun activity, communication has a huge role to play in making it happen.

- Tilak Chowdhury



Return to office and the role of communication

It's been nearly 15 months since the lockdown hit us all. And, it has changed our life beyond recognition....

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connect
empathy
compassion
communication

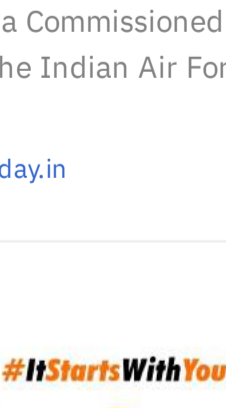
listening, request, emotion, understanding, self-empathy, awareness, interpersonal, warmth, authenticity, understand, empathic, compassionate, alive, unique, compassionate

Covid, Compassion and Communications

What we all have witnessed about the second wave of Covid19 resurgence has been nothing less than a...

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VISION, KNOWLEDGE, innovation, Leadership, ENTREPRENEUR, VENTURE, solutions, Plan, ENTERPRISE, OWNER, BUSINESS, Risk, MANAGEMENT, Startup, ideas, OPPORTUNITY



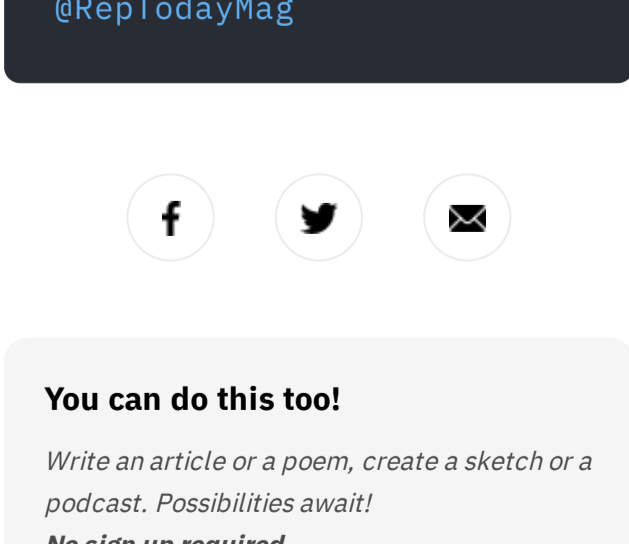
Lessons from being an entrepreneur – Part I

In 2014 I decided to take a break from the corporate world and explore what it meant to be an entrepreneur...

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The first step to thinking clearly is to question what we think we know about the past.

- Peter Thiel



Old stories make new stories

As I go in search of my learning from this week, I seem to be on a trip down memory lane. School days, college...

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Of Bill Clinton's statement and the Bell Curve

Many of you would remember Bill Clinton's statement the time he was facing allegations about his...

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Working as a commissioned officer in the Indian Air Force taught me how to stand tall with confidence even in the face of challenges. My yoga practice further honed my confidence and skills.

- Snigdha Bharadwaj



Straight Talk with Snigdha Bharadwaj

Snigdha Bharadwaj has served the country as a Commissioned Technical Officer in the Indian Air Force. She i...

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