



VC VC <vc@rgukt.ac.in>

IIMA - Corporate Theatre: Developing Creative Competencies through Storytelling & Film-Making

IIMA <exedinfo@iima.ac.in>

Mon, Mar 20, 2017 at 3:59 PM

To: vc@rgukt.ac.in

Dear Sir / Madam,

Dear Sir
By
29/3

Greetings from IIM Ahmedabad!

It gives me great pleasure to invite you to participate in a programme on 'Corporate Theatre: Developing Creative Competencies through Storytelling & Film-Making' at the Institute during 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 workshop is largely experiential. In addition to indepth 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 organizational narratives, processes and outcomes. Various methods of storytelling and creative visualisation (especially scriptcreation

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

We look forward to receiving nominations from your organization. The last date for receiving filled-in nominations is **April 10, 2017**.

For programme brochure & nomination form, please feel free to get in touch with the Programme Coordinator, Mr. Sanjit Nair at sanjitn@iima.ac.in or Phone: +91-79-6632 4469.

To unsubscribe, please click here

Thank you,

Yours sincerely,

Professor Bharathan Kandaswamy

Professor Kirti Sharda

Faculty Co- Chairs - Corporate Theatre

Indian Institute of Management Ahmedabad