

KPMG SPORTS CALENDAR CASE STUDY

Sports reveal character as much as they help build character. Sports initiatives align beautifully with KPMG's driving value system. Read ahead to know how, across 21 locations in 10 Indian cities, over 18,000 employees lived these values, under the PRIDE initiative.

KPMG under the brand name of PRIDE, used the power of sports for their India workforce to be aligned to their engagement efforts.



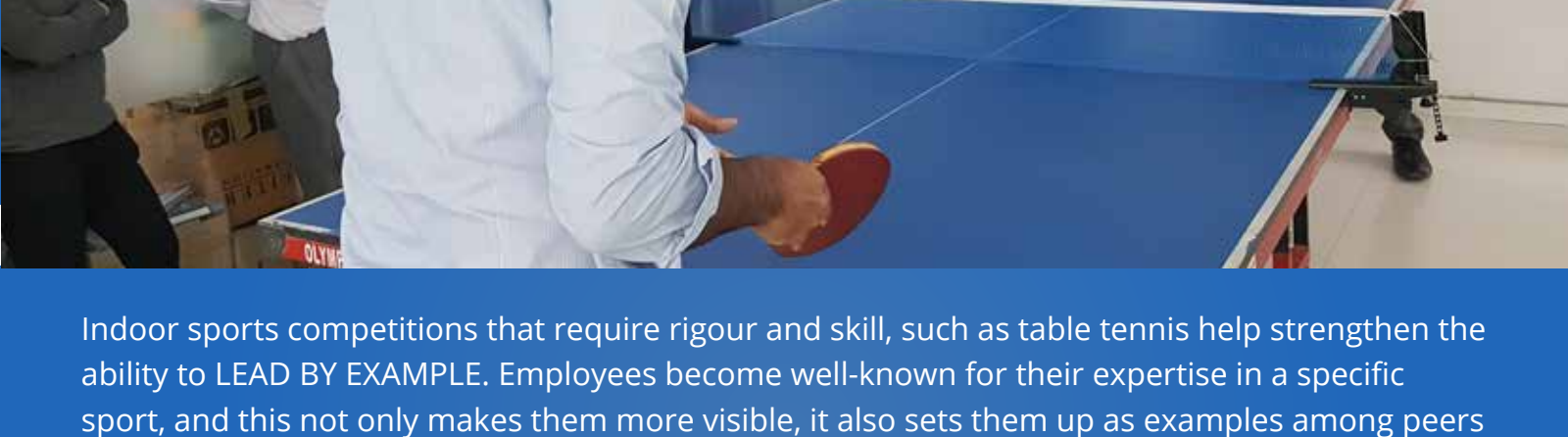
There are five aspects to the sports initiatives at KPMG:



Here is a look at how sports helped build branded properties that have become annual, much anticipated events.

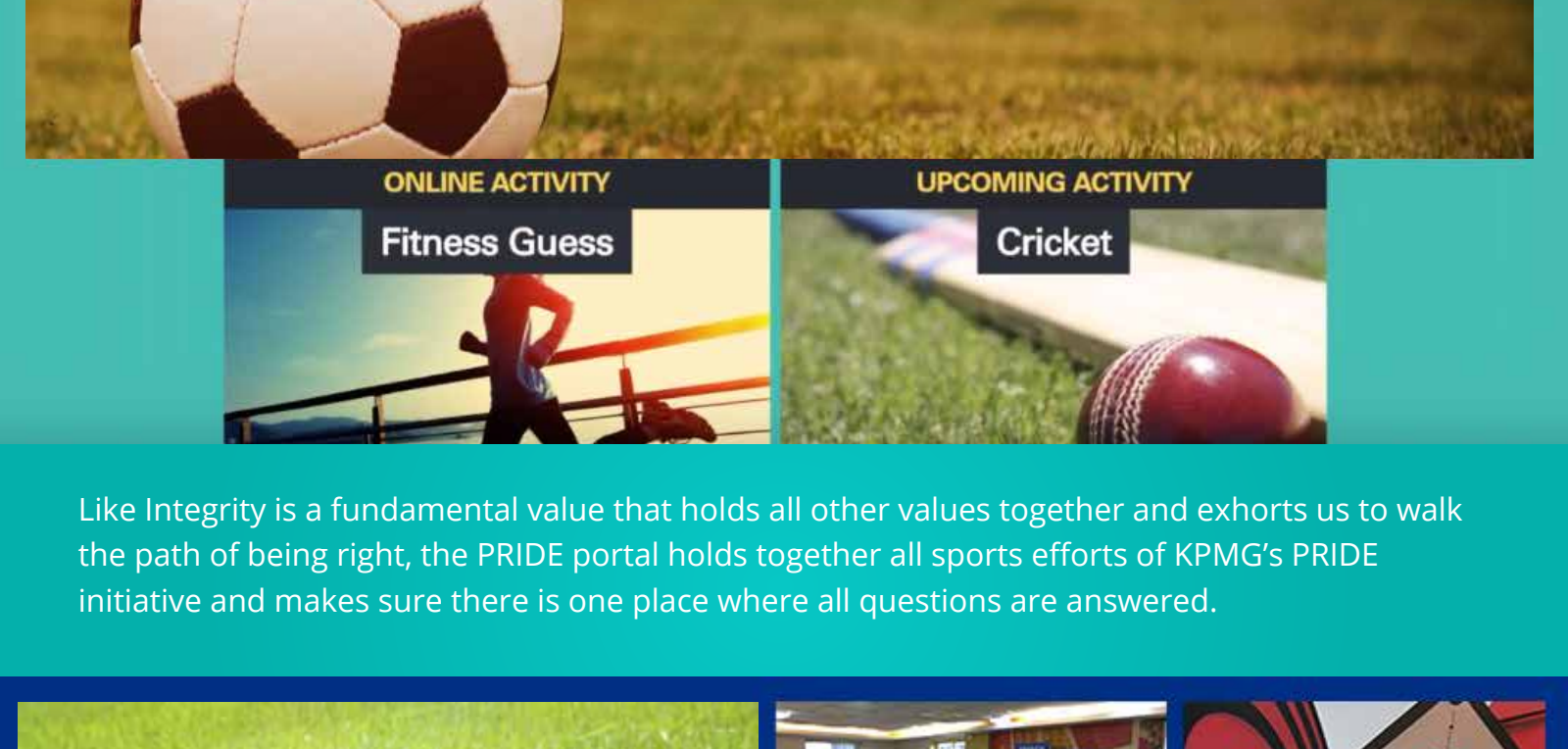


The value brought to the fore by the WORK TOGETHER value of KPMG is teamwork. Outdoor activities like cricket and football don't just need teams to work together on the field but also off the field to coordinate the formation of the best teams, practice sessions etc. This helps bring about a higher spirit of collaboration.



Indoor sports competitions that require rigour and skill, such as table tennis help strengthen the ability to LEAD BY EXAMPLE. Employees become well-known for their expertise in a specific sport, and this not only makes them more visible, it also sets them up as examples among peers and seniors.

PRIDE INTEREST CLUB CALENDAR 16-17 OFFLINE ACTIVITIES ONLINE ACTIVITIES NEWSLETTER HEALTH GALLERY FEEDBACK



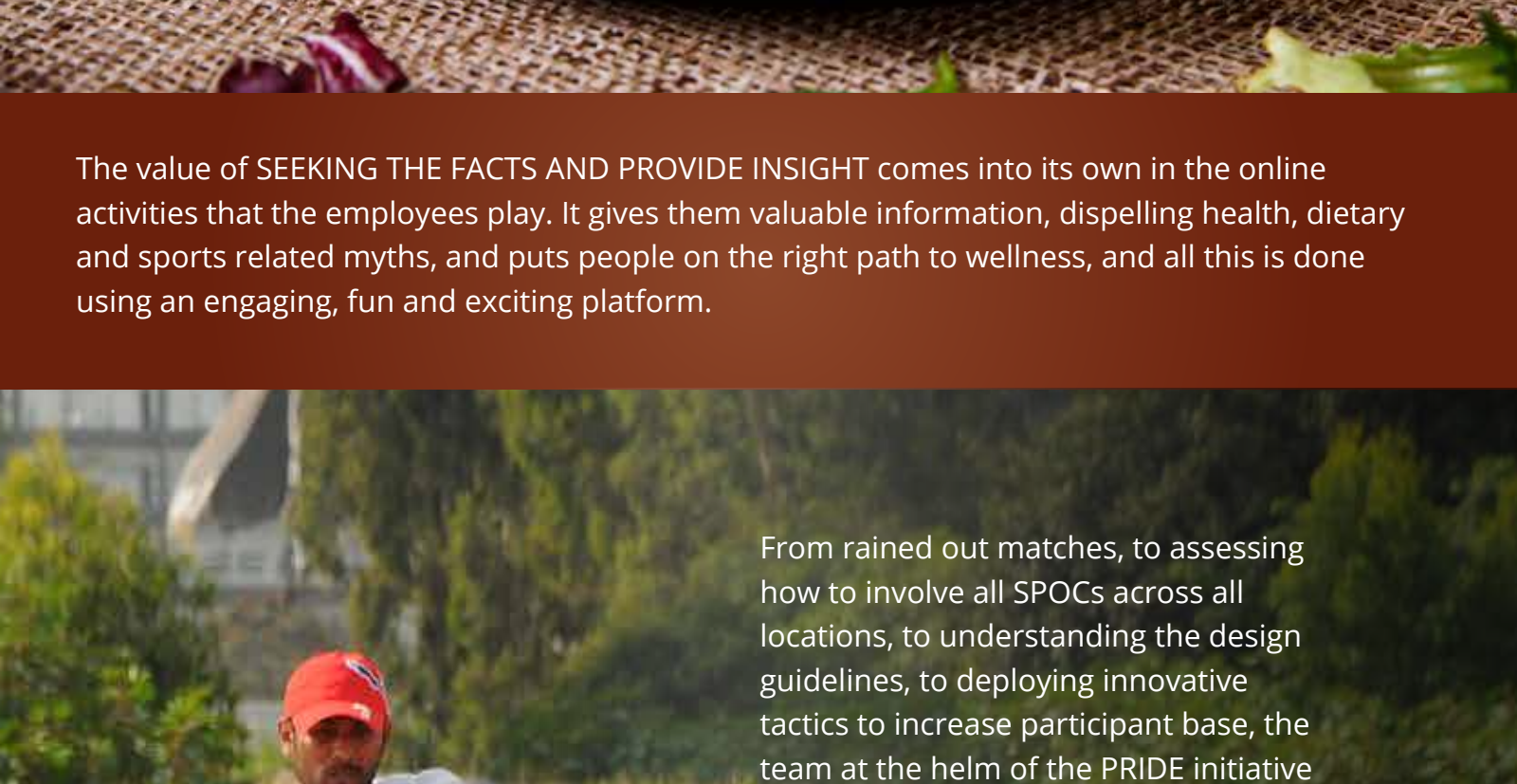
Like Integrity is a fundamental value that holds all other values together and exhorts us to walk the path of being right, the PRIDE portal holds together all sports efforts of KPMG's PRIDE initiative and makes sure there is one place where all questions are answered.



OPEN AND HONEST IN COMMUNICATION, another KPMG value is enforced by the monthly newsletter, which shares highlights in sports inside KPMG.

We share health and well-being trends, facts, recipes and a lot more with readers, so that the input data helps to make a transformation to a healthier lifestyle.

Question Your Nutrition



The value of SEEKING THE FACTS AND PROVIDE INSIGHT comes into its own in the online activities that the employees play. It gives them valuable information, dispelling health, dietary and sports related myths, and puts people on the right path to wellness, and all this is done using an engaging, fun and exciting platform.



From rained out matches, to assessing how to involve all SPOCs across all locations, to understanding the design guidelines, to deploying innovative tactics to increase participant base, the team at the helm of the PRIDE initiative at KPMG has worked with The Fuller Life in an open, collaborative way.

They challenged us and ourselves, to build a powerful engagement brand for more than 18,000 people who work at KPMG India.

To introduce a sports initiative at your organization, contact us at : reachus@thefullerlife.com | 080 6559 8001/2