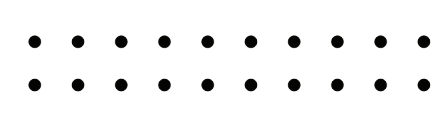


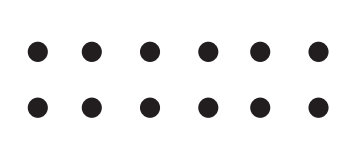
→ You're a [♂]
 great place
 to work
 we know it.

Now, let's
 tell the world! ↗

Showcase exceptional EVP & EX
 Transform how you deliver success



toss the coin



The GCC Challenge

Branding & People

Branding



Internal: Align the GCC's identity with your HQ's values and culture



External: Establish a strong local presence in the market



Internal Communications: Maintain clear and consistent communication within the organization

People



Talent Acquisition and Retention: Attract top talent and reduce attrition



Employee Engagement: Keep employees motivated, productive, and committed



Culture: Build a cohesive company culture that resonates with employees

Transform Challenges into Opportunities

We integrate internal and external branding with Employee Value Proposition (EVPs) & Employee Experience (EX) that act as strategic levers for:



Employee Acquisition, Engagement & Retention



Branding



Competitive Advantage

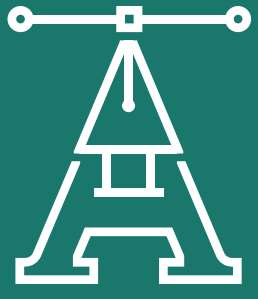


Cost Savings



Craft your Story

Branding and Identity



Craft compelling brand narratives, visual identity, and messaging, including internal branding initiatives

Internal & External Communications

Build strong internal communication channels and consistent external messaging



Talent Acquisition & Retention

Develop effective recruitment strategies and employee retention programs



Community Management



Foster employee engagement and collaboration through diverse platforms like VivaEngage and WorkVivo

Employee Engagement & Experience

Create engaging workplace cultures and enhance employee journeys, including pre-joining and onboarding experiences



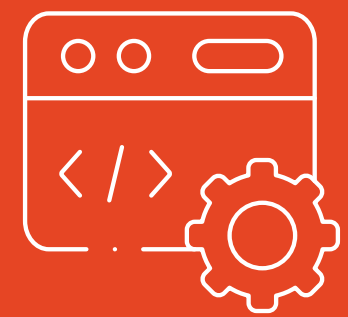
Change Management & Organizational Development

Guide your GCC through transformations and building high-performance teams



EVP Development

Define and communicate a compelling EVP





Build & Sustain a Thriving GCC

The VOICE Framework

V - Vision & Value Proposition:

- Uncover your unique strengths and EVPs
- Adhere to your vision and goals

O - Optimized Communication Channels:

- Ideate and implement a multi-channel approach for internal communication (newsletters, intranet, town halls)
- Develop a localized communication strategy

I - Internal Branding & Engagement:

- Foster a sense of belonging and connection with HQ employees through virtual team-building activities and communication platforms
- Ideate and implement R & R programs

C - Collaboration & Alignment:

- Break down silos between the GCC and HQ by implementing knowledge-sharing platforms and cross-functional collaboration strategies
- Establish clear communication protocols and expectations to ensure efficient information flow and alignment between teams

E - Evaluation & Evolution:

- Track the effectiveness of your communication strategies using relevant KPI (employee satisfaction, project success rates, balanced scorecard)
- Continuously adapt and refine the communication framework based on data insights and market trends





Why toss the coin?

- **Immersive Expertise**

Proven track record in internal communications and branding since 2012

- **Innovative Approaches**

Creative, customized solutions using cutting-edge technology and tools

- **Proven Methodologies**

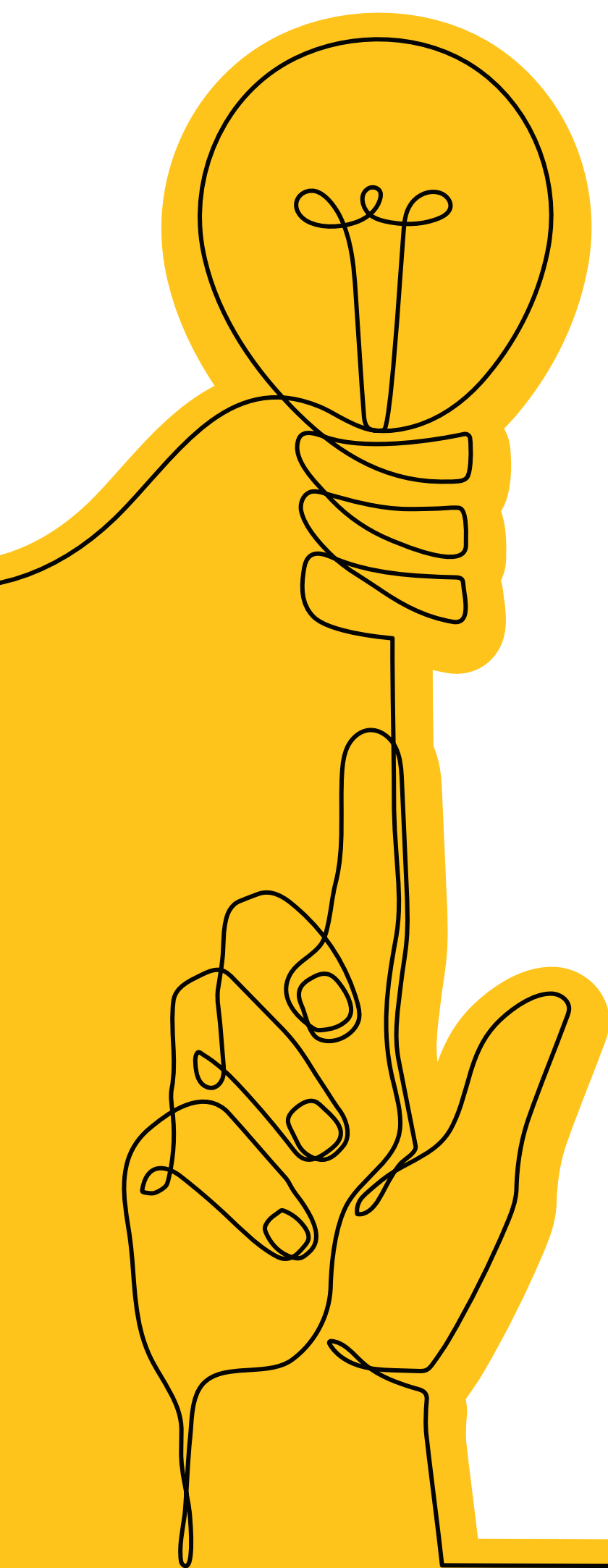
Expertise in developing compelling EVPs and enhancing employee experience

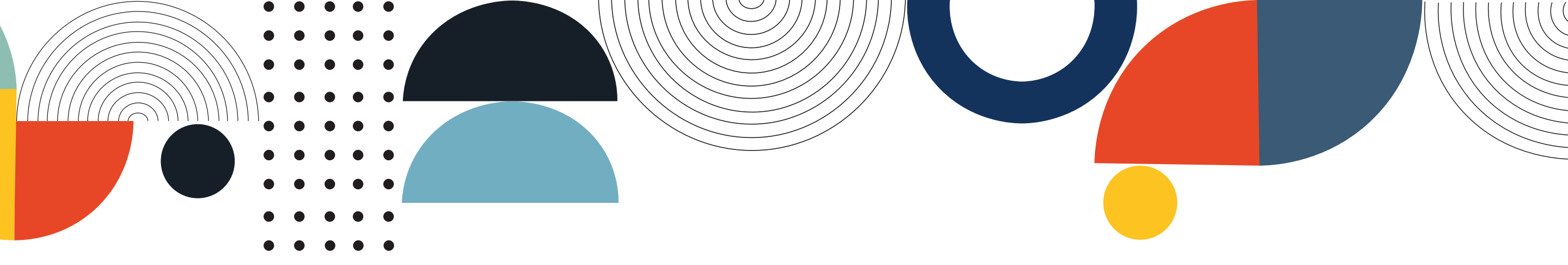
- **Comprehensive Support**

End-to-end service from strategy to execution and continuous support

- **Human-Centric EVP & EX**

Define and activate design thinking-based solutions that adapt to your GCC's humans at work





Don't just win the
talent game.

Be an
evolving, innovative,
and **consistent change catalyst.**

We're your secret sauce to enhance &
amplify your EVP & EX by 10X.



toss the coin

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