



'Stop- Start-Continue'

In order to keep the spirit of Humankind alive;

let's practice it and make it a part of our work culture.

The first of this series is the 'stop- start- continue' approach given below.

STOP

- □ Working on the old approach
- □ Working on a brief without looking at the Humankind angle to it!
- □ Stop just thinking on concepts for ADS... instead think about ACTS!
- □ Treating a promo or a price offer as disconnected from brand purpose
- □ Assuming things about people
- □ Using jargon
- □ Talking to consumers and start talking to people
- □ Limiting ourselves to conventional system / model; own Humankind techniques
- □ Stop confusing business strategy with human purpose
- □ Blaming clients and treating them as other side
- □ Thinking just TVCs and print ads



START

- □ Sharing knowledge on fuel, behaviour, case studies and presentations
- □ Acts first. Ads next
- □ Champion Acts from concept to last mile execution
- □ Living a real life, instead of an air-conditioned life
- □ Learning from other sources other than advertising
- □ Sorting out your own individual human purpose
- □ Start standing up for what you think is good
- □ Training and using humankind
- □ Identifying clients where Humankind is doable
- □ Internally starting using it on all businesses
- □ In-house review GPC on release work
- □ Understand the realities of the categories we work on
- □ Start subscribing to existing customized human kind research
- & ultimately start doing it
- □ Reinforce Humankind internally for all new recruits
- - Understanding Humankind over 45 minutes coffee with M.D.
- □ Pitch / prospect human kind friendly brands to showcase the model
- □ Believing in each other and in human kind
- □ Observing and listening
- □ Connecting with human beings
- □ Reading client, Creative news-letters.
- □ Collaboration with the region & learn from their experience
- □ Looking at everything through the human lens
- □ Telling people our human kind story



CONTINUE

- To raise the bar with the help of Humankind tools
- To lead idea generation process.
- Be the indispensable source to client's competitive advantage.
- Embrace change. To look for emerging trends
- To invest in knowledge
- To have fun
- To be brave
- To be the benchmark
- Continue doing pro-active consumer work.
- Continue bringing human perspective to business problems.
- To observe the consumers and market
- To encourage and nurture team spirit
- To build great relationships with client teams and partner them
- Co-ownership of brands – Creative + Client servicing
- Looking at these commitments & make sure it happens.

In a nutshell 'Be the change you want to see'.

Be Human