

OUR PURPOSE

Working in an organisation can go beyond the daily tasks and responsibilities put into a job description. It can have a deeper purpose and meaning, that impassions employees for the work they do. Culture itself however cannot be manufactured and comes from values and beliefs at the core of the company. Our Purpose shines the light on organisations that are succeeding beyond financial success.

QUARTERLY ONLINE SHOW ON CORPORATE NEWS AND FEATURES SPECIFICALLY ON PEOPLE/CULTURE

Produced By

Know My Business
a division of Know My Group Pty Ltd

Executive Producer

Hardeep Girm

Background

Culture plays an ever increasing role in corporations and not-for-profit organisations. It drives internal outcomes such as productivity, and external facing marketing and corporate affairs. Companies make the mistake of promoting their own culture that is biased and fails to draw an audience.

However for true authenticity in putting an editorial story that has not been created by the organisation itself, means an independent producer with a show such as **Our Purpose** is a effective way of generating positive content through a media outlet.

Title

Our Purpose

Show Structure

4-5 minute intro and headline news

4-5 Minute segments produced into 20 minute show on ways companies are developing and giving opportunity to staff and other connected people to develop it's deeper purpose and culture

Australian content only with occasional overseas news. Episodes 1 & 2 NSW focused

Distribution

Full episode distributed online through social media and partner sites, followed by segment releases
Initial release schedule quarterly

Funding

Episode 1 - Funded entirely by Know My Business

Segments charged - Production (circa \$6-8k) optional PR, incl launch events (circa \$8-12k)

Contributors

Corporate HR, Marketing and Corporate Affairs teams

NFP Causes that are supported by the corporate entity

Audience

Employees and prospective candidates

Australian career and employment bodies

Corporate marketing and HR channels

Internal communications teams

Segment hosts

TBC

Launch timeline

June 2018 - Cast and Content

June 2018 - Pre-production, filming and production

July 2018 - Episode 1 Launch

Expressions of Interest

- Casting - presenters and hosts

- Original content on Australian success stories in target sectors for show: Accountants, Law firms, HR consultancies, financial planners, technology companies and other white collar companies

- Sponsorship per episode or for 4 shows per year

Contact

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