

ANOTHER IMPACTFUL STORY BY 361 DEGREES



Ceylon Tobacco Company - A Time-tested Partnership

Unmatched scope, Market-leading design capabilities, Consistent delivery... 361 Degrees is unique and effective in its approach, a winning pitch through which we have established enduring partnerships with industry leaders.

From among them, CTC is one of our most valued clientele, and over the years has continuously entrusted us with the task of delivering Training and Development solutions from each dimension in our product portfolio.

Strategy Cascading:

We were instrumental in cascading CTC's 2020 strategy across the entire workforce.

Culture Change:

We develop experiential communication interventions to drive awareness for CTC's 6 Game Changer characteristics.

Line of Sight:

CTC hosts annual 'Line of Sight' events focused on strategy planning and the driving of key messages. We come on board to help drive key messages, and strengthen the bonds between teams and individuals.

Team Building:

We have delivered Team Building experiences to the entire organization, across all tiers; Be it a 100+ audience or even the entire company for that matter, or smaller, focused groups like executive committees, leadership teams and regional units, we have been able to scale the experience no matter what the audience size is.

Executive Development:

We organize the annual EDP to identify and fast-track potential individuals through a rigorous, yet engaging learning experience based on 360 surveys, psychometrics, leadership and communication modules, and group activities.

Dealer Engagement:

Keeping external stakeholders up-to-date on key organizational information through effective information dissemination - Numbers are never a challenge; reach 7,500 dealers over a period of just 3 days? We can, AND have delivered.

LETS TALK: 0773361361