



INTERNAL COMMUNICATIONS

Fejiro Odibo

Aashti Vijh

Jacqueline Roes

THE NATIONAL **Ballet** OF CANADA

ACT I



OUR JOURNEY



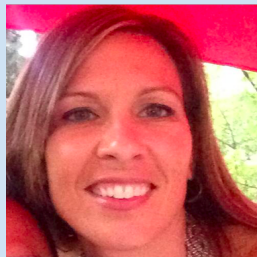
Belinda Bale
Senior Associate Director of
Communications



Catherine Chang
Senior Communications Manager



Simmon Li
Telefund and Telesales
Representative



Leigh Ann Layno
Director of Human Resources



Kathleen Matatya
Human Resources Manager

HISTORY & OVERVIEW



- Founded by Celia Franca (1921-2007), a ballet dancer and teacher.
- Performs ballets such as *The Nutcracker*, *Swan Lake* and *Romeo and Juliet*
- performed to over 10 million people
- Employs 120 artists, dancers and musicians, as well as production and administrative staff

MISSION STATEMENT

- “To perform the masterworks of classical and contemporary ballet for a wide public in Canada and abroad”
- “To exemplify artistic **excellence** to the highest international standard, by attracting, nurturing and developing the **artistry** and talent of the best dancers and musicians.”
- “To create an environment within which artists and staff realize the fullest extent of their talents.”
- “To delight and challenge our audiences and motivate their deep loyalty and lifelong generosity.”

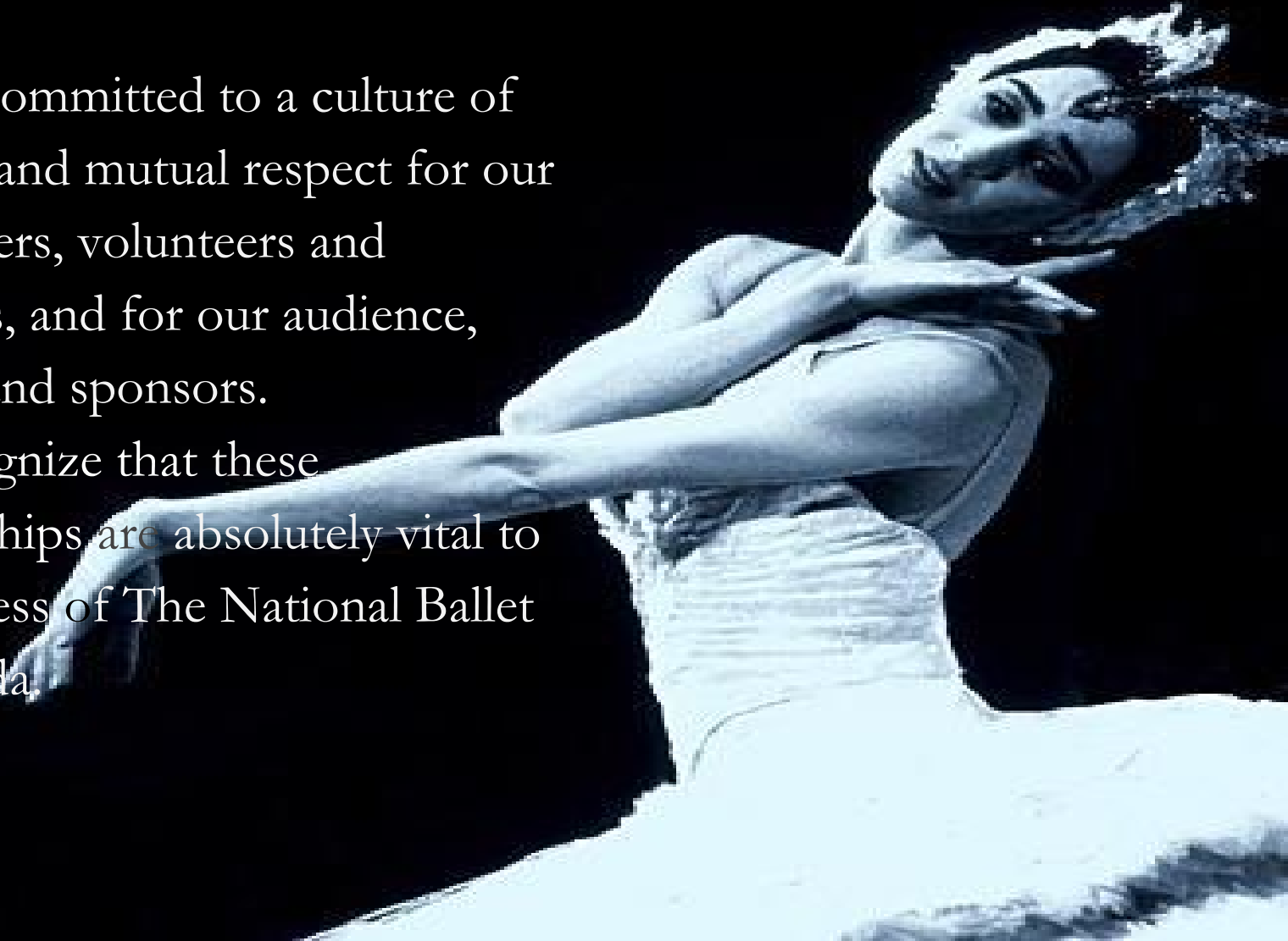


VISION STATEMENT

- “We strive to be a national symbol of Canada’s rich cultural heritage and to be recognized internationally as one of the world’s leading ballet companies.”
- “We aspire to become known as an exacting and supportive place for all artists and staff, encouraging a culture of performance excellence and creativity at all levels.”

VALUES

- We are committed to a culture of support and mutual respect for our co-workers, volunteers and suppliers, and for our audience, donors and sponsors.
- We recognize that these relationships are absolutely vital to the success of The National Ballet of Canada.



ACT II



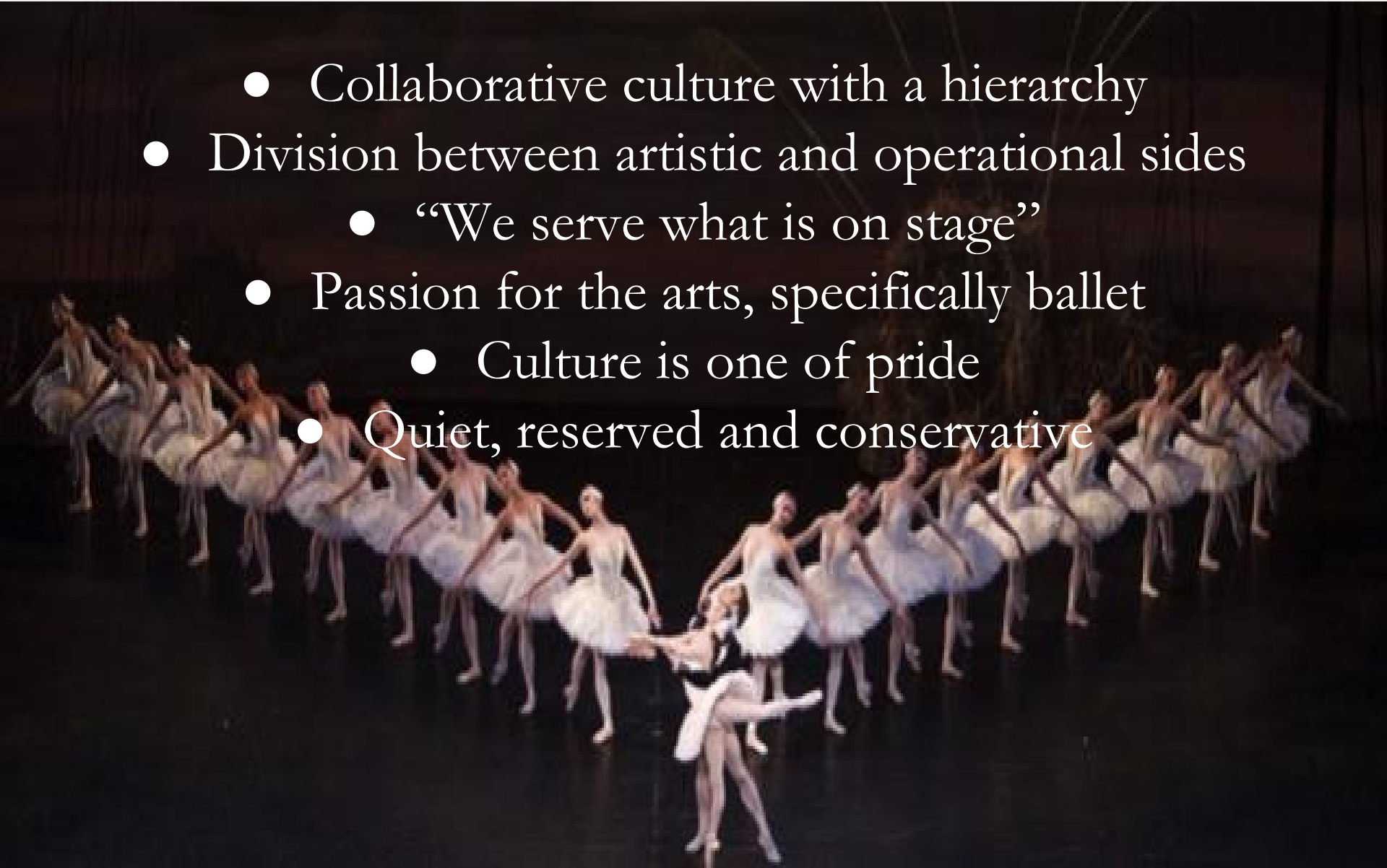
“We must match the excellence of what
is on stage”

COMMUNICATION STYLE

- Communications managers must communicate in a manner that is effective for most.
- Communication must be respectful, thoughtful, informative, and proactive.
- Communication is open and two-sided, they don't want staff to feel blind sided
- We feed back information to you with the expectation that you give us feedback.
- We try really hard to break down notions of silos.
- People are communicating across departments so that its about being collaborative.

ORGANIZATIONAL CULTURE

- Collaborative culture with a hierarchy
- Division between artistic and operational sides
 - “We serve what is on stage”
- Passion for the arts, specifically ballet
 - Culture is one of pride
- Quiet, reserved and conservative



MANAGING CHANGE

- Maintaining and upholding core values
- Changes with new executive director Barry Hughson



ACT III

STRATEGIES AND TACTICS

Digital Strategy

Director of Technology > Digital Advertising > Mobile Interface
> Social Media

Internal Communications

Team Building Activities > Newsletters

Monitoring and Evaluation


Focus Groups > Surveys > Town Hall Meetings




OUR RECOMMENDATIONS

Globe-trotting Artistic staff, limited access to e-mail

1. Mobile-device information videos
2. The National Ballet of Canada Intranet



[Home](#) | [What's On](#) | [Productions](#) | [Blog](#) | [Classes](#) | [Learning](#) | [Support Us](#) | [The Company](#) | [Advent Calendar 2014](#)



[SIGN IN](#)

[SIGN UP](#)

Login

Login

Username:

Password:

 47,662 Likes

 22,216 Followers

 443 Images

 143 Videos

[Press & Media](#) | [Intranet](#) | [Job Vacancies](#) | [Contact Us](#)

[Terms & Conditions](#) | [Privacy Statement](#) | [Cookies Policy](#)

© 2013 English National Ballet.
All rights reserved. Registered in England and Wales. No. 735040. Charity. no. 214005
Registered office: 39 Jay Mews, London, SW7 2ES



