

Become an Intellectual Powerhouse

Dear Team,

As we accelerate our journey to be industry-leading thought leaders, we're every team member to use the **Everyone Social platform** every week. It's important because we need to:

- Build client confidence by showcasing our intellectual muscle in solving complex challenges
- Offer innovative ideas to help clients anticipate trends & make smarter decisions – becoming a trusted partner
- Empower ourselves as domain experts to engage senior clients

Using **Everyone Social** makes it easier for us to become an **Intellectual Powerhouse**. You can share curated thought leadership in just one click through multiple platforms. We have started tracking progress through the **Everyone Social** leaderboard. We will track this every two weeks.

If you need a refresh, take a moment to watch the **Everyone Social** training video to get accustomed to the interface and get started.

Warm Regards,

Corporate Communications Team

Genpact