



SDA BOCCONI

INTERNAL COMMUNICATION

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In 2004 the biennial collaboration project between SDA Bocconi and TQHR generated “Face to face”, an initiative based on a photographic set which supported in the creation of 474 portraits of staff members of the business school. Each portrait was accompanied by a personal answer to a common question: “what is the SDA Bocconi face that you prefer?” Faces and answers have then become a big exhibition which took place in the school environment, lasting for over three months. The work done has then translated in a rich photographic book, with the goal of, rather than just collecting faces and answers, of creating an ethnographic survey which confronted the different layers of the organization, making even stronger the internal communication aspiration of the whole initiative.

In 2005 the “Build your vision” project has made use of the Lego Serious Play organizational development methodology (for further information see www.triq.it/lspunit_eng/), aimed at an internal communication initiative. This time the purpose was to work on the SDA Bocconi vision, asking to the 200 participants to create an individual 3-D representation of the two “souls” of the company vision: knowledge and imagination. The results of the workshop had instant visibility thanks to the models and a long-time support thanks to a series of video footages which tell, through the speeches of the protagonists, the different points of view on the SDA Bocconi vision. Just like the year before, the output of the workshop eventually became an exhibition available for several months to the whole staff of the business school, thanks to a series of multimedia installations.

