

# Internal Communication & Sustainability

**Tina Staples**

**Global Head of Archives, HSBC Holdings plc**

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HSBC Technology and Services

**HSBC**   
The world's local bank

# Welcome

- ▶ Introductions
- ▶ Archives as corporate culture
- ▶ Archives as content provider
- ▶ Archives as part of a sustainable approach to business



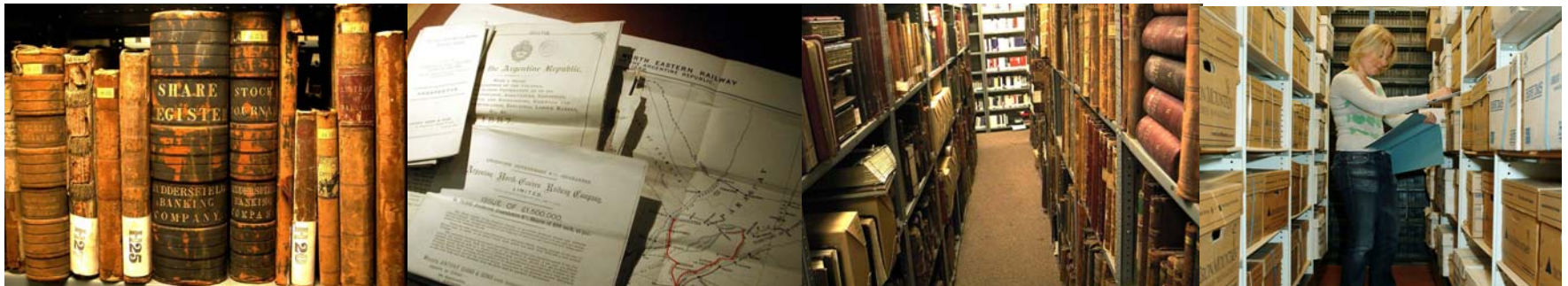
# Our case study today



- ▶ 300,000 employees
- ▶ 8000 offices in 87 countries across 6 continents
- ▶ approximately 130 languages spoken

# Archives as corporate culture

- ▶ Reactions to the film as a “new employee”?
- ▶ Reactions to the film as an archivist or historian?
- ▶ Delving deeper: History e-Learning module
- ▶ Our participation; lessons learnt; final result



# Archives as content provider

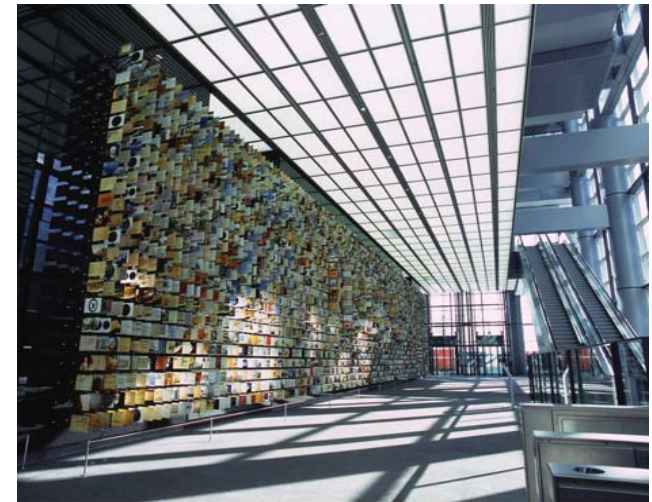
## 1. Direct collaboration with Internal Comms function

- ▶ intranet site content
  - “About us” sections to help employees learn more and contact us
  - news stories e.g. launches, anniversaries, advertise exhibitions
- ▶ plasma screens – inform & entertain
- ▶ ‘Facebook’-style community sites
- ▶ HSBC TV > stories out of special events and everyday occasions
  - e.g. highlighting our branch anniversaries programme...

# Archives as content provider

## 2. Partnerships with other functions

- ▶ Induction and Values programmes with HR
  - Global Induction films & e-Learning
  - stories
  - images
  - exhibitions
  
- ▶ Indian Summer project with Cultural Sponsorship team
  
- ▶ ‘Traditions & Transformation’ film for Technology & Services world forum 2010
  
- ▶ HSBC History Wall with Advertising and Corporate Real Estate



Credit: Steve Speller



# Archives as content provider

## 3. Engaging senior executives

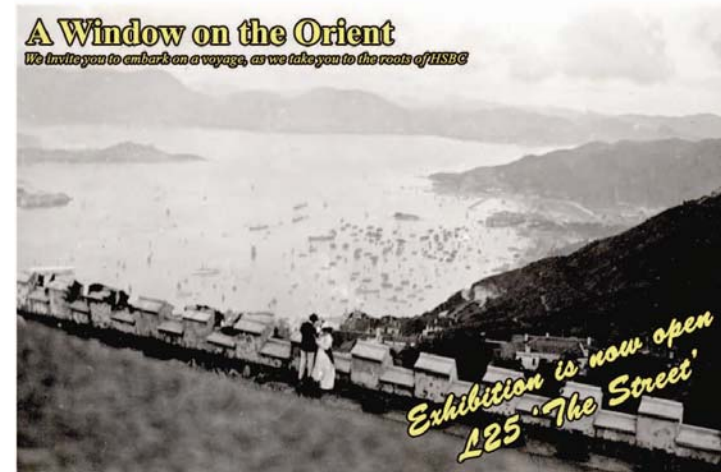
- ▶ Exhibitions
- ▶ 'Behind the scenes' tours
- ▶ Content for speeches and presentations
- ▶ Inspiring/contributing to blogs and discussion boards



# Archives as content provider

## 4. Archivists doing it for themselves!

- ▶ A Window on the Orient
  - advertising postcards
  - intranet story
  
- ▶ Literary Links: P.G. Wodehouse
  - lunchtime talk
  - factsheets
  
- ▶ A Perfect Match: HSBC & Sport
  - take-away brochure
  - on-line gallery





# Archives as content provider

## Feedback...

### ▶ A Window on the Orient exhibition:

*"A good exercise in demonstrating HSBC's broad history and extent of experience. Totally worthwhile. Do more of this!"* (GMO Compliance employee)

*"Good to see HSBC displaying our collection – a welcome break in my day!"* (Group Risk employee)

### ▶ On the P.G. Wodehouse talk:

*"I don't know what I was expecting, but it certainly wasn't an event quite as enjoyable as all that... The delve back into the archives – especially the audio recordings of the pensioners - brought that period of the Bank's history to life remarkably well....It was a welcome change to leave a meeting grinning from ear to ear!"* (Learning Transformation programme employee)

# Archives as content provider

## Reasons to get inspired & be proactive

- ▶ Optimise potential that would otherwise be locked away on the shelves
- ▶ Maximises size & scope of your audience
- ▶ Make new contacts in new areas > supports your Collecting programme
- ▶ Raise your profile > remind management that the corporate memory doesn't just manage itself!
- ▶ Add direct value to the business through staff engagement & brand enhancement > increasing management support in the long-run
- ▶ Win/win situations for the archives and your collaborators



▶ Your turn....

# Archives as part of a sustainable approach to business

## ▶ HSBC's approach to sustainability:

“We aim to run a sustainable business for the long term. This is about achieving sustainable profits for our shareholders, building long-lasting relationships with customers, valuing our highly committed employees, respecting environmental limits and investing in communities.”

(<http://www.hsbc.com/1/2/sustainability/our-approach>)



# Archives as part of a sustainable approach to business

## Key areas of participation

- ▶ Preservation of HSBC's history goes beyond just banking...
  - It is the shared history of people, communities, cultures, nations, politics, world events, innovations...
- ▶ Opening up to students & academic researchers, genealogists, museums, film-makers, writers etc
- ▶ Continuing to capture the corporate memory into the 21<sup>st</sup> century - striving to make it more globally accessible through digital archives management
- ▶ Providing tangible evidence of the success of previous sustainable approaches – and lessons to be learnt from less-sustainable choices

# Archives as part of a sustainable approach to business

## Practical examples

- ▶ Branch anniversaries project
- ▶ Kids v The Masters
- ▶ Learning links project
- ▶ China & The Royal Society exhibition, 2008
- ▶ China Education conference, 2010





Thank you