

Business India

THE MAGAZINE OF THE CORPORATE WORLD

September 27 to October 10, 2004

Rs15

Encouraging soundbites

What is the one responsibility that CEOs should never delegate? This teaser was posed to a group of senior executives in Mumbai recently by **T.J. Walker**, the leading media training expert. Although CEOs tend to shy away from meeting journalists, Walker thinks that getting over that phobia and becoming an expert on delivering that soundbite is something that can be easily learned. In fact, this former journalist has built a thriving practice teaching top CEOs and heads of state precisely that through his firm, New-York-based Media Training Worldwide. The "worldwide" part until now meant that

Walker himself was jetting around the globe conducting personalised workshops for his high and mighty clients, who incidentally include the Miss Universe organisation. But the fast-growing Indian market seemed a promising proposition, prompting Walker to consider an Indian arm: Media Training India is headed by long-time communications professional Ravi Shyam, formerly of Philips and Bayer. The fledgling venture is already off to a promising start, signing up clients like Thomas Cook and Actis. An enthused Walker topped off his first Indian visit by giving up his formal Western jacket for an Indian *kurta*! ♦



SANJAY BORADE