

Behaviour change, *through theatre.*

Principles are *played, not memorised*. We find the gap between what's said and what's done — then seed the change through a running engagement, not a one-off activity.

DISCOVERY FIRST LONG-TERM ENGAGEMENT FORMATS TO FIT THE MESSAGE

Deepankar — MDI alum · 12 yrs Theatre Practitioner · Lead Product Manager

Rajul — MDI alum · Acclaimed Film Producer · Seasoned CAT faculty



BUILT &
PERFORMED LIVE
BY THE TAMASHA
ENSEMBLE

One loop, *five moves.*

SEEDED OVER TIME, NOT STAGED ONCE

01

Understand

The behaviour gap,
named with you.

DISCOVERY

02

Unpack

Why it happens on
your floor.

DIAGNOSIS

03

Stage

The right **format** for
the message.

DESIGN

04

Trigger

The **emotion** that
moves behaviour,
live.

THE SHOW

05

Loop

Feedback in, again —
and **measured.**

REPEAT

Formats to fit — satire shows · floor activations · role plays · AI-based apps · continuous nudges.
Each cycle measured: understanding, appetite, the shift.

Played, not memorised. Seeded, not staged once.

PayU · "It's Not My Job!" · 97% understood the
behaviour

PayU Behaviours · values played as running skits

Marico · 1000+ people through theatre-based
workshops

"Better than traditional training."

— THE RECURRING COMMENT IN PAYU'S QR
FEEDBACK

WATCH

► **Marico — Day One** tamashaentertainment.com/corporate-films

► **Workshop films** [@tamashaentertainment8503](https://twitter.com/tamashaentertainment8503)

NEXT **1** 30-min co-design call — Deepankar & Rajul. **2** Lock the date. **3** Scope + PO — we build.