

Aniisu K. Verghese

Aniisu K. Verghese is an internal communication expert, author and consultant and has over sixteen years of experience in the evolving internal communications and social media domains with leading retail, IT, financial services and consulting organizations. Aniisu is the author of – [Internal Communications – Insights, Practices and Models \(Sage Publications, 2012\)](#). He currently serves as the Corporate Communications and CSR Lead for Tesco HSC, the technology and operations center of Tesco, one of the world's largest retailers. He was inducted into the 2015 PR Hall of Fame at the 9th Global Communication Conclave of the Public Relations Council of India (PRCI).

He managed key internal communication assignments with Fidelity, Accenture and i-flex solutions including the launch and management of corporate intranets, editing company employee newsletters, coaching senior leadership, leading internal brand campaigns as well as crafting effective corporate social responsibility communication that improved employee engagement. Aniisu often shares expert media commentary and perspectives on careers, culture, social media, employee and leadership communications.

Aniisu began his career as a brand executive with Leo Burnett, Bangladesh and Saatchi & Saatchi, India creatively contributing to the growth of the Nestle, British American Tobacco, BPL and Tata Tea accounts. Besides his work, Aniisu blogs India's and Asia's first dialogue on internal communication – Intraskope (www.intraskope.wordpress.com) which has been featured in global publications such as Melcrum and Simply Communicate.

He is often invited to speak at management forums such as the [2015 ARK Group's Internal Communication Summit, Melbourne – Australia](#) and the [2011 World International Association of Business Communicators, San Diego, US](#). He shares management advice through practical training programs on subjects like corporate etiquette, business communication, social networking, career planning and internal branding. He conducts India's first ever internal communication workshop series – [Internal Communications 401](#), [Internal Communications 301](#), [Internal Communications 201](#), [Internal Communications 101](#).

Aniisu is the founder of the global, [road safety campaign](#) and the public interest group – [Friends For Life \(FFL\)](#) in India. The [World Health Organization](#) invited FFL for a NGO consultative meet in Geneva, Switzerland in September 2003. Aniisu was the only Indian to attend the session which preceded [World Health Day 2004](#), dedicated to road safety globally. He won a bronze at the 14th Godfrey Philips Bravery Awards (2005) for his work on [road safety](#).

He regularly contributes thought leadership articles for management publications such as Melcrum, Simply-Communicate and the Journal of Internal Communications. He has authored papers on internal communications, [cause related marketing](#) and [road safety](#) that has received favorable response from various international forums.

As a visiting faculty for leading B-schools in the country he has designed the integrated corporate communications course for St. Joseph's College of Business Administration, Bangalore and St. Aloysius College, Mangalore. Aniisu has a certificate in [Neuro Linguistic Programming](#) and [Usability Testing](#). He was recently inducted into the [2015 PR Hall of Fame at the 9th Global Communications Conclave](#) conducted by the Public Relations Council of India. He also

won honors at the **2002 and 2003 League of American Communication Professionals (LACP) Vision Awards and Society of Technical Communications Competitions, Australia Chapter** in the employee publication category. Anisu serves on the international editorial panel for IABC's global publication - Communication World and was an **elite panelist** who evaluated and shortlisted Asia Pacific entries for the 2012 International Association of Business Communicator's Gold Quill Awards.

Anisu scored **8 out of 9** in the IELTS (International English Language Testing System)' General Training Test taken in April 2013. IELTS tests the ability to listen, read, write and speak in English. The [mean band score for candidates](#) taking the test from most frequent countries or regions in **General Training is 6.1 (India) and United States of America (8)**.

He has a postgraduate certificate in Business Administration.

Articles

2015

[5 Internal Communication Trends To Watch In 2015 and Beyond](#) (Intraskope)

2014

[Is Internal Communications About To Get Interesting?](#) (PR Moment)

[Can PR build service delivery into CSR?](#) (PR Moment)

2013

[International flavour: counselling communicators to think globally](#), **Simply Communicate, UK**

[The Future of Internal Communications \(digital extract\)](#), **Journal of Internal Communications, UK**

[Nine Expectations of an Internal Communicator](#), People Matters

[Corporate Social Responsibility in India: Trends and Implications for Internal Communications](#), **Simply-Communicate, UK**

[Building and Coaching Your Internal Communications Team](#), May/June 2013 edition of Strategic Communication Management Magazine, Melcrum, UK

[Viral videos and campaigns – what makes them stick?](#), **Social Samosa, India**

[Communicating Leadership Changes Effectively](#), **Simply-Communicate – UK**

[Can you imagine a world without internal communications?](#) – Rachel Miller's site, UK

[How to Build Your Social Media Online Presence](#) –**Social Samosa, India**

2012-2010

[How Should You Gauge Employee Engagement?](#) – PR Moment

[Book review By Kevin Ruck on Simply Communicate, UK](#)

[Elevating Presence and Thinking Among Internal Communicators](#) - Simply Communicate, UK

[Engaging employees with corporate social responsibility](#), Simply Communicate, UK

[Building Leadership Credibility](#) Wall Street Journal

[Careers in Internal Communications](#). Asia Pacific Business and Technology Report

[The Power of Blogging](#). Asia Pacific Business and Technology Report

[Interviewing Tips To Land Your Dream Job](#). Asia Pacific Business and Technology Report

[The Science of Town Halls and Employee Alignment](#). Asia Pacific Business and Technology Report

[Managing Not For Profit Communication](#), Slideshare.com

2009

Enhancing leaders' credibility at Sapient India

2008

Enhance Your Career Potential

<http://technology.merineews.com/catFull.jsp?articleID=137353>

Employee Engagement in India

<http://www.simply-communicate.com/cgi-bin/item.cgi?id=1015&d=68&h=60&f=75&dateformat=%25e-%25h-%25y>

2007

Yin and Yang of Internal Communications: making employees advocates of the brand

<http://www.internalcommunications.co.uk/categories.php?id=15>

New Media and Internal Communications: Absorb - Adapt – Apply

<http://www.simply-communicate.com/cgi-bin/item.cgi?id=947>

The Indian Outsourcing industry needs an image makeover

<http://www.chillibreeze.com/articles/outsourcing-industry.asp>

Employee engagement and outsourcing in India

<http://www.simply-communicate.com/cgi-bin/item.cgi?id=761>

2006

Communicating culture through facility branding

http://www.cib.uk.com/artman/publish/article_214.shtml

2005

**Internal Branding and Marketing – Implications and Challenges for Organizations
Strategic Marketing. March-April 2005 p 39-42**

Lessons from the tsunami

<http://www.thehindubusinessline.com/catalyst/2005/01/27/stories/2005012700240400.htm>

Job Fair branding

http://www.managementnext.com/mnext_Jan_2005.pdf

2004 and earlier

Intranet for the people by the people. Intranet Strategist, October-November 2002

Branding from the start

<http://www.divebusinessmag.com/html/modules.php?name=Content&pa=showpage&pid=9>

Creating a learning organization at i-flex

http://www.kmadvantage.com/docs/km_articles/Creating_a_Learning_Organization_at-flex.pdf

Marketing Your Brand on a Cause Related Mission

<http://www.marcommwise.com/cgi-bin/frames.cgi?page=kbank/kb181.html&zone=kbank>

The Client's Role in the Creative Briefing Process

<http://www.marcommwise.com/cgi-bin/frames.cgi?page=kbank/kb183.html&zone=kbank>

Creative Briefing -- The Account Management's Role in Creating Exciting Creative Output

<http://www.marcommwise.com/kbank/kb184.html>

Differentiation is the Key in Financial Services Branding

<http://www.marcommwise.com/cgi-bin/frames.cgi?page=kbank/kb472.html&zone=kbank>

Get Your Internal Corporate Communications Right

To view, click on Communications link on the website <http://www.managerwise.com>

Building A Potent Intranet For An Enterprise

http://www.intranetjournal.com/articles/200107/ia_07_11_01a.html

If You Can See It, You Can Brand It

<http://www.marketingprofs.com/Perspect/koshy1.asp>

More punch per square inch for your corporate newsletter

<http://www.marcommwise.com/kbank/kb537.html>

Six Points on Intranet Set-Up. Convergence Plus, May 2001

Speaking Assignments

- Internal Communications Summit, ARK Group – Melbourne, Australia (2015)
- [The Future of Internal Communications, Bosch's 10th Annual Corporate Communications Conference \(2013\)](#)
- [Internal Communications – How to Be An Effective Manager and Leader \(2013\)](#)
- [Bridging the Skills Gap - Management Conclave \(2012\)](#)
- Speaker at [2011 World International Association of Business Communicators, San Diego, US \(2011\)](#)
- NASSCOM Foundation's Connect IT Forum on [Leveling Web 2.0 for Social Causes \(2011\)](#)
- National Seminar on Media and Manipulation, Department of Mass Communication, St. Aloysius College, Mangalore (2011)

Workshops

- Verghese, Aniiisu (2014). [Internal Communications 401 – Brand Building, Inside Out - Bangalore](#)
- Verghese, Aniiisu (2013). Internal Communications 301 – Employee Engagement, Internal Social Media and Beyond. Bangalore
- Verghese, Aniiisu (2012). [Internal Communications 201 – Driving Change and Elevating Your Presence Bangalore.](#)
- Verghese, Aniiisu (2011). [Internal Communications 101 – Essentials For Success, Bangalore.](#)
- Yorke, Peter and Verghese, Aniiisu (2007). [New Media and Corporate Communications](#), Bangalore.

Papers

- Verghese, Aniiisu K. (2011). Social Media Take Shape in India, Communication World; Nov/Dec2011, Vol. 28 Issue 6, p34
- Verghese, Aniiisu (2011). [Employee Engagement- Directions for Change.](#) International Journal of Business Derivatives. Vol. 1 No. 1 May 2011
- Verghese, Aniiisu (2011). [Media Manipulation and Whistleblowing – Challenges and Directions for Change.](#) International Journal of Business Derivatives. Vol. 1 No. 2 December 2011
- Verghese, Aniiisu (2006). International Conference on CSR – Alternative Perspectives, St. Joseph's College of Business Administration, Bangalore.
- Koshy, Anish (2005). Partnerships and CRM- building brands for the future, Paper presented at 3rd International Conference on Corporate Social Responsibility 2005, Udaipur, Rajasthan, India
- Gaur, S. P. & Koshy, Anish (2005). Internal Marketing : Backbone of effective IMC Background Paper at the AIMA-MICA IMC conference, Mumbai, Jan 14-15, 2005.

Awards and Recognitions

- **Bronze at the 14th Godfrey Philips Bravery Awards 2006** – Acts of Social Courage for work on Road Safety
- **Accenture 'Dream Team' Award (2006) and 'Trail Blazer' Award (2005)** for leading key initiatives
- **Certificate of Honor** for Commendable Professional Rigor – Accenture, 2004
- **Silver and Honor at 2002 and 2003 Vision Awards** – League of American Communication Professionals (LACP). Softrek, i-flex's employee newsletter ranked among top 50 employee publications

- **Certificate of Merit:** Society of Technical Communications, Australia Chapter: Corporate Employee Newsletter: Softrek
- **iNOVA international website Award** for www.iflexsolutions.com

Leadership Positions

- **Asia Pacific Elite Panelist for 2012 International Association of Business Communicator's Gold Quill Awards** shortlist
- **Vice-President – Finance**, South India Chapter – International Association of Business Communicators, 2010-2012
- **Founder and President** - Friends for Life, Current - 2003
- **Membership Manager and Core Team Member** - Communicators in IT, 2000-2004

Professional Memberships

- International Association of Business Communicators Current – 2009
- Friends for Life, Current - 2003
- Communicators in IT, Current - 2000

Education

- Course designer & lecturer – Marketing Communications: St. Aloysius College, Mangalore and St. Joseph's College of Business Administration, Bangalore (2005-2012)

Media Coverage

What have you posted?
Shine.com

<http://info.shine.com/Career-Advice-Articles/Career-Advice/What-have-you-posted/4767/cid2.aspx>

Be a linking tool

The Pioneer

<http://www.dailypioneer.com/avenues/98774-be-a-linking-tool.html>

Communication is lifeline of business activities

The Hindu

<http://www.thehindu.com/todays-paper/tp-features/tp-opportunities/communication-is-lifeline-of-business-activities/article4288699.ece>

Yahoo

How Companies in India Are Adopting Social Media into Their Internal Communications

<http://voices.yahoo.com/how-companies-india-adopting-social-media-into-6297480.html>

Global Road Safety Partnership website

http://www.grsproadsafety.org/activities/country_detail.asp?chapter_id=21

Communication Initiative

<http://www.comminit.com/strategicthinking/stdigitalpulse/sld-1621.html>

BBC World website

http://www.bbc.co.uk/worldservice/specials/1446_safetycampaigns/page7.shtml

World Health Organization website

<http://www.who.int/world-health-day/2004/activities/searo/karnataka/en/>

World Health Day 2004 report on WHO website

http://www.who.int/world-health-day/2004/infomaterials/world_report/en/cover.pdf

Deccan Herald website

<http://www.deccanherald.com/deccanherald/mar272004/metro6.asp>

Article – Be Safe, Not Sorry, Saturday, March 27, 2004

Outlook website

<http://www.outlookindia.com/mad.asp?fodname=20030721&fname=Making&sid=1>

Article in Making a Difference column, July 21, 2003

The Hindu website

<http://www.hinduonnet.com/thehindu/2002/08/19/stories/2002081907370300.htm>

Article on helmet campaign in city of Bangalore

GRSP website

<http://www.grsproadsafety.org/activities/reports/5/92.pdf>

Mention of FFL and its work on the South Africa page

Publications and Reports

[State of the Nation – Internal Communications Survey 2012](#)

[State of the Nation – Internal Communications Survey 2011](#)

Books

Vergheese, Anisus (2012). [Internal Communications: Insights, Practices and Models. New Delhi. Sage Publishers](#)

Consulting

Website content writing and editing

www.thoughtcapital.us (Outsourcing/consulting firm)

www.snorg.net (HR consultancy)

<http://www.gat.ac.in/contact.htm#> (Technology institute)

www.iqffoods.com (Frozen foods firm)

<http://www.marcopolotravelsindia.com/home.htm> (travel site)