



Enabling discoveries: within, with people and the world

www.Intraskope.com/advantage

INTRASKOPE OVERVIEW

INTERNAL COMMUNICATIONS | PERSONAL BRANDING | EMPLOYER BRANDING

ANIISU K VERGHESE PHD

WWW.ANIISU.COM

WWW.INTRASKOPE.COM

@ANIISU

[HTTPS://WWW.LINKEDIN.COM/IN/ANIISU/](https://www.linkedin.com/in/aniisu/)

IMPROVE IMPACT, SCALE REACH AND ENHANCE EXPERIENCES WITH EFFECTIVE COMMUNICATIONS

Consulting

(employer branding, training, internal comms and GBS offering)

Keen to enhance your business reach?

- Get your brand in the spotlight
- Equip your team to succeed
- Create memorable experiences

Experiences

(personal branding, social media engagement, marketing)

Want to stand out from the crowd?

- Improve image and reputation
- Gain authentic followers
- Become a thought leader

Insights

(Research, analysis and reporting)

Interested to gain trust and respect with thought leadership?

- Be in tune with AI and standards
- Empower staff commitment
- Report consistently

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ANIISU K VERGHESE PH.D.



Award-Winning Communications & Change Leader, LinkedIn Top Voice – Internal Communications (IC) & Personal Branding, Author and Speaker

Speaker on 4 continents

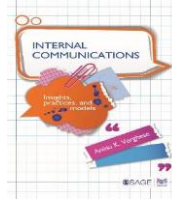
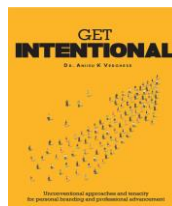
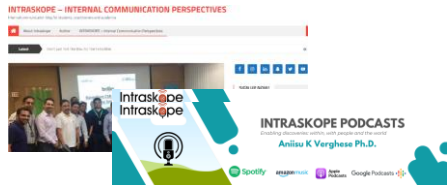
Multinational Experience in India, UK, Poland & Australia



IABC World Conference, United States (2011), Internal Communications Summit, Australia (2015), APACD Conferences in Hong Kong and Singapore (2015 and 2016 respectively), the IABC EuroComm Conference, Denmark (2018), the Kommunikation Kongress, Germany (2021), Media and Ethics Conference, Poland (2022) and Simply IC Conference, UK (2023).



Globally acclaimed publications



Awards & Recognitions



IABC APAC Communicator of the Year 2022



Public Relations Council of India Hall of Fame 2015 winner

Blog Intraskope (www.anisus.com): one of the world's first platforms on internal communications (started 2006), 50k visits every month, 1000+ articles. Author of 3 books on IC and personal branding. Runs Intraskope Podcasts. Published in Chartered Institute of Public Relations, Melcrum and Wall Street Journal.

Associations and Certifications



Testimonials



Carla Haag: Head of Culture & the Executive Office - Alcatel-Lucent Enterprise

"...we sought his expertise at refining our internal communications practices and implementing a cohesive content strategy. We appreciated his collaborative and researched-based approach to reaching our desired outcomes".



Magda Molek, IT Learning & Development Partner - Hitachi Energy

"...His passion and commitment for helping participants gain knowledge, become better as brands and expand their horizons are quite evident. I would highly recommend him for similar trainings and consulting assignments"

THE INTRASKOPE ADVANTAGE



Expert

- Award winning communication leader (2022 International Association of Business Communicators' APAC Communicator of the Year Awardee, PRCI Hall of Fame winner)
- Speaker on 4 continents and author of 3 books
- Contributing author to Shared Services & Outsourcing Network and Institute for Public Relations



Proven

- Led and managed global initiatives with leading MNCs
- Deep business understanding having worked in-house and with agencies
- Consultant and academician with 20+ years of experience



Results-Oriented

- Consistent and measurable outcomes
- Hands-on and swift turnaround
- Accessible across markets in India, EU, UK and Australia

OFFERING

Employee
Communications

Personal Branding

Employer Branding

Strategy

Audit, assessment and
development

Assessment

Diagnostics

Framework

Define & design

Content

Writing, editing,
messaging

Strategy

Linkedin Plan
and presence

Planning

Research & Content

Consulting

Team, channels,
practice review

Consulting

Reputation
management

Engagement Advocacy & involvement

Digital/social media

strategy, creating and managing pages, content writing/review, community building

Training

workshops, sessions, 1:1 coaching

CASE STUDY: CURATING INTERNAL COMMUNICATION STRATEGY AND CALENDAR

Need

Company's internal communication is perceived as weak and overwhelming. Executives want to bring change and order to how the function is valued.

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FOCUS 2023

Internal Communications Workshop
Towards Shared Success
May 10, 2023



Solution

Audit, focus groups and full-day workshop to bring stakeholders on the same page. Created an annual content calendar that streamlines how messages is done and measured.

Impact

Stakeholders aligned to goals

Client: Multinational French telecom giant with global operations keen to synchronize their internal communications agenda and approach

CASE STUDY: INTERNAL COMMUNICATIONS CONSULTING

The challenge

- Middle East engineering MNC firm was keen to enhance their internal communication effectiveness and benchmark their team's work. Want to mentor and coach team members.

The solution

- Audit, interviews and observations of work practices recommended
- Report and directions shared for team
- Team workshop and strategy conducted

The outcome

- Better clarity on role and accountabilities
- Increased ownership by team
- Helped to increase perceptions among stakeholders

CASE STUDY: NOT-FOR-PROFIT'S EMPLOYEE COMMUNICATION STRATEGY

The challenge

- Indian not-for-profit isn't able to get their staff to stay engaged. Leaders are constantly getting pulled into activities and can't focus on core work to attract funding
- Newsletter not getting traction with creating content a recurring challenge

The solution

- Reviewed the current state of communication and messages
- Recommended changes to the newsletter format and approach to make it interactive, gamify the content and improve recall
- Shared ideas to upskill the 2nd rung of leaders

The outcome

- Better readership and more engagement
- Leaders are able to free up time to do more value adding work
- Less focus on coordinating and more on driving connection

CASE STUDY: RAISING INTERNAL TEAMS' COMMUNICATION STANDARDS

The challenge

- Marketing services firm finds internal 'power' users ineffective in communication
- Stakeholders unable to comprehend communication losing time in the process
- Keen to help select leaders and managers raise their business communication standards without it feeling like an additional burden

The solution

- Power users training on effective writing and communication standards
- Tools and resources provided
- Informal group established to continue engagement
- Audit of communication practices post workshop done

The outcome

- Writing effectiveness increases
- Stakeholders seem improvement
- Better plans created and managed by team
- Feedback indicates uptick of 80% since training

CASE STUDY: RE-LAUNCHING A COMPANY INTRANET

The challenge

- Companies merged and there was a need for a common intranet
- Current intranet clunky and not visited
- Content outdated
- Staff not engaged

The solution

- Review of current intranet
- Interviews and focus groups with key stakeholders and staff
- Proposal for revised approach to new intranet
- Launch plan provided
- Communication team implements plan

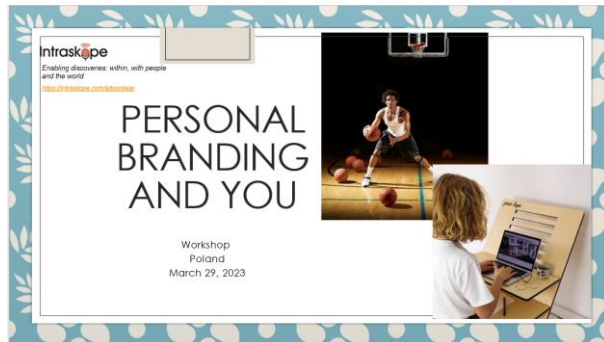
The outcome

- Better readership and acceptance
- Less work to get content from staff
- More engagement on intranet and positive feedback from staff

CASE STUDY: PERSONAL BRANDING - HELPING IT MANAGERS GAIN INFLUENCE

Need

Company going through transformation and managers can't assert their credibility and engage with stakeholders, resulting in limited impact and negative perceptions



Solution

Full-day interactive personal branding workshop to build awareness, enhance skills and provide tools for improving impact. Rating of 8.3 on 10 from participants

Impact

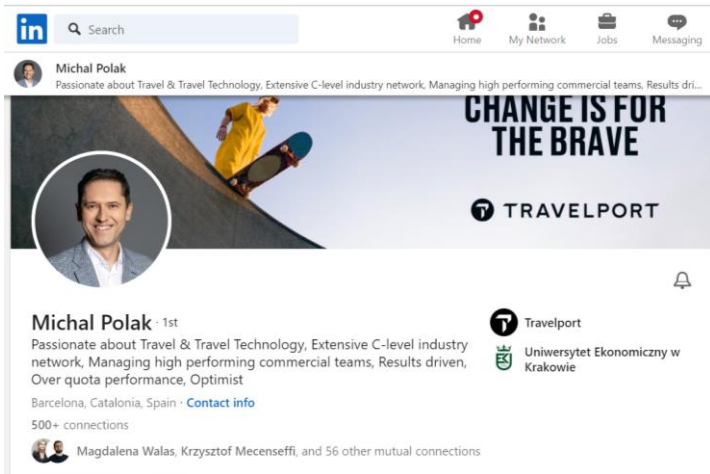
Rating of 8.3 on 10 from participants

“concrete, dynamic, interactive”
“The trainer was prepared really well”
“Need to enrol others for future sessions”

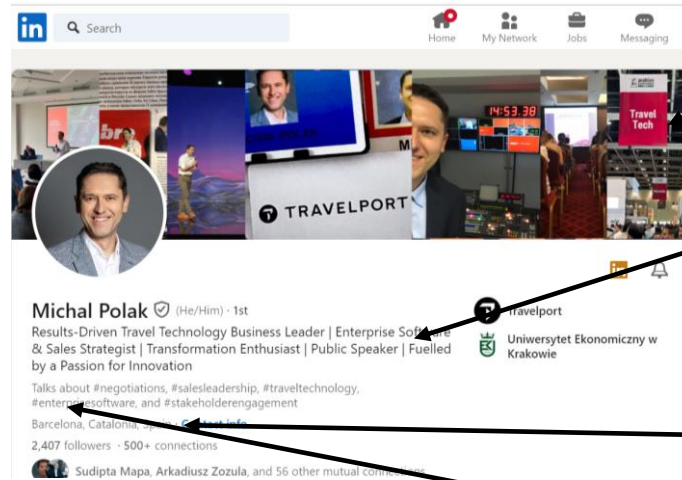
Client: Multinational Japanese firm with IT operations in Poland keen to help managers raise their influence and create self-awareness

CASE STUDY: REPOSITIONING AND ENGAGING AS A THOUGHT LEADER FOR ENHANCED NETWORKING

Results oriented travel tech leader with 20+ years of experience in Europe wasn't able to get engagement and network for work. Had 2000 followers and didn't post for many months. Profile undersold the leader.



Before



After
Engagement up:
247% (28 days)
Followers: 5% up

Banner showcasing leader's personality and engagement

Rewritten headline that spotlights leadership and results

Call to action directing traffic to website

keywords

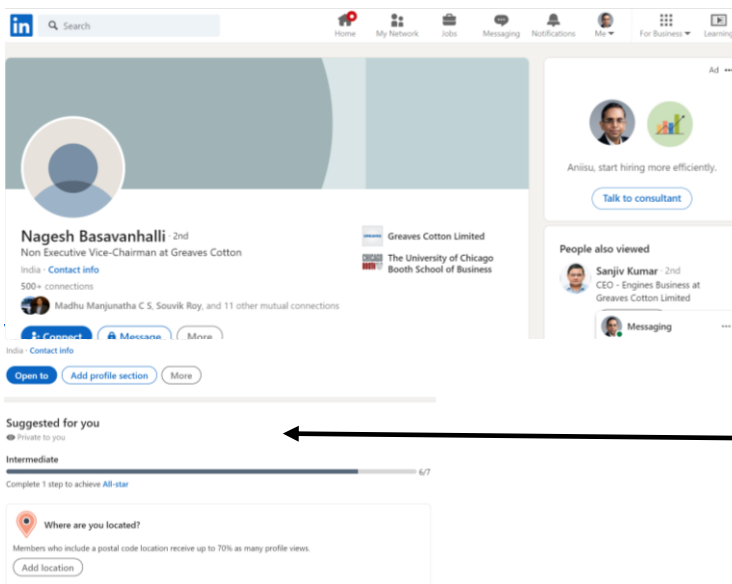
5-6 posts within a few weeks improving connection

"Despite being an industry leader for many years with a solid reputation, I used to think my work would speak for itself. But as we all know, that's not always enough. There's more to building and communicating your personal brand over time."

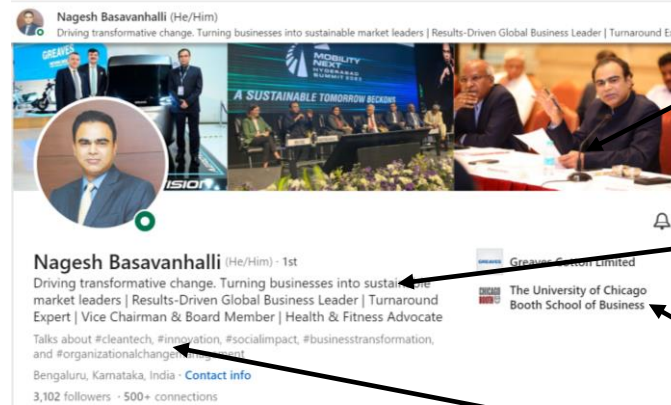
<https://www.linkedin.com/in/polakm/>

CASE STUDY: BUILDING LEADER PRESENCE FOR REINVENTING PERSONAL BRAND FOR CONSULTING

Growth focused leader in cleantech and mobility industry with 2 decades of experience in Asia, Europe and US struggled to pitch his credentials as a CEO. Had 3k followers and has low engagement on his profile, which wasn't updated for months.



Before



After

Post impressions: 58% (28 days)

Followers: 10% up

Banner representing leaders' passion and commitment

Revised headline which highlights core strengths and achievements

Company and Bschool highlighted

Keywords updated

Profile: Intermediate or incomplete

CASE STUDY: TRANSFORMING A BUSINESS LEADER'S PERSONAL BRAND AND PRESENCE

Busy automotive business leader with 28+ years of experience in India, Indonesia and wasn't able to establish a presence in a challenging electric mobility market. His LinkedIn profile was dormant and it was impacting his ability to engage stakeholders and staff. Had 12040 followers.

Banner reflecting leader's passion, engagement and priorities

Professional and pleasing photo

Rewritten headline that highlights focus, purpose and drive

Call to action directing traffic to website

keywords

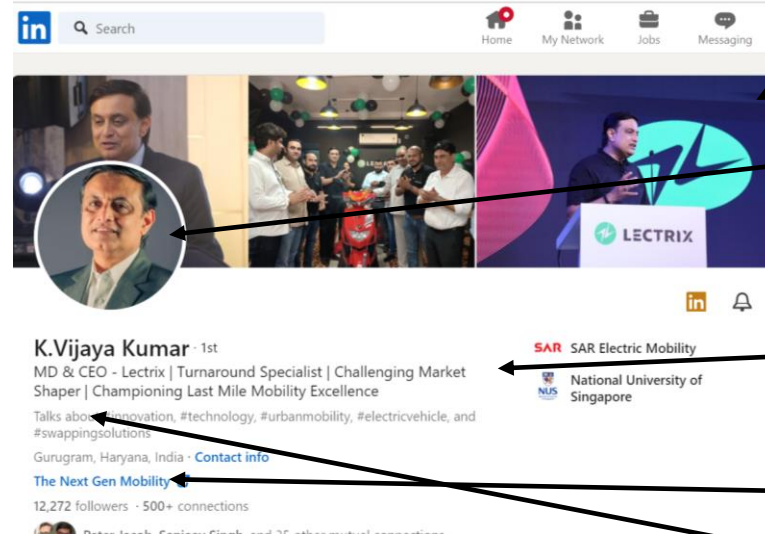
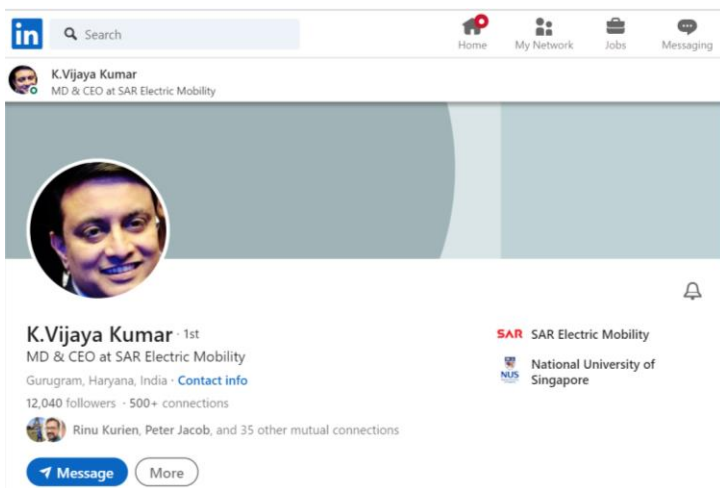
Before

After

Post impressions: 45% (28 days)

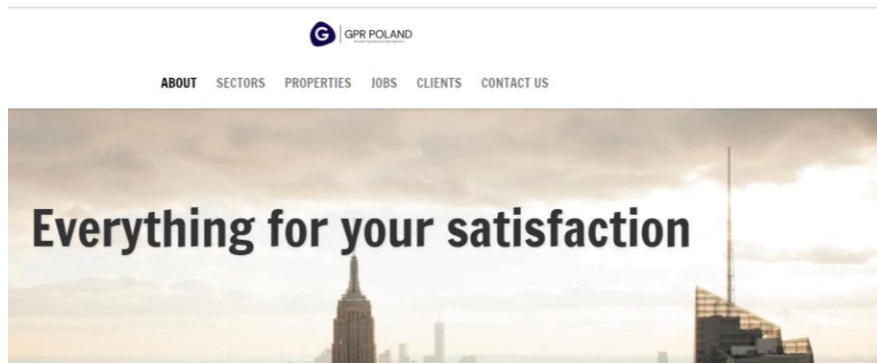
Followers: 6% up

<https://www.linkedin.com/in/kvkumar/>



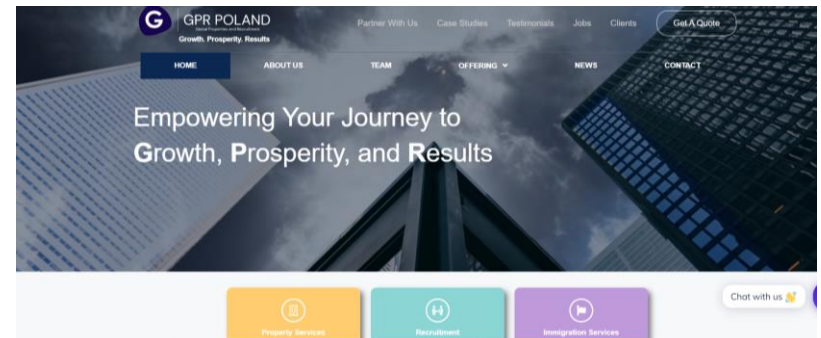
CASE STUDY: WEBSITE CONTENT AND DESIGN | ENHANCING USER EXPERIENCE AND LEADS

Before



Static pages, lacking strategic approach, unaspiring content, usability poor

After



Dynamic pages, interactive, refreshed 3-pronged strategy, new tagline, improved usability. Key features: chat, survey, Get a Quote

Client: Poland based recruitment agency expanding offering to immigration and property services with 400+ listing, 500+ CVs, 10+ countries supported

www.gprpoland.com

CASE STUDY: ASSESSING & LOCALIZING GLOBAL EMPLOYEE VALUE PROPOSITION

Need

Inaction and inconsistent messaging created perceptions among employees and prospective candidates about company's plans and value proposition. Needed to gauge pulse and gather insights for recommendations.

Solution

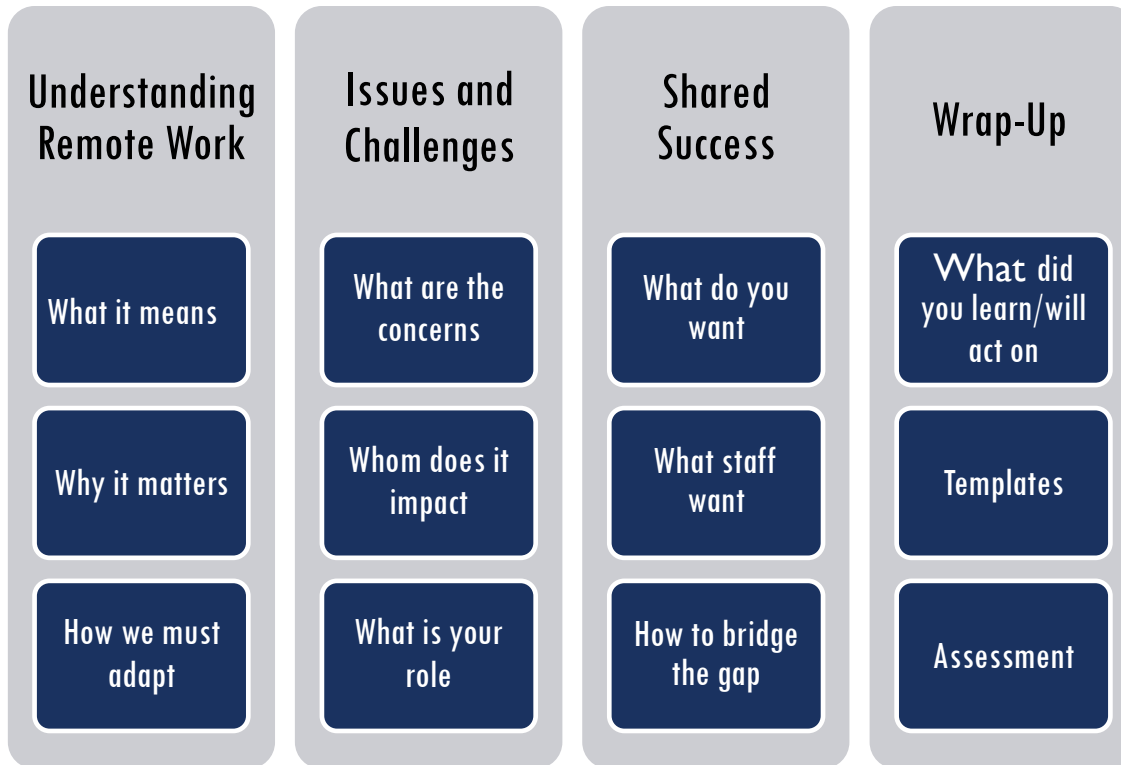
Conducted focus groups, ran a survey and analyzed 3rd party platforms to arrive at 360-degree recommendations on way forward

Outcomes

Arrived at 3 core messaging pillars and provided strategic input mapping global EVP direction vs local needs for content marketing and employer brand building measures

Client: Global tax and audit firm (among Big 7) with significant presence in India struggled with understanding if they EVP was relevant or appealing in the local context

GETTING THE MOST OF YOUR REMOTE STAFF



- **Category:** Staff Productivity
- **Topic:** Getting the Best of your Remote Staff
- **Audience:** People managers
- **Duration:** 1 hour, 15 minutes
- **Mode:** Online
- **Approach:** pre-session survey, Insights-led and practice based templates
- **Learning goals:** a) managers are aware of current trends and expectations b) Are mindful of engaging staff and can adapt to the needs
- **Other post-session recommendations:** Assessing team dynamics, 1:1 coaching for managers

EMPLOYER BRANDING ESSENTIALS

Talent Branding Trends

Where we are

Why is matters

What you need

Perspectives

Current approaches

The impact

Your role

Getting Started

Elements to consider

Understanding stakeholders

Putting a plan

Wrap-Up

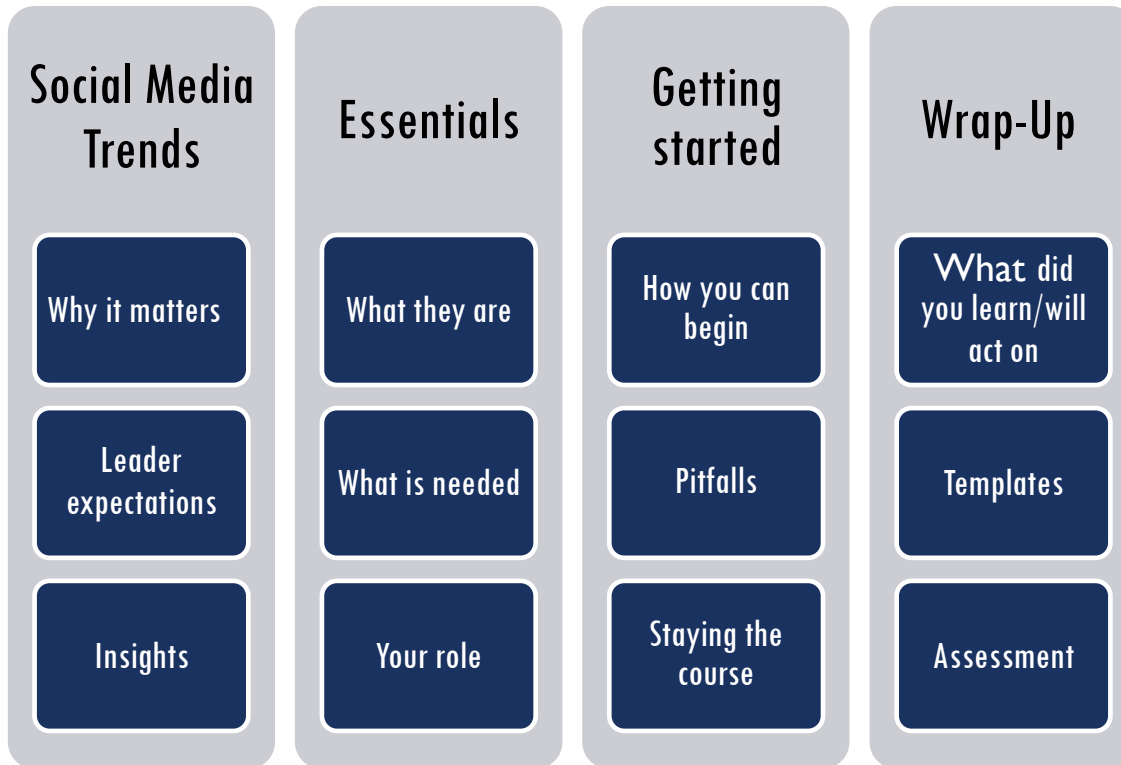
What did you learn

Templates

Assessment

- **Category:** Recruitment & Reputation
- **Topic:** Employer Branding Essentials
- **Audience:** Leaders, HR, brand, communications pros, managers
- **Duration:** 1 hour, 15 minutes
- **Mode:** Online
- **Approach:** pre-session survey, Insights-led and practice based templates
- **Learning goals:** a) Understand trends in talent branding and marketing b) Appreciate building blocks of employer branding c) Gain insights on practices
- **Other post-session recommendations:** Assessing company brand, 1:1 coaching for HR and comms leaders

BUILDING SOCIAL MEDIA PRESENCE



- **Category:** Leadership Presence
- **Topic:** Building Social Media Presence
- **Audience:** Managers and leaders
- **Duration:** 1 hour, 15 minutes
- **Mode:** Online
- **Approach:** pre-session survey, Insights-led and practice based templates
- **Learning goals:** a) managers and leaders appreciate why social media is valuable b) What are the challenges c) how to get started and stay strong
- **Other post-session recommendations:** Assessing social media skills, 1:1 coaching for leaders

USING COMMUNICATION TO INFLUENCE AT WORK

Appreciating Influence

What it means

Principles

How it works

Identifying opportunities

How to identify

Where to use them

Gauging impact

Putting to practice

Testing the waters

Gaining confidence

Newer perspectives

Wrap-Up

What did you learn/will act on

Templates

Assessment

- **Category:** Communication Effectiveness
- **Topic:** Using communication to influence at work
- **Audience:** Business managers and comms pros
- **Duration:** 1 hour, 30 minutes
- **Mode:** Online
- **Approach:** pre-session survey, Insights-led and practice based templates
- **Learning goals:** a) Appreciating the power of influence b) Identifying opportunities at work c) Insights on interventions
- **Other post-session recommendations:** Assessing current needs, 1:1 coaching for managers

BECOMING A THOUGHT LEADER



- **Category:** Employer Branding
- **Topic:** Becoming a Thought Leader
- **Audience:** Leaders and managers
- **Duration:** 1 hour, 15 minutes
- **Mode:** Online
- **Approach:** pre-session survey, Insights-led and practice based templates
- **Learning goals:** a) appreciating current trends and expectations b) understanding steps to become a thought leader c) putting in practice
- **Other post-session recommendations:** Assessing current capabilities, 1:1 coaching for managers and leaders

EFFECTIVE BUSINESS WRITING

The value of effective writing

Why bother

How it works

How can we get better

Challenges and opportunities

Key barriers

Tips and tricks

Practicing

Starting out

What to focus on

How to gauge value

Overcoming writer's block

Wrap-Up

What did you learn/will act on

Templates

Assessment

- **Category:** Communication Effectiveness
- **Topic:** Effective Business Writing
- **Audience:** Managers
- **Duration:** 1 hour, 30 minutes
- **Mode:** Online
- **Approach:** pre-session survey, Insights-led and practice based templates
- **Learning goals:** a) Participants are aware of current trends b) Understanding standards and audience expectations
- **Other post-session recommendations:** Assessing writing standards, 1:1 coaching for managers

WORKSHOPS & COACHING

IC 101

- Planning, Expectations Of The Internal Communicator, Channels
- Messaging and Storytelling
- ROI and Measurement
- Internal Crisis Communication

IC 201

- Change Management
- Manager Communication
- Building Your Presence
- Leadership Communications
- Trends in Internal Communications

IC 301

- Employee Engagement
- Social Media
- Future of the workforce
- Internal Social Networks
- Influence in Communications

IC 401

- Employee Branding
- CSR
- Brand Ambassadors
- Culture
- The Sensitive Communicator



CLIENTS, SPEAKING ASSIGNMENTS AND TRAININGS



Archetype



LARSEN & TOUBRO



GPR POLAND
Global Properties and Recruitment



International Association
of Business Communicators



MERCK



Alcatel-Lucent
Enterprise



Speaker at international events

RESEARCH & SURVEYS

IC in India and APAC 2011

- Role
- Planning and skills
- Return on Investment
- Expectations of the function
- Focus areas
- Channels
- Measurement
- Leadership Support
- Executive Communication
- Challenges
- Social Media in IC
- Future of IC

IC in India and APAC 2012

- employee engagement
- Change management
- Crisis communication
- Manager communication
- Conflict management
- Social media
- Strategic role of IC

IC in India and APAC 2013

- Team construct
- Budget and spend
- Agency engagement
- Leadership communication
- Employee engagement
- Value of the function
- Future of the function

IC in India and APAC 2014

- Team construct
- Employee engagement
- Focus areas
- Budget and spend
- Brand ambassadors
- Barriers
- Opportunities

PARTNERS

Employer Branding, Social
Media Management

Personal Branding, Digital
Marketing



<https://www.adgully.com/celsius-100-consulting-onboards-dr-aniisu-k-verghese-as-partner-140535.html>

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