



Enabling discoveries: within, with people and the world

Intraskope Overview

Enabling discoveries: within,
with people and the world

INTERNAL COMMUNICATIONS | PERSONAL BRANDING
| EMPLOYER BRANDING

Aniisu K Verghese PhD

 www.Aniisu.com | www.intraskope.com

 [@Aniisu](https://twitter.com/Aniisu) |  www.youtube.com/@Aniisu

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



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

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 & respect with thought leadership?

Be in tune with AI and standards

Empower staff commitment

Report consistently

Service Offering

Employee Communications

Strategy

Audit
Assessment & Development

Content

Writing
Editing
Messaging

Consulting

Team
Channels
Practice review

Personal Branding

Assessment

Diagnostics

Strategy

LinkedIn Plan & presence

Consulting

Coaching, Training,
Reputation management

Employer Branding

Framework

Define & develop
Employee value proposition

Planning

Research & Content

Engagement

Advocacy & involvement

Digital & social media

Strategy, creating and
managing pages,

Content writing/review

Community building

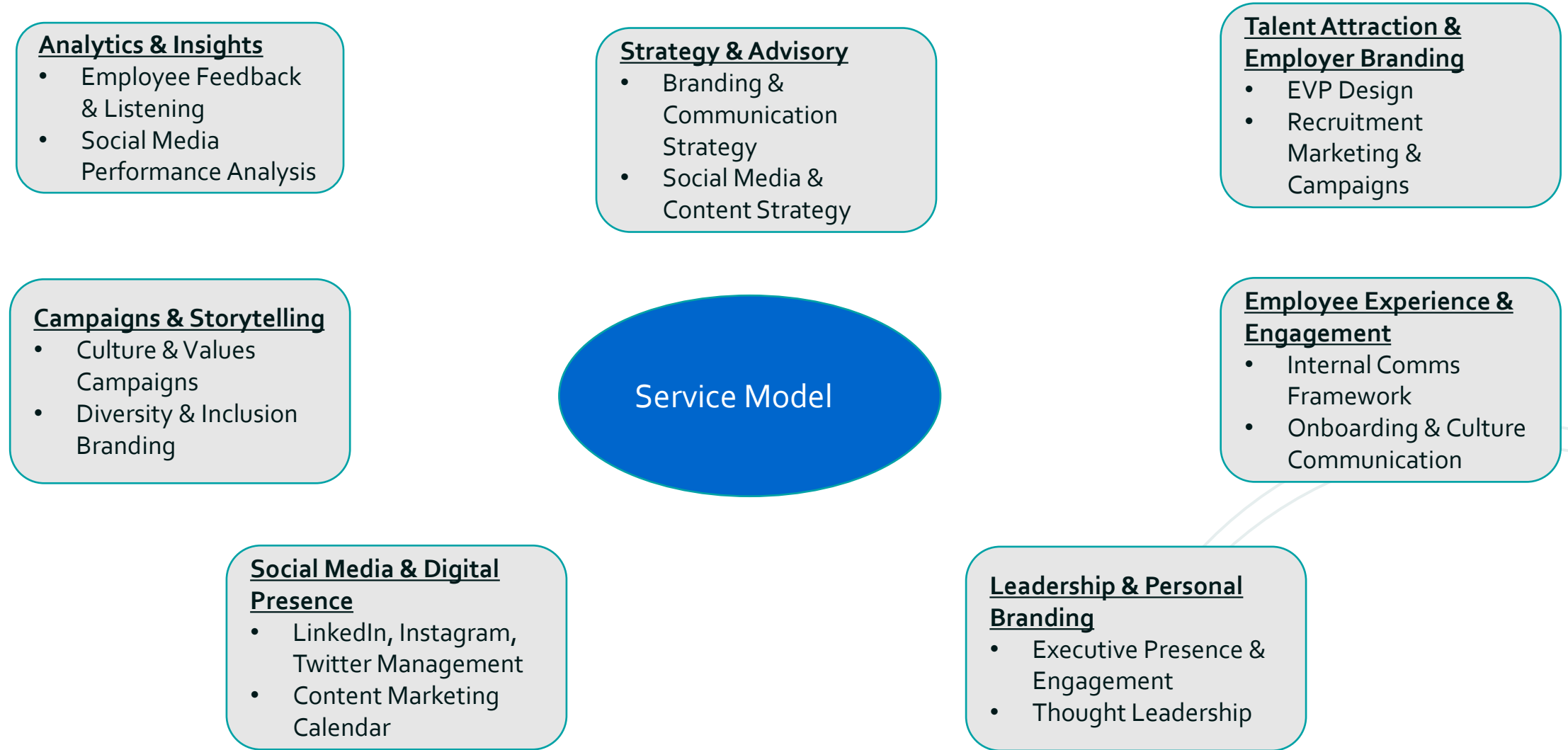
Training

Workshops

Sessions

1:1 coaching

GCC Branding & Communications as a Service



Founder Profile

Aniisu is an Award-Winning
Communications & Change Leader,
LinkedIn Top Voice – Internal
Communications & Personal
Branding, Author and Speaker



Profile

Multinational Experience in Australia, India, UK and Poland



Globally acclaimed publications

Blog Intraskope (www.aniisu.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.



Speaker On 4 continents



- 2011 IABC World Conference, United States
- 2015 Internal Communications Summit, Australia
- 2015 & 2016 APACD Conferences in Hong Kong & Singapore
- 2018 The IABC EuroComm Conference, Denmark
- 2021 The Kommunikation Kongress, Germany
- 2022 Media and Ethics Conference, Poland
- 2023 Simply IC Conference, UK
- 2024 Step Two Design & MS365 Community, Australia

Awards & Recognitions



Public Relations Council of India Hall of Fame 2015 winner



IABC APAC Communicator of the Year 2022

Contributing Author & Network



Associations and Certifications



21K followers, 7K Newsletter subscribers



<https://www.ssonetwork.com/contributor/aniisu-k-verghese>



<https://instituteforpr.org/author/aniisu-k-verghese/>

Volunteering | Health, Disability and Digital Media



Testimonials

"...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".



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

"...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"



Magda Molek, IT Learning & Development Partner - Hitachi Energy

CASE STUDY

Internal Communications

Curating internal communication strategy & 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.

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

Internal communications consulting

The challenge

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

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

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

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

Podcast

SIMPPLR

Unlocking Workplace
Magic with Trust and
Engagement



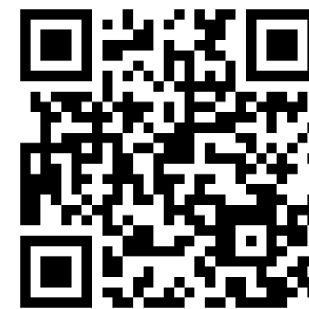
thoughtcom

COMMunity
Dialogues



Stories &
Strategies

How to Make Internal
Communications
more Inclusive?



simply

A Gallagher Company

Comms across
continents



masters of
c mms

How to Make Internal
Communication
more Inclusive?



CSCE Centre for
Strategic
Communication
Excellence

A View
From The Top



CASE STUDY

Personal Branding

Helping IT managers gain confidence & 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"

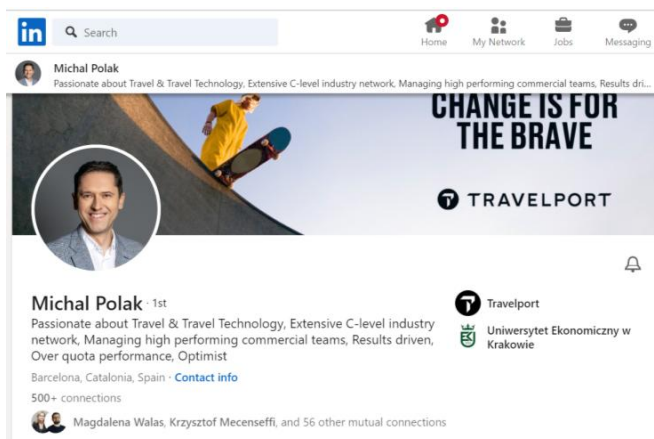
Client: Multinational Japanese firm with IT operations in Poland keen to help managers raise their influence and create self-awareness



Repositioning Senior Executive's Profile to Grow Network

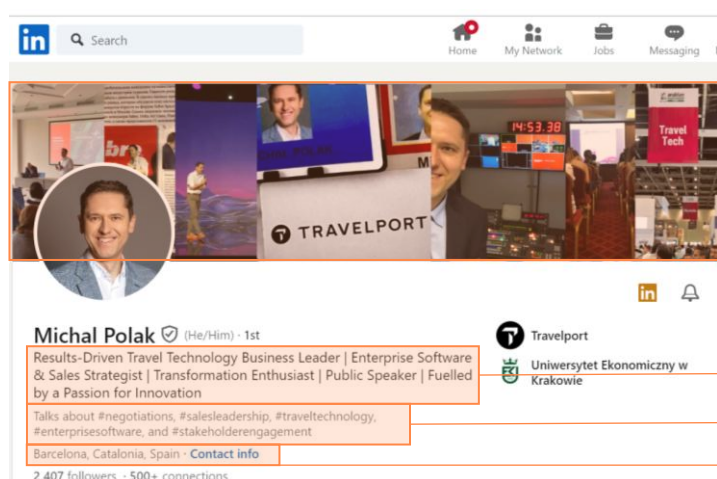
Results oriented travel tech leader with 20+ years of experience in Europe wasn't able to get engagement and network for work. Had 2000 followers and didn't post for many months. Profile undersold the leader.

Before



“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.

After



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

● Banner showcasing leader's personality and engagement

● Rewritten headline that spotlights leadership and results

● Keywords

● Call to action directing traffic to website

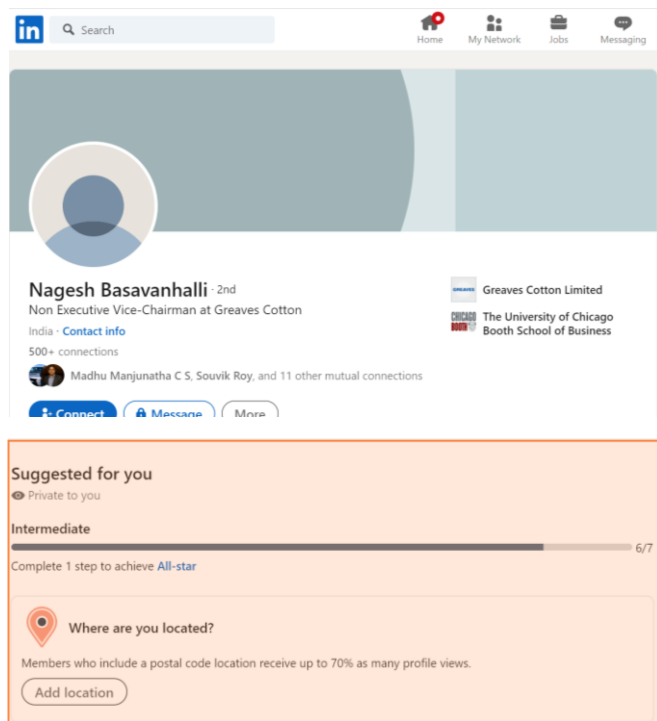
● 5-6 posts within a few weeks improving connection

 [Michal Polak](#)

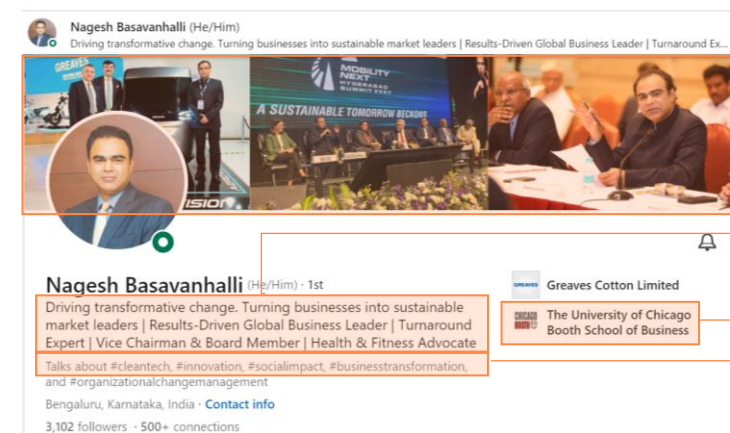
Building leader presence for reinventing personal brand for consulting

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 B-school highlighted

Keyword Update

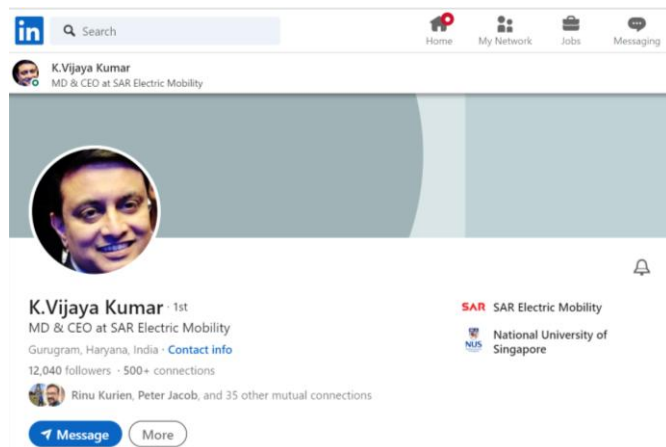
 [Nagesh Basavanhalli](#)

Profile: Intermediate or incomplete

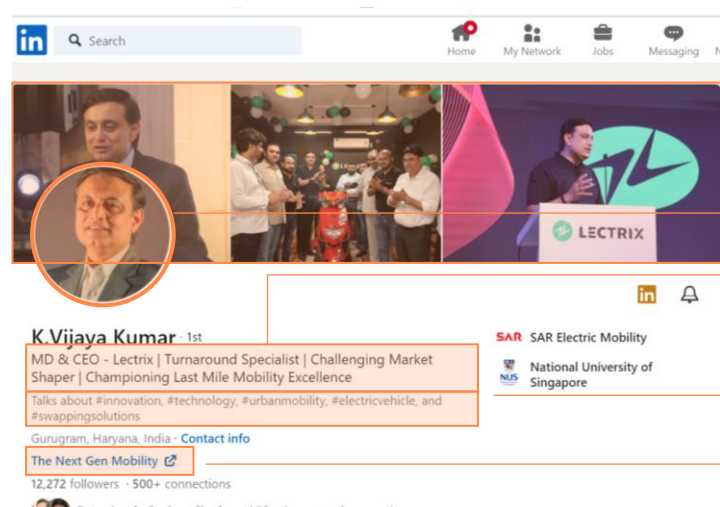
Transforming a business leader's personal brand & presence

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.

Before



After



Post impressions: 45% (28 days)

Followers: 6% up

● Banner reflecting leader's passion, engagement and priorities

● Professional and pleasing photo

● Rewritten headline that highlights focus, purpose and drive

● Keyword Update

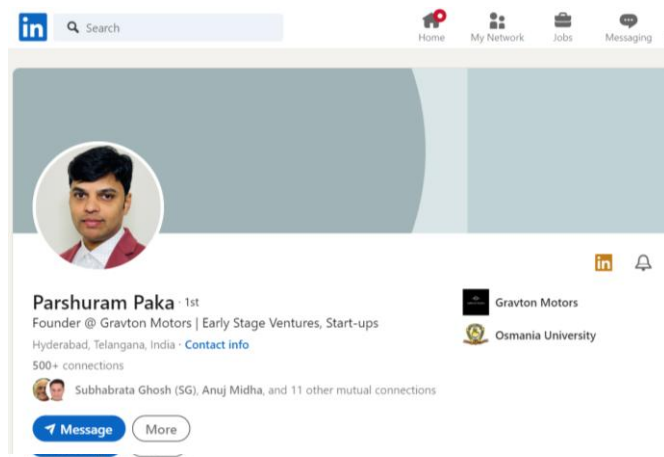
● Call to action directing traffic to website

 [K. Vijaya Kumar](#)

Uplifting start-up leader's profile and coverage

Start-up CEO of a Made in India EV motorcycle brand who wasn't visible enough despite excellent achievements and leadership. Upped the brand image and consistency with posting to improve engagement by 130+% and followers by 18%

Before



2221 followers as on Feb 22, 2024, 365 views (10 days), 151 search presence
Intermediate status – means incomplete

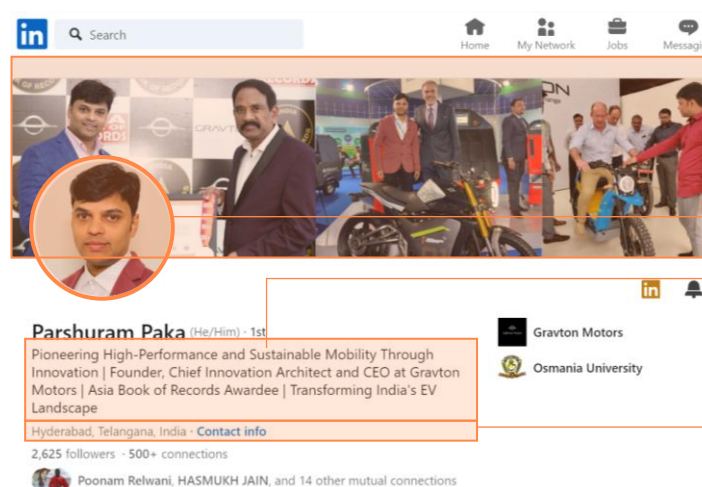
About segment not fully reflecting experience and expertise and brand, no posts or articles yet

Headline covers company designation but not broader industry perspective

Banner incomplete.

LinkedIn profile underutilized

After



2625 followers as on June 28, 2024

Engagement up: 139% (28 days)
Followers: 18% up

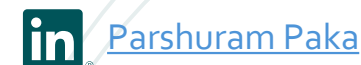
Banner refreshed with action and accolades

Professional and pleasing photo

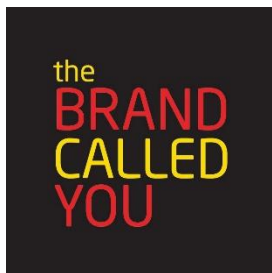
Rewritten headline to showcase progress and potential

Driving traffic to site

Regular posts and cross promotion from company page



Podcast



Importance of
PERSONAL BRANDING
& INTERNAL
COMMUNICATION



CASE STUDY

LinkedIn Corporate Page Management

LinkedIn corporate page Gravton Motors (start-up)

Context

While focusing on product innovation, the company neglected its online brand presence, including the leader's stagnant LinkedIn page, which affected stakeholder perceptions.

Need

Help sought to revamp corporate LinkedIn page and the leader's profile.

Engagement

Audit, content strategy, plan and coaching provided.



Result

Increased engagement, impressions, and connections without paid advertising.

5127%

Reactions Up By

44.7%

Unique visitors up

36.7%

Engagement up by
compared to competitors (last 90 days)

63%

Followers
increased by

11.81%

Click-through rate (CTR) reached
(industry average is between 3-5%)

Enabling a Startup to Power Global Capability Centers (GCC) in India

Need

A high-growth startup was helping multinational corporations (MNCs) set up engineering teams as part of their GCCs in India. Despite a strong offering, they faced challenges in standing out in a competitive market and building trust with potential clients and top engineering talent.

Solution

The startup needed a differentiated brand narrative to attract global MNCs looking to establish GCCs in India. Finding and hiring the right engineers at scale was crucial to delivering value to MNC clients. It needed targeted storytelling and engagement.

Outcomes

Refined its communication strategy and strengthen its brand presence. 2x growth in inbound inquiries from MNCs exploring GCC setups. Stronger engagement with engineering professionals, leading to higher-quality hiring. Greater recognition as a go-to expert in the GCC space.

Client: Indian start-up helping GCCs set-up engineering teams.

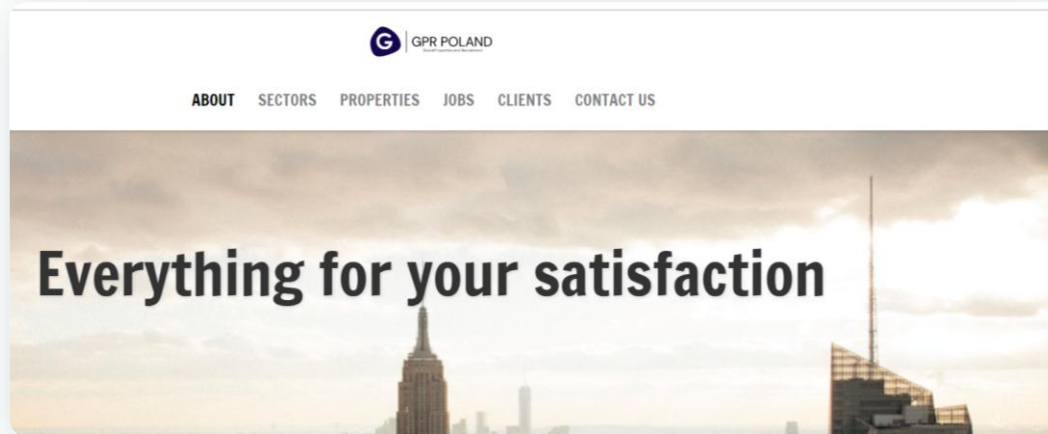
Communication strategy, plan, website content,
Linkedin strategy and page marketing

CASE STUDY

Employer Branding

Website content and design | Enhancing user experience and leads

Before

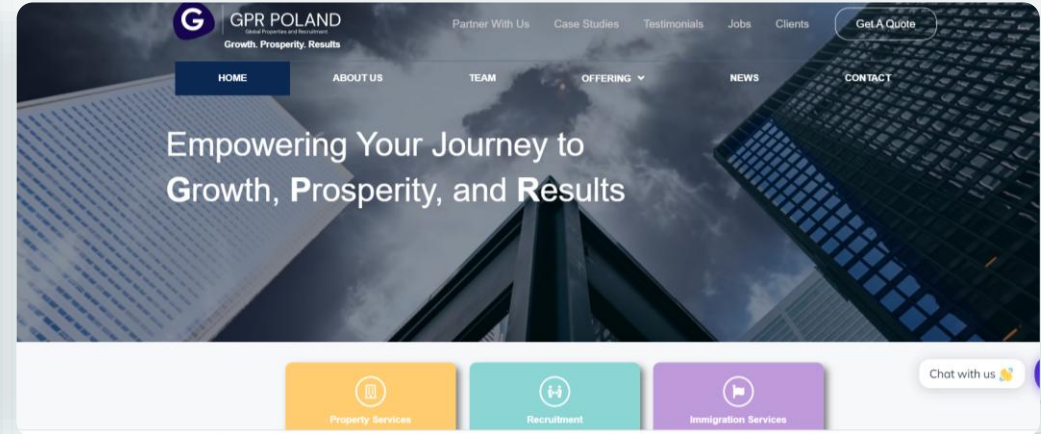


Static pages, lacking strategic approach, unaspiring content, usability poor

www.gprpoland.com

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

After



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

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 analysed 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

Workshops & Coaching

IC 101

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

IC 301

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

IC 201

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

IC 401

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



Clients, Speaking assignments & trainings

Speaker at international events



Research & Surveys

IC in India & APAC



Partner Organisations

Employer Branding,
Social Media Management



<https://www.adgully.com/origami-creative-collaborates-with-aniisu-k-verghese-148489.html>

Personal Branding,
Digital Marketing



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



<https://opengrowth.ai/expert-profile/aniisu-k-verghese>

Connect for a Chat



Book a chat

<https://topmate.io/aniisu>



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aniisu3@gmail.com



Blog

www.aniisu.com



Website

www.intraskope.com



Twitter

www.twitter.com/aniisu