



Enabling discoveries: within, with people and the world

www.aniisu.com

INTRASKOPE OVERVIEW

ENABLING DISCOVERIES, WITHIN, WITH PEOPLE & THE WORLD

INTERNAL COMMUNICATIONS | PERSONAL BRANDING | CORPORATE SOCIAL RESPONSIBILITY

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

(ESG, CSR
research and
reporting)

Interested to showcase your
community leadership?

- Be compliant with standards
- Empower staff commitment
- Report consistently

www.intraskope.com/advantage



THE INTRASKOPE ADVANTAGE



Expert

- Award winning communication leader (2022 APAC Communicator of the Year, 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 and UK

OFFERING

Employee
Communications

Personal Branding

Corporate Social
Responsibility

Strategy

Audit, assessment,
goal-setting

Assessment

Diagnostics

Framework

Define & design

Content

Writing, editing,
messaging

Strategy

Plan and
presence

Planning

Content & reporting

Consulting

Team, channels,
practice review

Consulting

Reputation
management

Engagement

Volunteerism &
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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<https://intraskope.com/en/advantage>

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.

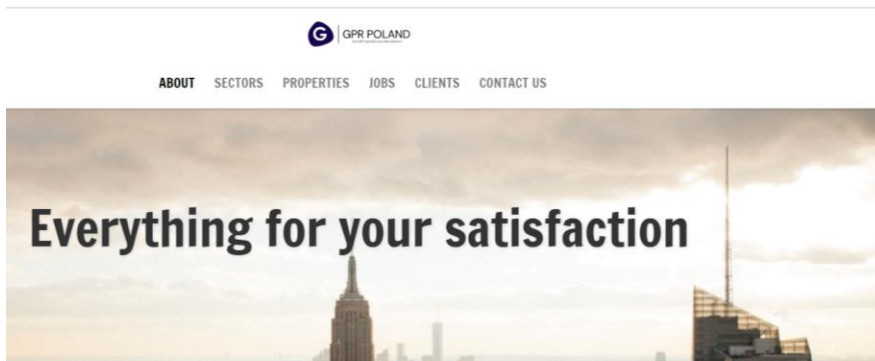
Impact

Stakeholders aligned to goals

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

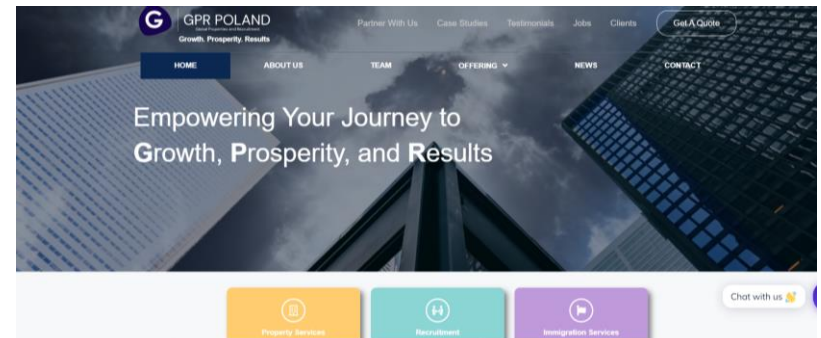
CASE STUDY: WEBSITE CONTENT AND DESIGN | ENHANCING USER EXPERIENCE AND LEADS

Before



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

After



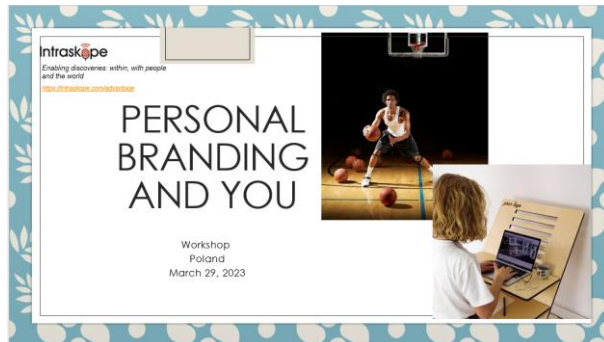
Dynamic pages, interactive, refreshed 3-pronged strategy, new tagline, improved usability. Key features: chat, survey, Get a Quote

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

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: 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: CSR 2% FUNDING STRATEGY, VOLUNTEERING PLAN

The challenge

- Mid-sized software company is keen to use their 2% funds effectively
- Funds underspent
- There is no plan and strategy and therefore funds are not giving the required impact
- Employee involvement is low and there is a need to create a consistent plan

The solution

- Audit conducted of current practices and interviews done with key stakeholders
- Interaction with staff on expectations from volunteering
- Proposed a strategy and plan to invest the funds in the most appropriate manner
- Provided guidance on employee volunteering

The outcome

- Charity partners identified
- Strategy created and signed off
- Investment plans agreed
- Volunteering calendar published
- Increase in CSR perception within organization

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

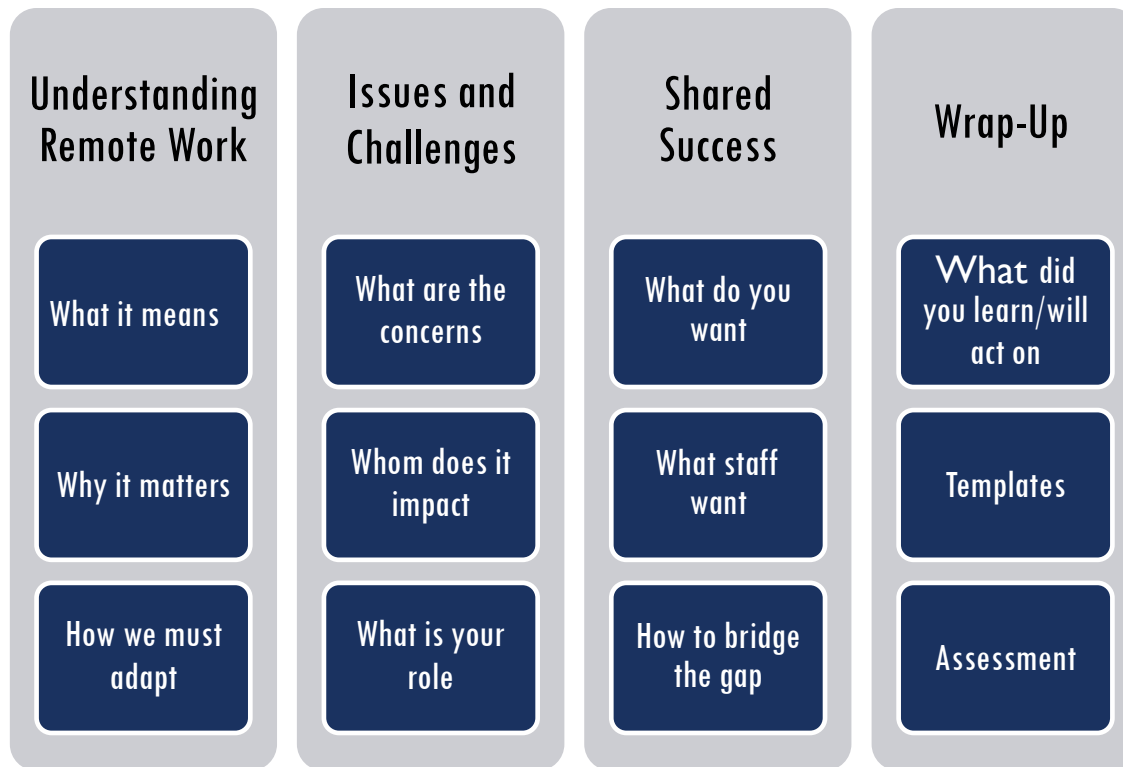
The solution

- 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

TRAINING: 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 or classroom
- **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

TRAINING: 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

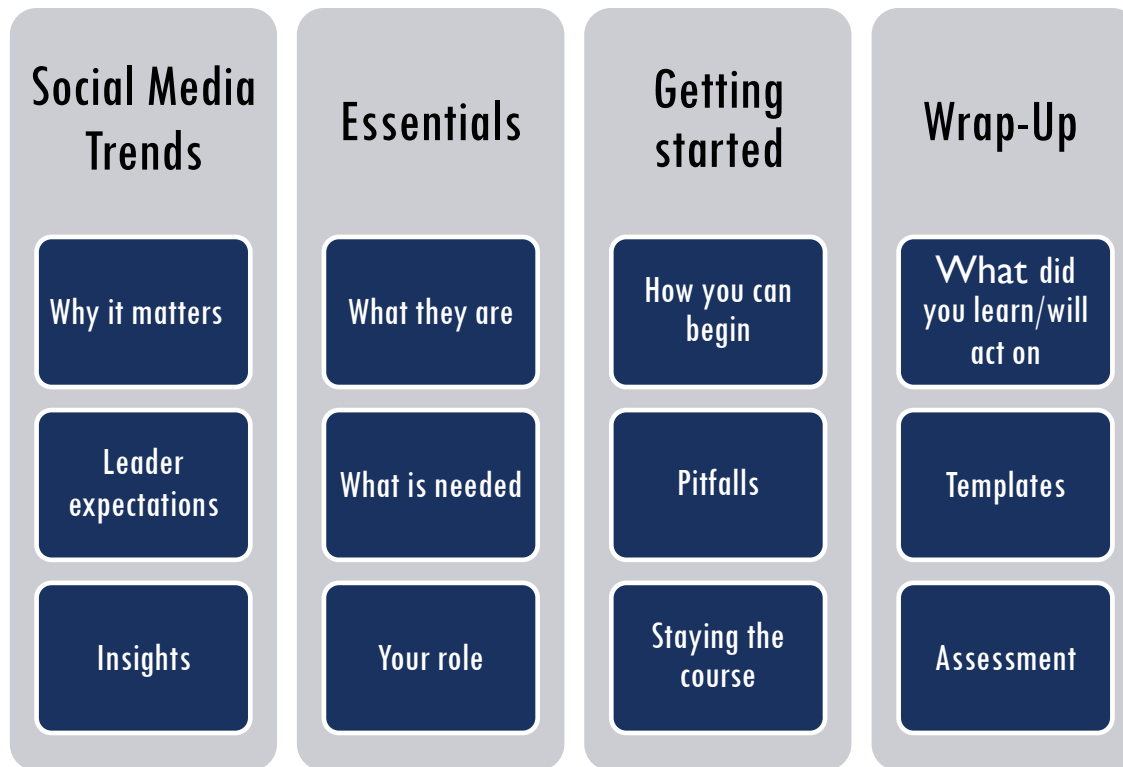
What did you learn

Templates

Assessment

- **Category:** Recruitment & Reputation
- **Topic:** Employer Branding Essentials
- **Audience:** Leaders, HR, brand, communications pros, managers
- **Duration:** 1 hour, 15 minutes
- **Mode:** Online or classroom
- **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

TRAINING: BUILDING SOCIAL MEDIA PRESENCE



- **Category:** Leadership Presence
- **Topic:** Building Social Media Presence
- **Audience:** Managers and leaders
- **Duration:** 1 hour, 15 minutes
- **Mode:** Online or classroom
- **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

TRAINING: 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 or classroom
- **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

TRAINING: BECOMING A THOUGHT LEADER

Trends

What they mean

Why they matter

Our engagement

Concerns

What prevents us

How it impacts

Overcoming them

Growing in confidence

Where to begin

What can be done

How do you progress

Wrap-Up

What did you learn/will act on

Templates

Assessment

- **Category:** Employer Branding
- **Topic:** Becoming a Thought Leader
- **Audience:** Leaders and managers
- **Duration:** 1 hour, 15 minutes
- **Mode:** Online or classroom
- **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

TRAINING: 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 or classroom
- **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

WORK SAMPLES: PRODUCT MARKETING, CONTENT WRITING

Marketing collateral:

PSI Connect brand guidelines, Kewaunee Scientific Corporation (corporate brochure), Resource Hub (brochure)

Advertising copy writing:

IIM, Bangalore (e-MBA), Tiger Trail (executive lunch buffet), BJJN Hotels (launch), Quasar Innovations (brochure)

Features:

Business World – International Schools
Times of India – Home Appliances

Direct mailers:

SAP, Synaptris



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With over 20 years of aviation expertise, safety is a factor we take no chances with. We follow a proven, repeatable flight procedure and bring you the best service you can find, flying in the sky.

When you are successful, you need to protect yourself with personal business. When you are successful, you need to protect yourself with personal business. When you are successful, you need to protect yourself with personal business.

Our aircrafts are maintained to superior standards and to ensure continued operational excellence and impeccable safety standards, our pilots are certified by leading airlines.



Transform your data into actionable information **IntelliVIEW**

Tough times don't last but intelligent organizations do.
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"We needed a Powerful End-User Analysis tool to enhance our effort solution, since HLT teams are under pressure to produce myriad reports required by the organization. The excellent features of IntelliVIEW and the innovative commercial model impressed and convinced us. The ease with which we integrated IntelliVIEW with existing ERP and the level of support from Synaptris have helped us achieve rapid time to market."

Shashidhar, Managing Director
Marketing, Intellect, India
Synaptris, CRM Partner

Are your users seeking information 'on-demand'? Would you like to provide an interactive information experience that drives enhanced productivity for your customers?

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IntelliVIEW makes your customers' business users take control of their information and to provide for:

- Provide contextual capabilities in creating user-specified-report information results
- Enable rapid & informed decisions in dynamic business situations
- Significantly increase user productivity through easy-to-use and flexibility
- Deliver personalized CRM and better product recommendations

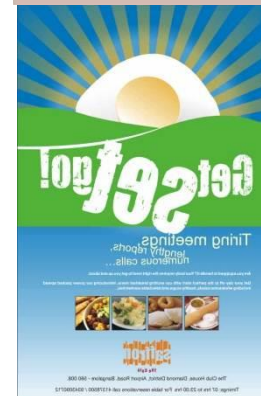
2-Minute Preview
See how IntelliVIEW can enable rapid & informed decision-making in any business solution!

[Watch Preview](#)

Free Trials
Try IntelliVIEW today and experience the power of 'flexible reporting'!

[Free Trials](#)

Yes, I am interested and would like more



Partial List Of Customers In Asia Pacific

<ul style="list-style-type: none"> • National Cancer Centre, Singapore • A*STAR, Singapore • Singapore University of Technology and Design (SUTD), Singapore • Singapore University of Social Sciences (SUSS), Singapore • Singapore University of Engineering and Technology (SUT), Singapore • Singapore University of Science and Technology (SUT), Singapore • Singapore University of Social Sciences (SUSS), Singapore • Singapore University of Engineering and Technology (SUT), Singapore • Singapore University of Science and Technology (SUT), Singapore • Singapore University of Social Sciences (SUSS), Singapore • Singapore University of Engineering and Technology (SUT), Singapore • Singapore University of Science and Technology (SUT), Singapore • Singapore University of Social Sciences (SUSS), Singapore • Singapore University of Engineering and Technology (SUT), Singapore • Singapore University of Science and Technology (SUT), Singapore 	<ul style="list-style-type: none"> • Singapore University of Engineering and Technology (SUT), Singapore • Singapore University of Science and Technology (SUT), Singapore • Singapore University of Social Sciences (SUSS), Singapore • Singapore University of Engineering and Technology (SUT), Singapore • Singapore University of Science and Technology (SUT), Singapore • Singapore University of Social Sciences (SUSS), Singapore • Singapore University of Engineering and Technology (SUT), Singapore • Singapore University of Science and Technology (SUT), Singapore • Singapore University of Social Sciences (SUSS), Singapore • Singapore University of Engineering and Technology (SUT), Singapore • Singapore University of Science and Technology (SUT), Singapore • Singapore University of Social Sciences (SUSS), Singapore • Singapore University of Engineering and Technology (SUT), Singapore • Singapore University of Science and Technology (SUT), Singapore • Singapore University of Social Sciences (SUSS), Singapore
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Global Headquarters

Synaptris Corporation
10000 E. 1st Avenue, Suite 100
Denver, CO 80231
Phone: (303) 750-1000
Fax: (303) 750-1001
Email: info@synaptris.com

Asia Pacific Office

Synaptris Laboratory Asia Pte Ltd
10000 E. 1st Avenue, Suite 100
Singapore 110000
Phone: (65) 6330 0000
Fax: (65) 6330 0001
Email: info@synaptris.com.sg

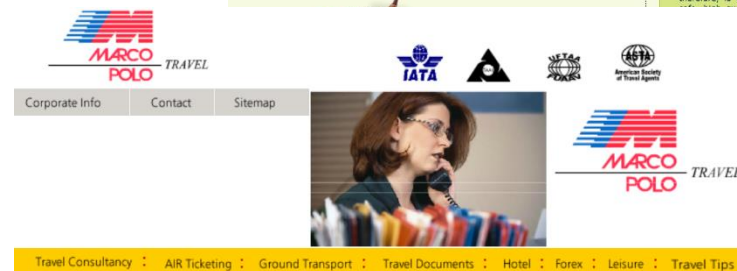
South Asia Office

Synaptris Laboratory India Pte Ltd
10000 E. 1st Avenue, Suite 100
Bangalore 560 004 India
Phone: (91) 80 80 80 80
Fax: (91) 80 80 80 80
Email: info@synaptris.com



WORK SAMPLES: DIGITAL EXPERIENCE: WEBSITE STRATEGY & CONTENT

- <http://www.gat.ac.in>
(Technology institute)
- www.iqffoods.com
(Frozen foods firm)
- <http://www.marcopolo-travelsindia.com/home.htm> (travel site)



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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

Hitachi Energy



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

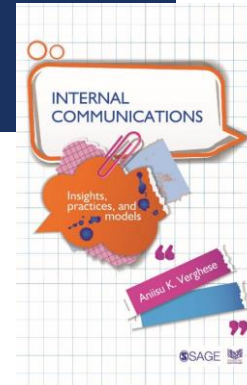
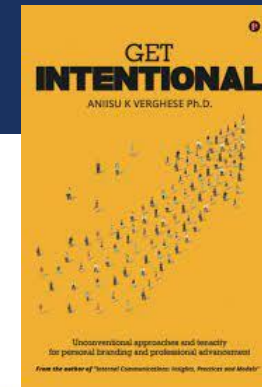
- Team construct
- Budget and spend
- Agency engagement
- Leadership communication
- Employee engagement
- Value of the function
- Future of the function

IC in India and APAC 2014

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

BACKGROUND

- Over 22 years of corporate communications, branding, corporate social responsibility & advertising experience
- Author of Inclusive Internal Communications (2023), Get Intentional (2021) and Internal Communications – Insights, Practices & Models (2012)
- 2022 IABC APAC Communicator of the Year & PR Hall of Fame Winner (Public Relations Council of India, 2015)
- Speaker on 4 continents
- Academician and adjunct faculty at ISM University of Management & Economics, Lithuania
- Elite panelist for IABC's global publication - Communication World
- SABRE Awards - South Asia Jury member Asia Pacific entries (2015)
- International Association of Business Communicator's Gold Quill Awards jury member (2012)
- Winner at 14th Godfrey Philips Bravery Awards (2005)
- Founder of Friends for Life, a road safety NGO (2003)
- Chapter contributor to Disrupting the Function of IC – A Global Perspective (IC Kollektif, 2017) & The Next Level (IC Kollektif, 2018)



CONNECT FOR A CHAT

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