



*Enabling discoveries: within, with  
people and with the world.*

# INTRASKOPE OVERVIEW

INTERNAL COMMUNICATIONS | CORPORATE SOCIAL RESPONSIBILITY | PERSONAL BRANDING

[WWW.INTRASKOPE.COM](http://WWW.INTRASKOPE.COM)

BENGALURU, INDIA

[WWW.ANIISU.COM](http://WWW.ANIISU.COM)

[WWW.INTRASKOPE.COM](http://WWW.INTRASKOPE.COM)

@ANIISU

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

# THE INTRASKOPE ADVANTAGE

- Keen to demonstrate value through your business communication?
- Want to build a personal brand and extend your presence?
- As an NGO or business do you want to communicate your CSR value, improve volunteering engagement and drive social impact?
- Proven expertise, award winning, hands-on communication leader
- Networked
- Responsive
- Measurable results

# OFFERING



Employee  
Communications



Corporate Social  
Responsibility



Personal branding

**Strategy**

Audit, assessment,  
goal-setting

**Framework**

Define & design

**Assessment**

Diagnostics

**Content**

Writing, editing,  
messaging

**Planning**

Content & reporting

**Strategy**

Plan and  
presence

**Consulting**

Team, channels,  
practice review

**Engagement**

Volunteerism &  
involvement

**Consulting**

Reputation  
management

Digital/social media

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

Training

workshops, sessions, 1:1 coaching

# 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 2<sup>nd</sup> 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' BUSINESS 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

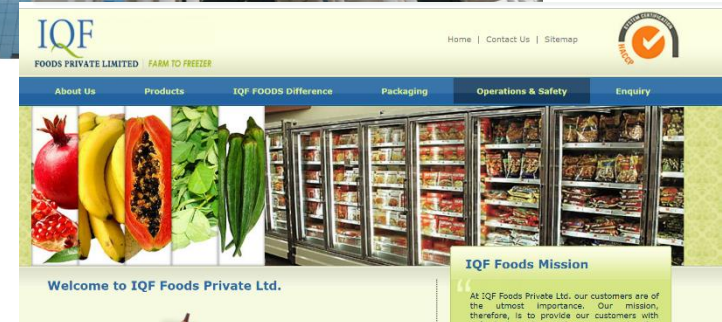
- Better readership and acceptance
- Less work to get content from staff
- More engagement on intranet and positive feedback from staff





# WORK SAMPLES: DIGITAL EXPERIENCE: WEBSITE STRATEGY & CONTENT

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



Marco Polo Travels and Tours established in 1984 is one of Bangalore's leading Corporate Travel Management Companies. The benefit to our Customers is a unique blend of Best Fares & Practices because of our Globalness, and the personalised approach towards problem solving of a smaller vendor.

# 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



# TRAININGS – CSR, DIVERSITY, ENGAGEMENT

- **Inter-organizational collaboration in Corporate Social Responsibility:** Doing good for the communities that organizations serve doesn't have to be in isolation. When firms come together for the driving change collectively, the impact is amplified. Find ways in which your organization can partner and make a difference by identifying what is core to their values and how it can extend for the benefit of the communities.
- **Introducing LGBTIQ inclusive practices at the workplace:** Diversity and inclusion are no more buzzwords. Organizations who truly want to gain from diverse thinking and practices need to embrace people from all occupations. Learn from research led insights that allow organizations to introduce and successfully implement LGBTIQ practices at the workplace.
- **Creating and implementing your organization's Employee Value Proposition (EVP):** Without defining and articulating a clear narrative about what the organization stands for and values, there is little chance of attracting, retaining and engaging your best talent. Learn how to develop and implement your organization's EVP and involve the right stakeholders to bring it to life.

# TRAININGS – STRATEGY, MESSAGING, LEADER CONNECTION

- **How to build an effective internal communication strategy:** Every successful organization invests in building a robust employee communication plan and strategy. Getting staff on the same page, driving change, improving engagement and involving stakeholders are some of the benefits of an effective strategy. Understand how to either build a strategy or improve on what you already have within the organization. Empower your internal communications team to lead with strategic thinking and purposeful implementation.
- **Humanizing Communication in a Hyperconnected World:** To be viewed as a valued business communication partner and to engage employees in a hyperconnected world means revisiting and reinventing current communication practices. Understanding the implications of the new world of work and the workplace can lead to improved approaches that communicators take while framing suitable interventions and engaging stakeholders.
- **Communicating In A New World Order:** Communicating the organization's narrative isn't only the domain of the corporate communicator. In today's inter-connected world every employee is responsible for public relations and the role of the communicator is to enable and support this engagement. How does one involve employees to participate in enhancing the value of communications? Partnering and co-creating communication with employees expects the communicator to involve, engage and very often unlearn traditional practices while managing the message for the organization. Aniisu shares perspectives and experiences that can transform how employees can be at the heart of your organization's communication.

# TRAININGS – TEAMING, EMPLOYEE BRANDING, EXTRA-SOCIAL BEHAVIORS

- **How To Get the Most From Your communication practices:** With staff time-poor and distracted with communication hitting from all directions, it helps to simplify your practices and improve effectiveness. In this session, you will learn from best practices drawn from research and take away practical tips to help audiences understand and act on information they receive.
- **Brand your employees, not your organization:** In this session, you will understand trends, opportunities and challenges shaping the workforce and workplace. With the world of work evolving, you will also learn why employee branding will serve us best. Lastly, you can invest in building the brand from within through practical insights and perspectives.
- **Getting The Most Of Your Employees' Efforts:** Learn all this and more in this research led perspective on engagement and what matters to employees now and in the future. Appreciate evolving changes at the workplace and workforce and gain from insights to enhance your impact and value as a manager and leader. Learn all this and more in this research led perspective on engagement and what matters to employees now and in the future. Appreciate evolving changes at the workplace and workforce and gain from insights to enhance your impact and value as a manager and leader.

# TRAININGS – STORYTELLING, REPUTATION BUILDING

- **Building a Storytelling Culture in Organizations with Internal Communications:** Storytelling is essential for the success of organizations and internal communications plays a pivotal role. Helping leaders and staff share experiences and knowledge can stir positive action, drive change and improve engagement. In this session, learn how to shift mindsets, curate stories, coach staff and co-create the narrative to build a transformational culture.
- **Decoding corporate reputation from the inside-out:** Corporate reputation is an amalgamation of perceptions or ‘the way stakeholders judge your organization’. This, in turn, means how employees, customers, suppliers and the public assess, evaluate and estimate the value and contribution of organization against promises made. Every day we hear of crises where organizations struggle to manage their corporate reputations. Nearly 7 in 10 communication professionals have experienced reputational crises at work in the last few years – resulting from government oversight, inability to attract talent and loss of customer trust. Having a clear narrative about the organization and what it means for stakeholders is a starting point. Having all staff and leaders align their actions with this narrative creates the building blocks of corporate reputation.

■

# 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 18+ years of corporate communications, branding, corporate social responsibility & advertising experience
- Author of Internal Communications – Insights, Practices & Models (Sage Publications, 2012)
- PR Hall of Fame Winner (Public Relations Council of India, 2015)
- 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 Kollektiv, 2017) & The Next Level (IC Kollektiv, 2018)



INTERNAL COMMUNICATIONS

Insights, practices, and models

Anisu K. Verghese

SAGE

# CONTACT

- E-mail: [aniisu3@gmail.com](mailto:aniisu3@gmail.com)
- Blog: [www.aniisu.com](http://www.aniisu.com)
- Website: [www.intraskope.com](http://www.intraskope.com)
- Twitter: [www.twitter.com/aniisu](http://www.twitter.com/aniisu)