



My name is Kalle and I founded **poetic** to put my communications expertise and award-winning creative skills to good use by helping the people and companies who need it most.

With 15+ years experience in internal comms and innovation at Google & Meta, as well as 25+ years as an award-winning creative practitioner, I bring a unique set of abilities and experience to every project. In fact, I've even been called "[a bit of a unicorn](#)".

This colourful document gives you a snapshot of the creative solutions on offer in my 3 service

areas:  **COMMUNICATION**  **PRESENTATION**  **EDUCATION**

So, if you're looking for someone to revitalise your employee experience by solving your comms conundrums and delivering world-class workshops, then get in touch.



kalle@poetic.ie



COMMUNICATION



Modern internal comms requires a strategic mind, a keen eye for detail, and a sound understanding of storytelling. But far too often they're just boring, empty clichés blasted out via email. Your employees simply want to connect the dots and feel a sense of purpose & belonging. There's no reason that can't be done in a more compelling and engaging way. It begins with **great strategic internal communications**.

As an **industry trailblazer** who founded Meta's first global internal comms video team and **led strategic internal comms at Meta and Google** (Sundar Pichai, Mark Zuckerberg, Nick Clegg & Sheryl Sandberg), I can **craft compelling stories & smart strategies** that consistently inspire, inform and educate. So, whether you want a strategic brain, a gifted writer, or a creative eye, I'm here to elevate your comms.

| COMMS SOLUTIONS | |
|----------------------|---|
| THE STELLAR STRATEGY | Evolve your internal comms strategy, content & channels with the guidance of an industry trailblazer. |
| THE AMIABLE AUDIT | Analyse the impact of your internal comms with my thoughtful quantitative & qualitative audit process. |
| THE EXECUTIVE SUITE | Elevate your C-suite executives into compelling communicators with my executive comms offering. |
| THE CULTURE VULTURE | Transform your employee experience with a proven comms-based approach that will give your culture the spark it needs. |
| THE COMMS CLINIC | Lean on my expertise to do the heavy lifting of drafting, editing and delivering your internal comms. |

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COMMUNICATION



PRESENTATION



We've all been there. A presentation or event that feels like it'll never end. Instead of energising the room, it drains the audience and leaves no meaningful impact. But it doesn't have to be that way

As an **accomplished public speaker, onstage performer and event moderator**, I can effortlessly steer your event, while always staying on message. I'm as comfortable guiding proceedings with an audience of thousands as I am in a cosy 1-to-1 conversation. Every offering **can easily be customised** to meet your specific event needs.

| PRESENTATION SOLUTIONS | |
|------------------------|--|
| THE MARVELLOUS MC | Make your event flow freely and live long in the memory with "the best MC in Ireland". |
| THE CUSTOM KEYNOTE | Commission a memorable keynote address that will inspire & entertain your audience. |
| THE MASTER MODERATOR | Put your guests at ease with an assured moderator that lets conversations flow and effortlessly brings the room together |
| THE VOICEOVER | My professional VO's can make your content pop and ensure that messages land more easily. |
| THE PODCASTER | Put your internal podcast development in the hands of an experienced corporate podcast showrunner. |

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PRESENTATION



How often have you been in a corporate training session that felt endless and pointless? Your time is precious and there's nothing worse than carving out time for a learning opportunity that feels like a chore. So, my trainings are optimised for fun, with **creativity at their core**, and a firm focus on learning **essential skills for the modern workplace**. Plus, you'll get to work with a pedagogy professional (Postgrad Diploma in Education - Trinity College Dublin) and a certified LEGO® SERIOUS PLAY™ master trainer.

Whether you have a business conundrum to solve, or a **team that needs to bond more deeply**, I can offer a variety of customised masterclasses & workshops that can slot into your existing team development programmes, or serve as a **stimulating session at a company offsite or team event**.

| EDUCATION SOLUTIONS | |
|-----------------------|---|
| LEGO®SERIOUS PLAY® | Unique workshop using LEGO® bricks to unlock creative thinking and develop problem-solving skills. |
| THE DESIGN THINKER | Hands-on design thinking workshop for creatively solving any kind of challenge. |
| THE CREATIVE CATALYST | Modular trainings focused on the building blocks needed to kickstart, shape & grow creative thinking. |
| THE COMMS INSIDER | Practical instruction on the essentials of internal comms; with tips, tricks, tools and templates. |

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poetic.testimonials

A consummate communications person whose domain expertise as well as **innate creativity, ability to influence others and ability to problem solve big issues fast in a multinational environment** were massive supports to me in my job as head of Google Ireland. Someone who is an absolute pleasure and fun to work with. He always pushed himself to reach higher and higher standards. An all round great colleague I can highly recommend !



Fionnuala Meehan
Former Head of
Google Ireland



Maeve Sinay
Senior PM

One of the **best storytellers** I've met, which is so critical in a corporate world in helping people trust, be inspired, and connected to a common purpose and leadership.

It is hard to put a title on the work and impact he made at Meta...it just doesn't do justice to the **creativity, inventiveness and energy** he brought



Clive Ryan
EMEA Director



"Creative catalysts: 100 people making things happen in Ireland right now"

THE IRISH TIMES
AUG 2013



"If we need someone to captivate a crowd and bring everyone together, then there is absolutely no one better than Kalle"

JESSICA RYAN
JUNE 2024



★★★★★

"An absolute gem of a show. Stellar writing and acting."

"Pitch-perfect parody."

Irish Independent
SEPT 2016



Deirdre Waldron
CEO, TBWA Ireland

Kalle is one of the leading global talents in creative communications. **He's a bit of a unicorn in the Irish market**, both as a longstanding comms and culture leader at Google and Meta, as well as producing award-winning work in the creative arts.



Irish Independent
DEC 2023

"TBWA\ enlisted Kalle Ryan to bring [the Employee Experience offering] to life. And there couldn't be a better man for the job. Improving employee experience is something he has a natural passion for"

Little Black Book
SEPT 2023



Meg Stack
Head of Internal Comms

There are few people in this industry who are so skilled at bringing ideas to life and making the complex simple, the mundane fun, the greyscale technical. **He can comfortably hit that sweet spot between what leaders need to say, and what employees want to hear.**



Malte Will
Head of Social
Impact Partnerships

His **creativity, thought leadership and execution skills were unprecedented** and it would be fair to say that if "culture eats strategy for breakfast", he'll deliver the best breakfast you've seen in your organisation - with extra bacon and avocado.



Ricardo Roberts
Founder

He's kind, fun to work with and knows how to inspire a team to create something fresh & new. **His enthusiasm is infectious and creates a wonderful atmosphere for creativity.** He knows how to make sure everyone feels respected and listened to.

His creative & execution skills were unmatched and he had an **uncanny ability to bring otherwise de riguer stories to life with vibrancy and pizzazz.** Plus he's damned funny, kind and a great teammate. He has my unconditional recommendation.



Phil Clark
VP Communications



adjective

/pəʊ'etɪk/

- having the qualities of poetry
- having an imaginative and beautiful style of expression

noun

/pəʊ'etɪk/

- a **poet** who is also an internal comms (**ic**) expert

a note on poetic.pricing.

I can offer hourly, daily, weekly or project-based rates for my services. As we both know, every project is different in terms of time commitment and scope, so I'm happy to do a free 30 minute call to discuss your options.



Book a free consultation here

FOR MORE INFO



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