



Hey there, I'm Kalle. Two years ago I founded **poetic** to help businesses tell their story more creatively and to upskill their teams in a fresh, creative way.

Before that I had a pretty creative and colourful background: Big-Tech Comms Trailblazer. Workshop Wizard. Keynote Speaker. Festival Founder. Award-Winning Artist & Writer. And I also happen to be a multilingual MC (*Swedish, English and German*). To get the full scoop, you can always take a peek at [my LinkedIn profile](#).

So, I think it's fair to say that **creativity** is kinda my thing. And I reckon that creative approach is what sets me apart from other traditional communications consultants or agencies. But don't just take it from me, The Irish Times once named me as one of the 100 most creative people in Ireland.

The colourful document you're reading should give you a good overview of my different creative services and solutions, but there's always room to customise and specialise. Flexibility is my middle name. Actually it's Eoin, but never mind that.

Have a read through and if you like what you see, let's [set up a call](#) to talk it through. And don't be shy, if the work is interesting, then I'm interested.



“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”

- Deirdre Waldron, CEO, TBWA Ireland

Source: [AdWorld](#)



COMMUNICATION



When it comes to communication, your employees simply want to connect the dots and feel a sense of purpose and belonging. There's no reason that can't be done in a more compelling and engaging way. Good messaging is built on smart, strategic comms. It becomes truly great if you give it a little creative twist.

Having founded Meta's first global internal video comms team, and managed strategic messaging for C-Suite leaders at Meta and Google (incl. Sundar Pichai, Mark Zuckerberg, Nick Clegg, and Sheryl Sandberg), I have a knack for making creative, memorable messages that stick. So, whether you need my strategic comms brain, my award-winning writing or my creative eye, I'm here to help you transform your comms.

COMMS SOLUTIONS	
THE STELLAR STRATEGY	Evolve your internal comms strategy, content & channels by drawing on my experience of scaling internal comms at Google & Meta. #engaging #impactful #effective
THE AMIABLE AUDIT	Analyse the impact of your internal comms with my thoughtful quantitative & qualitative audit process. #data #insightful #employeeexperience
THE EXECUTIVE SUITE	Elevate your C-suite executives into clever, compelling communicators with my Exec comms masterclass. #impactful #leadership #commsexpertise
THE CULTURE VULTURE	Implement my proven, comms-based, strategy to give your culture the spark it really needs. #creative #impactful
THE COMMS CLINIC	Lean on my expertise (and writing skills) to do the heavy lifting of drafting, editing and delivering your internal comms. #creative #crispcomms #writing

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PRESENTATION



Great messages tend to get lost with the wrong guide. You'll know what I mean if you've ever been to an event where it felt like it would never end. But we both know that it doesn't have to be that way. There's far better ways to connect with your audience and make your message stick.

That's where I come in. As an experienced MC, public speaker and event moderator (and Ireland's fifth best performance poet¹), I know a few things about keeping the audience's attention (without sacrificing the key messages). And I'm as comfortable guiding proceedings with an audience of thousands as I am in a cosy 1-to-1 conversation. Ready to start? Pass the mic and let's create a memorable event where the message lands and everyone leaves feeling energised.

PRESENTATION SOLUTIONS	
THE MARVELLOUS MC	Make your event flow freely and live long in the memory with "the best MC in Ireland" ² . #fun #inspirational #creative #live
THE CUSTOM KEYNOTE	Commission a memorable keynote address that will inspire & entertain your audience. #engaging #funny #impactful
THE MASTER MODERATOR	Put your guests at ease with an assured moderator that lets conversations flow and effortlessly brings the room together. #thoughtful #engaging
THE VOICEOVER	My professional VOs can make your content pop and ensure that messages land more readily. #impactful #onmessage

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¹ As voted for by the audience of my own cabaret show, *The Brownbread Mixtape*

² [Colm Keegan](#), Award-winning Irish poet & playwright. And probably the actual best contemporary Irish poet.







I know your time is precious, so my workshops are optimised for hands-on engagement, with **creativity at their core**, and a firm focus on learning the most essential skills you need in the modern workplace. Plus, they're good fun and you get to work with a **certified pedagogy professional**³ and officially certified LEGO® Serious Play™ **master trainer**⁴.

Whether you have a business conundrum to solve or a team that needs to bond more deeply, I can offer you a nifty variety of customised masterclasses and workshops that should be able to untangle any knot. Also, keep in mind, these sessions are time well spent at a company offsite or team event.

TRAINING SOLUTIONS	
THE CREATIVE CATALYST	Modular sessions focused on the vital building blocks needed to kickstart, shape, sustain and grow your creative thinking skills. #hands-on #fun #inspirational #creative
LEGO® SERIOUS PLAY®	Unique workshop to solve business & organisational challenges through a guided workshop that uses LEGO® bricks to unlock creative thinking and develop problem-solving skills. #teambuilding #fun #actionable #creative
THE DESIGN THINKER	Practical design thinking workshop for creatively solving any kind of business challenge that requires clear outputs & next steps. Adapted from my Stanford d.school workshop of the same name. #hands-on #actionable #creative #problemsolving
THE COMMS INSIDER	Practical training on the essentials of internal comms; with tips, tricks, tools and templates. #actionable #insightful #proven

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³ Postgraduate Diploma in Education, 1st Class Honours, Trinity College Dublin

⁴ LEGO® SERIOUS PLAY® Association of Master Trainers (Netherlands)

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



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.

Maeve Sinay
Senior PM

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

poetic.press



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

THE IRISH TIMES
AUG 2013

mediaplanet

Employee Wellbeing

04 2022 | A promotional supplement distributed on behalf of Mediaplanet, which takes sole responsibility for its content. www.businessnews.ie

“Wellbeing is a broad concept, which touches many aspects of the employee lifecycle.”
Kalle Ryan, Executive Lead, Inside by TBWA/Dublin
Page 02

“Providing a great work environment for all employees means advocating for a healthy work-life balance for everyone.”
Felicity Rooney, Business Development Strategist, Great Places to Work
Page 07

INSIDE
by TBWA/Dublin

If there's one thing you do before the end of the year, commit to investing in your employee experience. Your business will reap the benefits.

Kalle Ryan, Executive Lead, Inside by TBWA/Dublin
Read more on [Page 08](#)

AN INDEPENDENT SUPPLEMENT FROM MEDIAPLANET WHO TAKES SOLE RESPONSIBILITY FOR ITS CONTENT

Making 'employee experience' an attractive offer for current and future staff

The experience your employees have at your organisation will be affected by many factors, big and small. Getting the balance right will play a massive part in their wellbeing and your business.

What is employee experience about?
It's an umbrella term for every touchpoint an employee has at your organisation — from the minute they walk through the door to the day they say goodbye," he explains. "That can be everything from the software you give them to the diversity, equality and inclusion programmes you run or the communications you send."
To deliver a good employee experience, a switched-on business needs to be genuinely interested in the wellbeing of its staff. Tick-box gimmicks won't cut it, warns Ryan. "You can't give your people the odd perk like free drinks and wonder why they're still unhappy. You have to be authentic and proactive."
Do it right, and you'll create a positive work environment and have happier, more empowered employees. Ryan adds: "If an employee feels a sense of belonging and purpose, they're more likely to pay their employer back by engaging more deeply with their work." Offering a good employee experience will also attract and retain the best talent.

Greater awareness of employee expectations
Fortunately, many companies are more aware of the shift in their employees' values and expectations; they recognise the profound impact that mental and emotional wellbeing has on staff performance.
"There's a resounding — and very valid — call for a balanced work-life dynamic, unparalleled flexibility and an emphasis on overall wellbeing," says Ryan. "The challenge for businesses today is to align with these shifting values and communicate them effectively, ensuring the employee experience they offer is an attractive proposition for current and prospective staff."

Crafting the ideal employee experience
Yet, according to creative consultancy Lippincott, only one in four companies deliver it successfully. Where should a business start? Unfortunately, the answer is: "It depends." "While 'employee experience' is everyone's responsibility — because everyone has their part to play, from leadership down — it's often no one's job," says Ryan.

You can't give your people the odd perk like free drinks and wonder why they're still unhappy. You have to be authentic and proactive.

INSIDE
by TBWA/Dublin

Scan the QR code to find out more


FOR MORE INFO

poetic.ie

30 MINUTES TO CHAT?



GET IN TOUCH

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