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# journal of internal communication

Volume 12

Celebrating ten years as the go-to  
internal communication agency

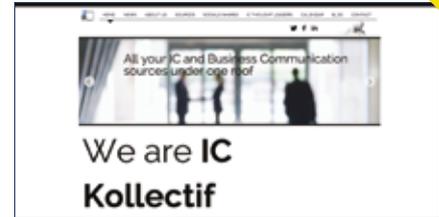


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# Creating an IC “Centre of Excellence”

Montreal's Lise Michaud identified a gap in the internal communication landscape for a practitioner-generated community of practice, and has begun to bridge it by creating a global online community for professionals, IC Kollektiv.

**“IC Kollektiv brings the brightest people and the best ideas together in a unique way that is inspiring and enlightening to the profession.”**



IC Kollektiv was founded with the purpose of connecting communication professionals and encouraging knowledge and resource-sharing, creating a global centre of excellence in the IC community. The initiative was launched in early 2016 with the support of the Montreal chapter of the International Association of Business Communicators.

**Supporting internal communication practitioners to make an impact**

The function of internal communication in organisations and the role of IC practitioners has changed dramatically in the past few years. We’ve gone from being seen almost exclusively as newsletter writers and poster hangers,

to playing a much more strategic role as trusted advisors. Of course, the status of IC professionals varies from one organisation to another, dependent on a number of factors such as organisational type, size and culture, but overall the expectations from senior leaders continue to evolve.

To help empower communication professionals to help accelerate and take advantage of this shift, we have brought together the most comprehensive internal and corporate communication sources under one roof. Our focus is on the value of managing communication strategically and on providing access to a broad set of ideas and viewpoints under one umbrella.

The development of an IC-specific global initiative was necessary to show the world how the practice of internal communication is becoming more and more important in our changing workplace. At IC Kollektiv, we work to identify the best resources and facilitate access to global communication practitioners. Our aim is to help professionals make a difference in their organisations, their communities, and ultimately, their societies.

**Support for all communication professionals**

While IC Kollektiv is intended for professionals working in the field of internal communication, the community is also relevant for other communication

professionals, as it has become imperative for all communication practitioners to understand how internal communication works differently from other communication disciplines, and how its effective use impacts and contributes to an organisation's success.



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## “It has become imperative for all communication practitioners to understand how internal communication works differently from other communication disciplines.”

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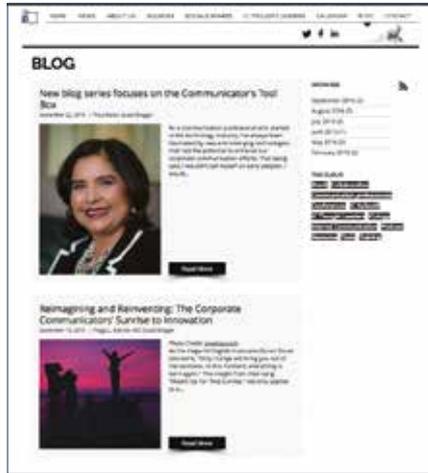
Our website offers four main sections: Sources, IC Thought Leaders list, a calendar of global communication conferences and events around the world, and our Blog. Our Sources section includes a comprehensive list of organisations, agencies, publications, professional associations, research and reports, blogs of communication professionals, Twitter chats and hashtags to follow, LinkedIn groups, books, resources, and glossaries – truly a one stop shop!

### Community engagement and feedback

One IC professional recently told me, “If IC Kollektiv did not exist, we would have

to invent it. We realise now that this is something that has been missing and it deserves all the support we can give it.”

We have grown organically, bringing together in-house communication practitioners, IC thought leaders, consultants, professional associations, academics, and more from across five continents. Our list of IC thought leaders was built entirely through recommendations from professionals around the world. We are also extremely pleased with the response of IC professionals requesting to contribute as guest bloggers on our new blog.



We've received endorsements from well-known communication professionals and organisations, such as Arizona's Paul Barton, Internal Communications Author and Consultant, who said "IC Kollectif brings the brightest people and the best ideas together in a unique way that is inspiring and enlightening to the profession."

We have forged alliances with US-based Advanced Learning Institute (ALI Conferences), as a partner for all of their IC conferences, and with Cropley Communications of Australia, for their worldwide Strategic Communication Management Training.

### What's next for IC Kollectif?

Our ambition is to become the go-to reference in the IC space. We are uniquely positioned to develop into a global Centre of Excellence for Internal Communication.

We want to focus on the subject matter itself, internal communication, and provide distinctive high-quality content to support top practitioners. We're currently speaking with IC professionals and experts around the world to explore a number of collaborative projects to achieve this objective.



### Biography: Lise Michaud

Lise Michaud has over 25 years' experience in senior communication roles across public and private sectors in Canada. She is a Strategic Partner at

Cropley Communication and serves as Vice President, Content and Social Media on the Board of IABC's Montreal chapter. She founded IC Kollectif in early 2016.

[www.ickollectif.com](http://www.ickollectif.com) @IC\_Kollectif

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