



01

MY STORY



MIKE BROWN,
FOUNDER AND LEAD CONSULTANT AT
DEMASTERY

THE DEMASTERY STORY

Many people claim to have ‘fell into’ their career in internal communications. Not me. I knew I wanted to use language and storytelling to help people find more meaning and purpose in their work and make organizations more successful after studying English and History at Cambridge. I chose deMastery because I was convinced of its ability to drive change, inspire people, and turn business strategy into tangible results. I continue to do so.

For over fourteen years, I’ve been assisting some of the world’s largest corporations in improving their communication with their employees. During that time, I’ve made numerous errors, the majority of which were completely avoidable! But I wouldn’t change my decision to invest in internal communications.

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Now I work with professionals all over the world to help them do great work, make an impact, and build brilliant careers.

#RECOGNITION GETTING THE RECOGNITION YOU DESERVES

Internal communicators are some of the most passionate, creative, and knowledgeable people I’ve ever met, dedicated to improving their organizations from the inside out. Internal communications, in my opinion, are extremely important. It is important to me, to the best practitioners I know in the industry, and to the businesses we serve. As a result, it deserves to be brilliant.

Unfortunately, our expertise is frequently overlooked in favor of our more glamorous (and usually better-resourced) siblings in Media, Marketing, and Corporate Affairs.

That is why Internal Communications Mastery exists. Our goal is to change this dynamic by assisting internal communications practitioners in receiving the recognition they deserve, as well as the community support that will equip and enable them to thrive.

OUR EXPERTISE

We assist businesses in realising the potential of deMastery and understanding how it contributes to business performance: by building trust, making change stick, and delivering results.

Internal Comms Mastery's team has extensive experience working in-house and as consultants with some of the world's leading brands. Among other things, we've delivered:

- 📈 Change communications programmes for mergers, acquisitions, relocations, and digital transformations. Effective communication strategies for hard-to-reach teams such as retail associates and factory staff.
- 😊 Print and online internal communications campaigns that explain the company's vision, mission, values, and strategy.
- ✓ So it's safe to say we know what we're talking about.



TRAINING AND COACHING

Above all, we assist internal communicators in developing rewarding, challenging, and authentic careers through training courses, coaching, and hands-on project support.

Our mission is to provide you with the knowledge, tools, and capabilities you require to do your job exceptionally well. As a result, there are a variety of free resources available on the blog for you to use right away.

We also offer in-depth professional development for more tailored and insightful assistance. For example, we provide coaching to help you gain confidence, transition into the role of true strategic partner, and plan the next step in your career.

Whether you require individual coaching, a training session tailored to the needs of your team, or practical advice from some of the best minds in the industry, our mission is to ensure that you receive the training and support you require to do great work, make an impact in your organisation, and build a brilliant career.



Browse our
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about
coaching



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