

imagequity+

*Build it. Protect it.*TM



Vaani Anand

mothergoose

Also plays Chairperson, **imagequity+**TM

Brand and Organizational Reputation Management

**You no longer work on your Reputation when you have a problem.
You work on it so that you do not have a problem.**

A versatile first generation woman entrepreneur, Vaani Anand co-founded **imagequity+**TM. She co-developed the **TrM**[®] (Total Reputation Management) Program, the pioneering practioner's model of Reputation Management in the world, alongside her co-Founder and husband AVIS. A passion to create an Indian Consulting Firm for the world, a firm belief in the science of Reputation Management and a genuine need to make people realize the value of their Reputation keep her firmly rooted to the Firm's Vision, Mission and Values.

Today **imagequity+**TM is a unique Firm that has taken up the role of evengelizing the cause of Reputation Management in corporate boardrooms across the world. Also known as *mothergoose*^{*}, she plays the role of the Chairperson at **imagequity+**TM.

Having started the Firm in 1996, at a time when the concept of Reputation Management itself was completely unknown, **imagequity+**TM had to work overtime to be not just concept evangelists but also consistently demonstrate that their model worked. Resultantly, **imagequity+**TM has not only been a first-mover in Asia the practice of Reputation Management but has remained the only mover in India so far in this extremely niche segment.

imagequity+TM's unique concept of Reputation Management works on the premise that strong and durable reputations are built over time by doing the *right things right*. The concept of **TrM**[®] is truly all encompassing and works on two critical domains__ Corporate Strategy (how you think) and Organizational Behavior (how you act). Vaani leads client engagements across industry segments and geographies, serving as the Firm's creative thought leader and Principal Consultant too.

Versatility is her strength.



Her insight into the concept has led her to believe that future managers from business and communication schools must be introduced to the concept of Reputation fairly early. Her perseverance has led to MICA __a leading business management and communications school to introduce Reputation Management as an ancilliary paper.

Apart from being the Chairperson of **imagequity+**TM, she drives its Creative Team. Another hat she dons is that of Chief Analyst for the Firm's RepVal[®] practice __ basically, helping in understanding what builds Reputation Value for client organizations.

Earlier, she pursued a writing stint of four years, writing features for *The Times of India* in Bangalore. She also anchored a popular column called “Hakuna Matata” in the *Economic Times' Madras Plus* under the name *mothergoose* and wrote from Chennai for *Verve*, a leading women's lifestyle magazine.

Vaani is a great champion of the view that Reputation Management must be employed as a preventive measure and not necessarily in response to a crisis or challenge: “You no longer work on your Reputation when you have a problem. You work on it so that you do not have a problem”. She encourages CEOs and business leaders to recognize that the interactions any company has with its various stakeholder groups assume phenomenal importance and have varied implications that dictate perceptions among these groups. Managing this needs specialized strategies and a holistic approach that looks beyond conventional communication and advertising strategies. Reputation Management is a perfect answer to this demand for a holistic approach. Coupled with some practical experience on the ground, the concept of **TrM**[®] that was co-developed by Vaani has shone like a beacon ever since.

Vaani has represented **imagequity+**TM at two International conferences on Corporate Reputation where she presented the **TrM**[®] model. At the International Conference of Corporate Reputation, Identity and Competitiveness in May 2000 at Copenhagen, **imagequity+**TM won an Award from the apex body of Reputation Management __The Reputation Institute based in New York__ for the best practioner model for Reputation Management. Vaani's paper on Corporate Social Responsibility and its impact on **imagequity+**TM's clients has been published in the revered industry journal *Corporate Reputation Review* published by The Reputation Institute. Today with clients across the country and some in the Asia pacific region, **imagequity+**TM has arrived and has amply demonstrated shown that **TrM**[®] is universal and applicable to companies in various industry domains.

Her interest in corporate social responsibility has led her to help RASA, an NGO working with special children.

Vaani lives in Chennai and is married to AVIS, CEO and *chiefdreamer* at **imagequity+**TM. They have two children, Aashirwad and Aanchal.