



RIGHT BRAIN TONIC

EMPOWERING & ENGAGING MINDS

Communication. Content & Coaching



Unlocking the Power of Right Brain

We are a boutique agency specializing in communication consulting and branded content, with deep expertise in building key messages, and delivery strategies. We believe in the power of unleashing creativity to curate and express impactful stories and brand philosophies across our specialized verticals.



RIGHT BRAIN TONIC
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At Right Brain Tonic, we harness this potential through content that not only helps you build your personal brand, but also legacy through story telling.



Our Purpose

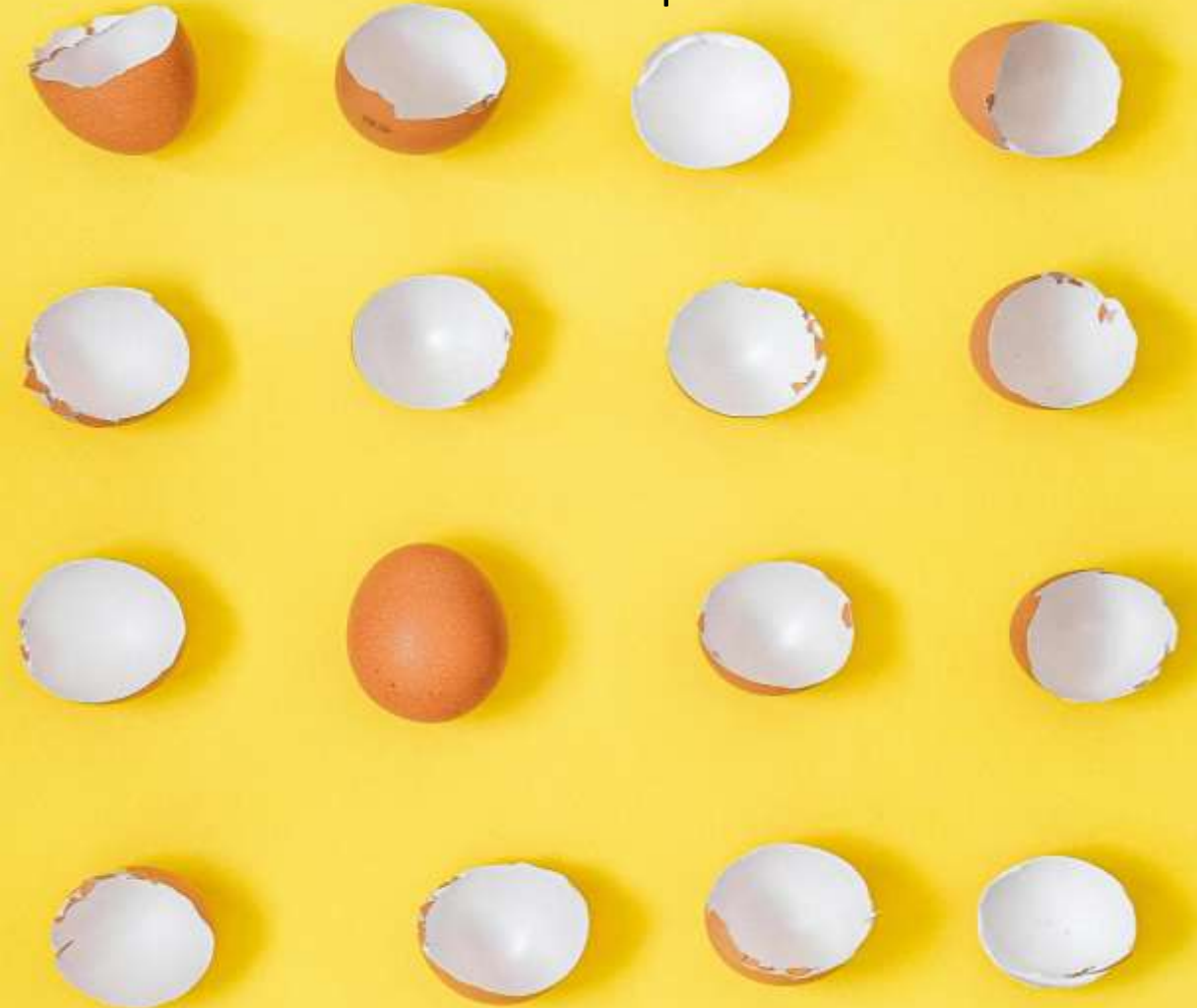
At Right Brain Tonic, our purpose is to unlock our creative potential to curate and create compelling stories that are legendary.

- Think beyond the ordinary
- Communicate with confidence
- Discover the hidden worth of stories
- Curate creative and compelling content



RIGHT BRAIN TONIC
EMPOWERING & ENGAGING MINDS

We believe that when
creativity meets discovery, the
possibilities are endless!



About Us

Founded in 2021, Right Brain Tonic is dedicated to unlocking creativity, enhancing communication, creating content that delivers impact & results, drive personal visibility through branded content and story telling .

What We Offer?

- **LinkedIn Branding**
- **Ghostwriting Books**
- **Conceptual scripts for Events and Videos**
- **Corporate Materials**
- **Memory Studio**

We believe in the power of the right brain to inspire innovation, express creatively and create impact.



Our Content Tonics



**LinkedIn
Branding**



**Ghostwriting
Books**



**Video & Events
concepts and
scripting**



**Corporate and
Digital content &
Materials**



Memory Studio



Neha Phale – Founder & Writer

With over 20 years of experience, Neha has an in-depth understanding of communication techniques and practices in the B2B domain and has managed strategic integrated communications programs for the purpose of advancing the business' goals and objectives. Neha has previously worked with several renowned brands in the B2B space including Huntsman International, Dow Chemicals, Crompton Greaves and BASF. During her stint at BASF, Neha was a core member of a CSR team managing the BASF Kids' Lab project, which entered the Limca Book of Records in 2009.

Passionate about teaching, Neha believes that there is no other power greater than that of knowledge and has been a guest faculty at mass media colleges including Deccan Education Society Kirti College, Mumbai and has also been a panelist speaker at Parul University, Gujarat.

With this extensive experience she started walking the path of inspiring people through storytelling, content development, personal branding and coaching by taking this to another level by starting Right Brain Tonic a communications, content & coaching agency.

Personal Branding Work

Celebrity



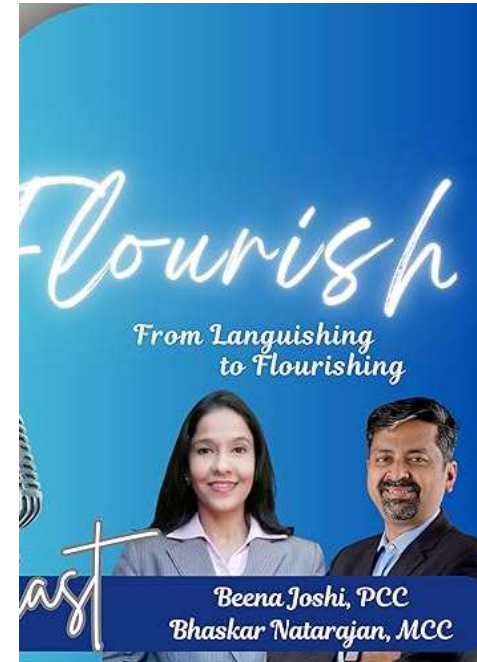
Start-up CEO



Business Leader



Coach



Celebrity Chef



Other Personal Branding Work

LinkedIn full Profile Optimization samples:

<https://www.linkedin.com/in/ca-surendra-jain-159452343/>

<https://www.linkedin.com/in/samir-shingala-7909b477/>

<https://www.linkedin.com/in/divyesh-lakhani-433bb960>

Personal / Business Branding LinkedIn Post Samples:

<https://www.linkedin.com/posts/ankur-mehta> rajhansmontesa-

hardwork crescentlight-activity

71468361280740392966_gm?utm_source=share&utm_medium=member_desktop

Notable LinkedIn Case Studies

1

Viral Post for marketing agency owner:

https://www.linkedin.com/posts/pranitabajoria_at-my-agency-we-have-to-convince-our-employees-activity-7295295070923108353-dU08/?utm_source=share&utm_medium=member_desktop&rcm=ACoAACfUWkcBTza6ylgthSgmKNOZC6_1_s7Gltw

- **1k+ likes in 24 hours**
- **200k impressions in 24 hours**
- **3k+ likes & 250+ comments overall**

2

Viral Post for D2C Founder

https://www.linkedin.com/posts/leezamangaldas_uncl es-never-come-to-my-sex-ed-talks-but-activity-7293846087583334400-lRma/?utm_source=share&utm_medium=member_desktop&rcm=ACoAACfUWkcBTza6ylgthSgmKNOZC6_1_s7Gltw

- **500+ likes (on an account with less than 5k followers when posted)**
- **High shareability & topic resonance**

Notable LinkedIn Case Studies

3

Viral Post for a Senior Designer

https://www.linkedin.com/posts/rajandube_indian-clients-dont-respect-design-ye-activity-7263043038023741441--iGb/?utm_source=share&utm_medium=member_desktop&rcm=ACoAACfUWkcBTza6ylgthSgmKNOZC6_1_s7Gltw

- **1400+ likes**
- **200+ comments**
- **Grew his account to 16k followers over 10 months of working together**

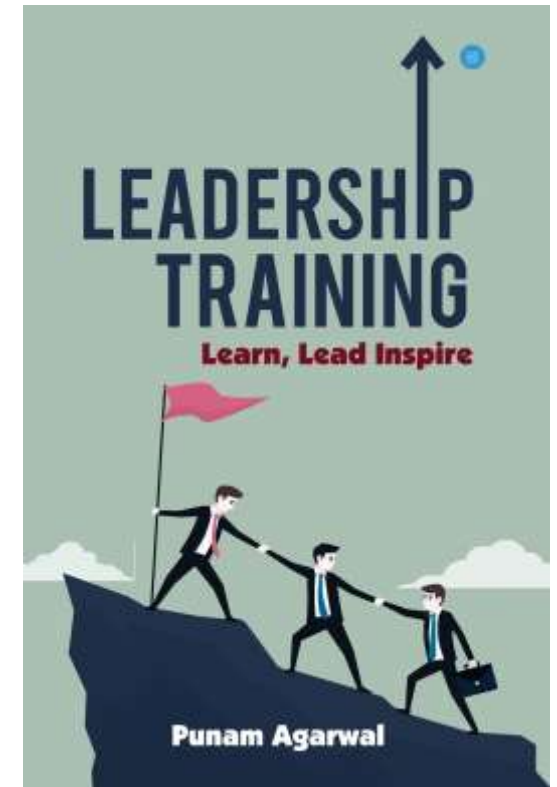
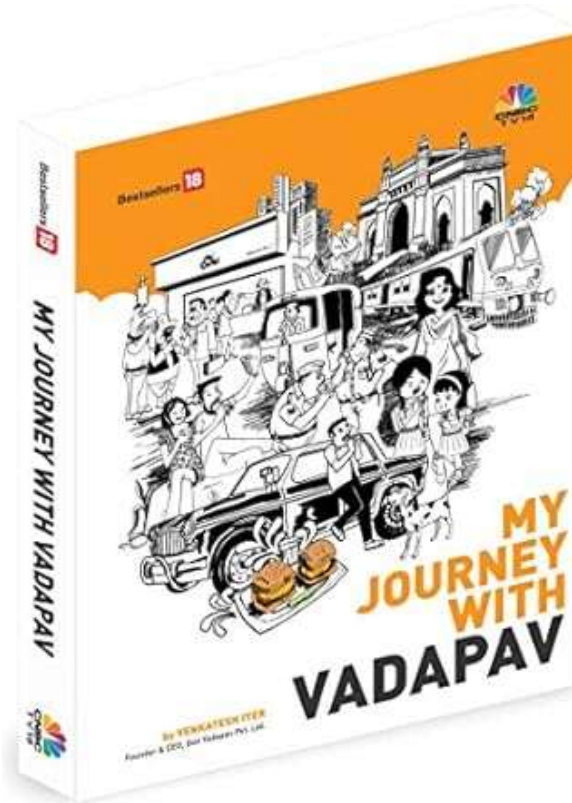
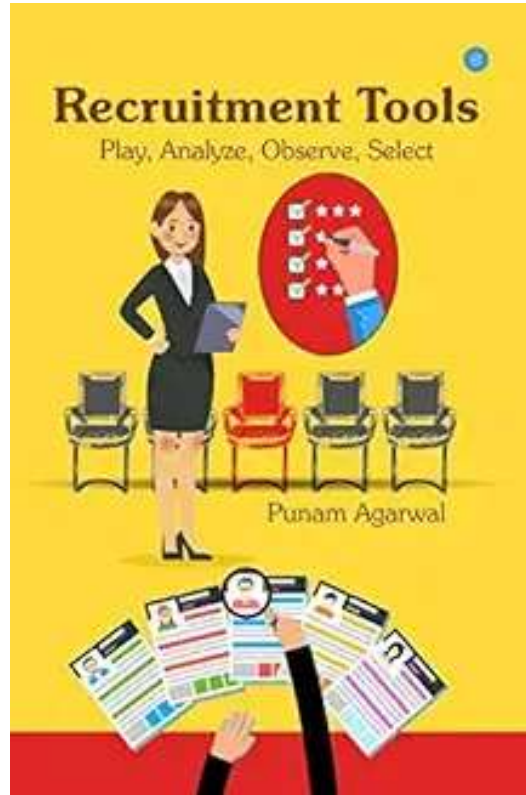
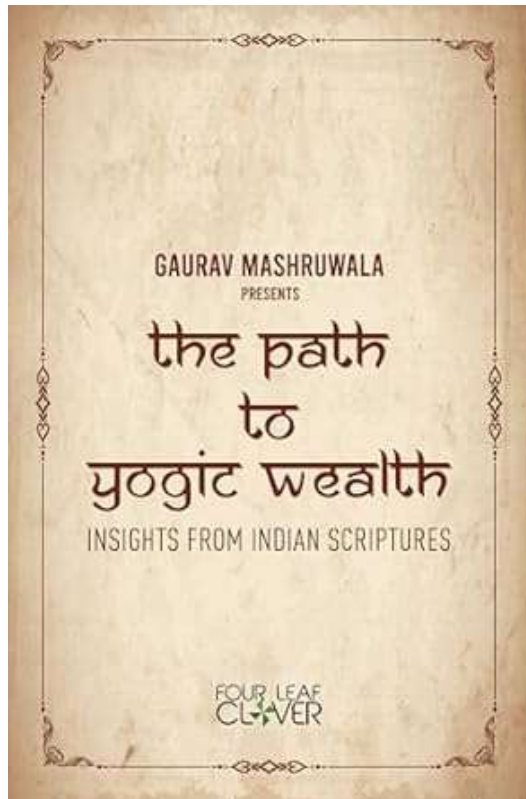
4

Breakout post for a newsletter company founder struggling with impressions:

https://www.linkedin.com/posts/pratistha-patelnewsletters_ai-is-officially-better-than-entry-level-activity-7340737486416945153-5wQ2/?utm_source=share&utm_medium=member_desktop&rcm=ACoAADEWd_MBBz2jb4QEk8_61fBSQEsIJf3yov8

- **190+ likes**
- **70+ comments**
- **20,000 impressions and their top-performing post in the past 365 days**
- **Overall impressions doubled since started working for them 2 months ago**

Our Ghostwriting Work





Other Works

CONTENT:

Corporate Communication

External

Newspaper articles for media

Scripts for corporate videos

Formal Speeches for higher management

Award entries

Social media content -LinkedIn

Brochures/ coffee table books

Internal

Newsletter

Communication on standees and posters

Leaflets

HR communications



Brief

The objective of the script is to give a welcoming feel to our new employees, by giving them a glimpse of our culture. The video will be edits from previous videos, stitched together.

The below elements to come out from the script:

- Pride
- Learning
- Career progression
- Fun
- Inspirational leadership
- Motivation
- Being part of fastest growing conglomerate

Scripts

"...when you work, you fulfill a part of earth's furthest dream, assigned to you when that dream was born."

- Kahlil Gibran

(Preferably a Blank Screen for this above wording or a very powerful image)

We are where **CONSUMPTION** happens

From homes to highways

From hi-tech to heavy metals

From **FARM** to **SHELF**

We help **SHAPE** this world.

Here,

You will find **DRIVE**

while you **CHASE** your **PASSION**

You will absorb a **WINNING CULTURE**

as you **CREATE OPPORTUNITIES** toward **SUSTAINABLE SUCCESS**

And

You will be **NAVIGATING the NEXT** with us,
thus becoming **AGENTS of CHANGE**



SPEECH in Economic times for the CEO

Keynote Address at The Economic Times, Best Workplaces for Women, Powered by Femina

Speech Theme – Motivational/Inspirational

Good Morning/Afternoon Everyone,

I am honored to be here today to talk about something that I have always been passionate about – **Inclusion of Women in the Mainstream Workforce.**

I remember as a teenager when I first came across the term ‘glass ceiling’, I was amused. I had read about it in a business magazine in reference to women facing an invisible barrier to success in their careers. While this term was coined more than four decades ago and there has been a steady increase in the number of women getting a seat at the table, we are still a long way from calling the term ‘*obsolete*’. As invisible as it may seem but the glass ceiling exists and needs to be shattered.

When I was approached by Economic Times to speak at the launch of the First Edition of the coffee table book – Best Workplaces for Women in 2021, my mind wandered back to that day when I had read about the glass ceiling and had looked up to see if I could spot one. In this short address, I will share my experiences and beliefs on the diversity and inclusion of women in Corporate India.

I have always envisioned an inclusive world that does not discriminate. A world in which, women are recognized for their contributions and appreciated for their talents. I strongly believe that by empowering women and ensuring that they can earn a livelihood, we can ensure that every child goes to school.



ARTICLE in Forbes magazine on
behalf of the CEO

Sustainability is no longer an option but a necessity. The paradigm of a sustainable business has shifted from merely being environmentally conscious to having social awareness and incorporating sustainable governance practices. In recent years, businesses around the globe have started incorporating sustainable practices for a better future. Business leaders have led this change by creating frameworks and providing the necessary momentum to spearhead sustainable business practices.

I have always believed that businesses can be catalysts for change. Inclusive growth, gender diversity, and Environmental-Social-Governance (ESG) sustainability practices need to be the ethos of organizations around the globe. While businesses were primarily focused on profits and creating financially sustainable models, the same fervor needs to be extended to ESG sustainability to create a world that we can proudly pass on to the next generation.

Over the last decade, I have been associated with the Textile Industry that is the second-largest employer in India with around three percent contribution to the country's GDP. This industry sources natural raw materials and engages the farming and agriculture segments, uses water for processing textiles, offers employment to thousands of people, distributes end-products using various



AWARD ENTRIES



Brandon Hall Group's 2021 Excellence Awards HUMAN CAPITAL MANAGEMENT SPRING PROGRAM

LEARNING & DEVELOPMENT PROGRAM

Category: Best Use of a Blended Learning Program

The category **Best Use of a Blended Learning Program** in the Learning and Development program is for a written description of a workplace-learning program using two or more delivery methods. Blended learning combines traditional Instructor-led Training (ILT) with a mix of computer-based activities.

Training, learning, talent, HR, or other related department can enter either **alone** or **together** with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations **cannot** enter alone.

INSTRUCTIONS:

1. You must use this Word document for your submission.
2. Type your submission description into the appropriate sections of this document.
3. Do not change the formatting or font (size, color or type).
4. Do not remove any sections of the application. If any fields are not applicable, please

- 27 Page document
- Highlighting a learning and development program implemented in the company

NGO Sector

Content for Website



Building a
Better Tomorrow





spunbywelspun
Kutch, Gujarat



spunbywelspun The #SpunWomen weave to express; power, freedom, and authenticity. Binding together our traditional heritage and culture, celebrating the skill, love, and passion behind each handwoven work of art. This Handloom Day, come discover BEHIND THE LOOMS: THE ART OF WEAVING...

#spun #welspun #artisanal #traditonal #weaving #handloom #handwoven #yarndyed #art #kutch #womenofspun #summer collection #ss22 #springcollection #sustainable #buidlingcarftfutures #crafttraining #skillsbuilding #womenempowerment #homedecor #cushioncover #tablelinen #shoplocal #vocalforlocal #handmade #handcrafted



16 likes

AUGUST 7



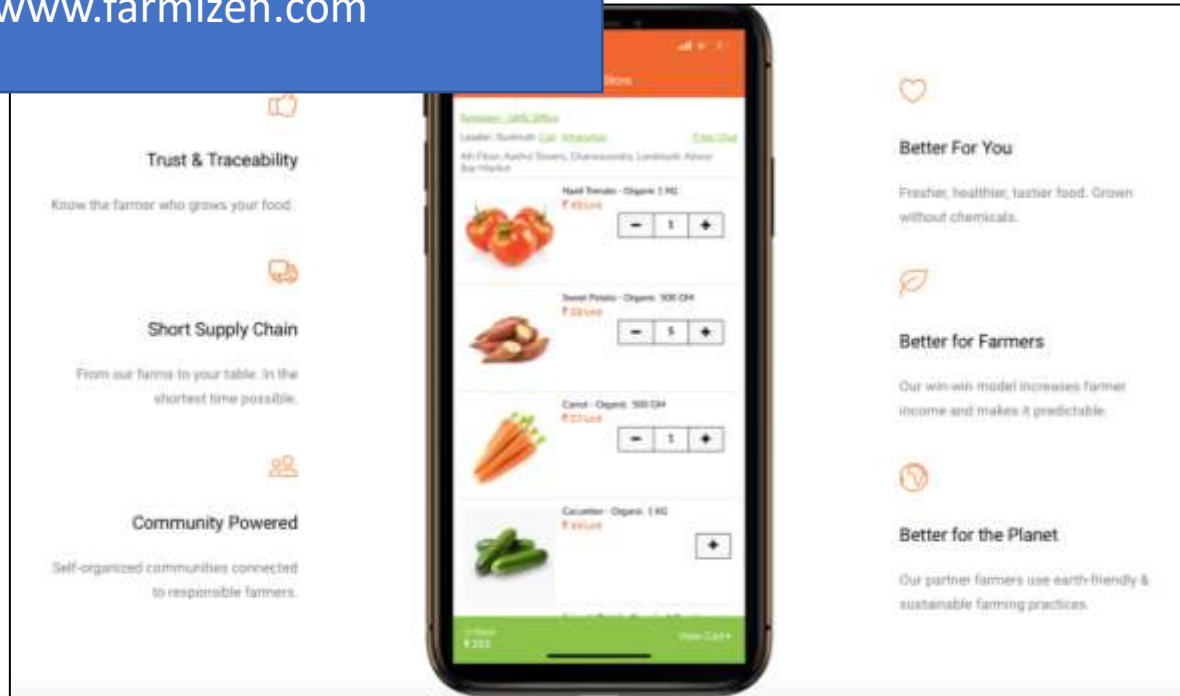
Add a comment...

Post

Handling Instagram Posts for SPUN – A social enterprise by Welspun

Content for the .com world

www.farmizen.com



<https://www.tobu.cloud>

Reactivate Your Passive Database

Send mailer campaigns to all your archived candidates to get the latest updated resumes using automated targeted mass mailing campaigns with resume upload links and pre-screening forms.



Organize, Track and Collaborate

Use Tobu's auto organization tools and collaborate with your team and vendors/clients to track your recruitment workflow, schedule interviews, collect resumes via social media, career page and much more.



Technology & FINTECH Content

Technology writing

Are you ready for a fortune that is cookie-less? Programmatic solutions are here to accelerate in the cookie-less era to bring in transformational opportunities for you.

For the pharma industry, the ban on third party cookies is a big shift in the digital landscape and therefore the reliance on the "first party data" will be stronger. While this has been a big twist for the tech industry, it has now also pushed publishers and marketers to rethink on how to survive the post-apocalyptic world

Almost 69% pharma marketers in the US prefer programmatic messaging platforms which indicates the ban to be a boon for pharma marketers. Owing to this game changing transition, a global network of HCP-only platforms for programmatic messaging, finds trigger targeting of HCPs on the rise in the healthcare industry. This also means its an opportune time as a publisher to align to this trend and devise winning strategies.

For a publisher, your audience is the most valuable asset, and that's not going to change. However, going back to basics and focusing on simple strategies will help you gain a winning position. Creating valuable and engaging content will continue to be a priority. E-mailers will be your new cookie and hence reaping its full potential will help in better insights to industry specific data and targeting. Mapping out specific strategies wherein additional marketing tactics on endemic and Point of Care channels can be used to create engagement with physicians.

Add link to the video: <https://www.linkedin.com/feed/update/urn:li:activity:6927837709805727744/>

As a healthcare publisher, if you are looking for support in surviving the post-apocalyptic world, then we want to be your partner of choice to help you create a strategy for data-driven marketing on your platform.

FINTECH writing

NEWS CRYPTO GADGETS MEMES GAMING CARS AI STARTUPS MARKETS HOW TO FOR

13 May 2019, India:

P2P lending startup RupeeCircle announced the opening of its new office in Chennai, Tamil Nadu. The office, located at General Muthia Street in Sowcarpet, will be the foothold of RupeeCircle in South India and will give a boost to its financial inclusion initiative in the region.

The company plans to further financially include the unbanked and underbanked masses by making credit accessible with ease. The branch will employ around 10 employees initially and focus largely on digital loan processing and collections.

The core operations of the organization (including products, services and support) will continue to be driven by its Mumbai team, the company said in a statement.

"We are excited at the official opening of our new office in Chennai, which was chosen as a strategic location due to two reasons. Firstly, it is the hub of auto ancillary industries which will help us reach out to the blue-collared salaried workers who are still under-

JULY 24, 2022



BLAKE LEMOINE, WHO SAID AI CHATBOT LAMDA WAS SENTIENT FIRED FROM GOOGLE

JULY 23, 2022



CEO AND CFO OF CHINA EVERGRANDE GROUP RESIGNS

JULY 23, 2022



Sousons Enterprises

About Us:

Built on the core values of delivering excellence and quality, Sousons Enterprises came into being in the year 1970 and matured into a family run business by 3 generations. Since inception, we have been rendering cost-effective, constructive, and functional HVAC installation, Air Conditioning & heating, and Ventilation solutions to our customers. Based out of Mumbai, we serve across India with a customer-centric approach. Our team of 20 experienced and skilled technicians have been instrumental in providing innovative solutions and thus ensuring a seamless customer experience.

At Sousons, we care for our customers and guarantee long lasting and functional solutions based on our interminable and diverse experiences. We have served more than 500 clients & brands across industries. Our association with brands like PNP Maritime, Hindoostan Mills and Hotel Kohinoor reassures our service capabilities.

At Sousons, customer satisfaction is a key priority, and we churn out the best possible solutions aligning to their requirements. Our unwavering efforts at providing quality service and high standard products have enabled us to obtain a strong foot hold in the industry.

Our Solutions:

COOL Solutions to service all your air-conditioning needs

We are your one-stop-shop for your Air Conditioning needs. We have necessary expertise to design, supply, install, commission and maintain sophisticated HVAC systems across categories such as:

- Commercial Air Conditioning – Design, Sales, Installation, Service Maintenance
- Domestic Air Conditioning – Design, Sales, Installation, Service, Maintenance
- HVAC consultancy
- We are also authorised dealers for multiple brands such as Mitsubishi Heavy, Daikin, Panasonic, and Voltas
- We also undertake Annual Maintenance Contracts
- Indoor & Outdoor events air-conditioning solutions

Maintenance & Service:

Maintaining a COOL balance

We don't just provide air conditioning solutions; we provide you peace of mind with our capability of servicing large range of equipment from domestic to large commercial air conditioning installations.

We value you and your time and hence our focus is to ensure reliability of service and hence we have structured our maintenance program in line with your needs. Our comprehensive maintenance plans allow you to budget on a fixed amount for all equipment breakdown and maintenance services. This protects you from expensive equipment failure and that's how we deliver peace of mind.



Company Profile

Thank you : Keith D'souza

Our Values

ADAPTABILITY

Change, indeed, is the only constant in the world and we believe in moving with the changing times. The ease with which we adapt to a given environment and our willingness to learn makes us a force to be reckoned with

RELIABILITY

Reliability is a trait that doesn't come easy. For us, trust is the most important aspect. With our reliable services, we meet and exceed their expectation

TRANSPARENCY

In our work, we consider transparency very crucial. It can only be achieved with open and clear communication. This helps us to strengthen the relationship with all stakeholders




DHANISH
Tax & Management Consultant

CA Nilesh Rangani

9833222113
www.cannrangani.com
nilesh.rangani@hotmail.com
Kandiwali West

Company Presentation Content

Thank you : Nilesh Rangani



Why You Should Work With DESIGNOLOGY



Unique Designs

Our expertise in delivering designs with the right blend of aesthetics and functionality make us unique. Creativity lies not only in design but also in problem-solving. We are solution and customer oriented.



360-degree Interior Solutions

We provide multiple solutions that cater to the smallest need of your space and create a difference. We are a one-stop-shop for all your interior design needs be it commercial or residential, a single room or just furniture, we do it all.



Finesse in Execution

What you see in the design is what we execute in delivery. We ensure every detail is embedded at design stage to bring it live during execution.



Transparency

We deal with our clients with utmost transparency be it design feasibility, implementation challenges or cost.



Convenience

We listen to our clients and provide them with variety of ideas, choices and approach to make them feel at ease.



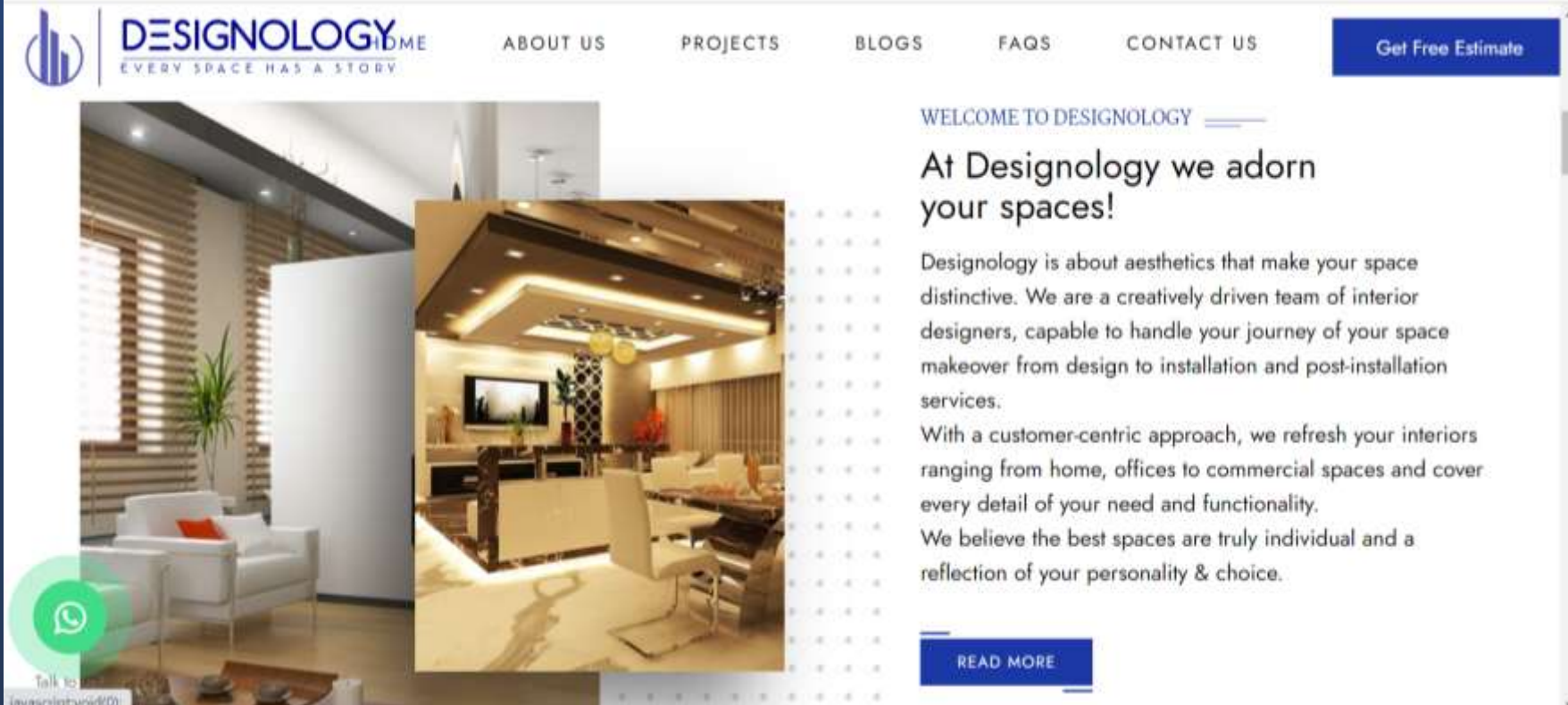
Flexibility

We provide our clients the space and pace to make decisions as we approach them with flexibility.

Brochure Content



Thank you : Kranti Khanderkar



Website Content

Thank you : Arhaan Shaikh

[Home](#)[About Us](#)[Services](#)[Career](#)[Contact Us](#)

C



ABOUT US

We empower our people to provide services that are well done!

Welldone is a smart, integrated facility management company with a passion to make your everyday at ease by providing excellent seamless execution, fast turn-around with the best team, provide integrated services, but we provide services that are 'well done'.

Our Vision: To be the best-in-class services management company on the principle of Care, Serve & Nurture.

Our Mission: We are on a mission to improve, maintain & secure our reliable solutions, best-in-class is team that gives you fosters your productivity & is sustainable for the environment.

Website Content

Type here to search



Thank you : Mahesh Sarate

<https://www.janetrajan.com>

[MY STORY](#) [WORK WITH ME](#) [BLOG](#) [FAQS](#) [CONTACT ME](#)

"The purpose of life is a life of purpose."

- Robert Byrne

Most of us have dreams and ambitions about how we want our lives to turn out or how we would like to envision the success of our teams and organizations. It is important to have these aspirations, because purpose gives us direction and adds meaning to our growth path. But what is also important is how we prepare ourselves to get there.

If training for a marathon, we would work with coach to enable us, challenge and help us put a plan together to achieve that goal. When trying to get healthy, we work with a nutritionist to regulate and streamline our eating habits. What about life? Do you do the same for your life or the life of your organization?

In my personal life, for a large part of my growing up years, I let life happen to me. It took a couple of life changing experiences to make me realize that I needed to be in the driver's seat. It took practice, it took setbacks, and it took support from my coaches to enable me to get where I am today.

As for my professional journey, my work in the industry has involved building teams, setting up processes and solutioning for products and features. I have learnt through experience that achieving the end goal sometimes needs hacking but often I have seen teams make "hacking" the ongoing process.

As leaders in organizations, it is imperative to recognize and bring in sustainable change early on.



"As larger than life it may seem, I'm often torn between a desire to improve the world and a desire to enjoy the world. Getting on the path of coaching helped me achieve the strife, to make the world a better place, while enjoying the process of doing it."

JANET B

Need Help? Chat with me





Earth Hour

Earth Hour, organized by WWF, is a global grassroots movement uniting people to act on environmental issues and protect the planet.

A famous Native American proverb says, "We do not inherit earth from our ancestors we borrow it from our children". Hence this movement is our opportunity to safeguard the planet by switching off lights and contributing to nature.

#earthhourday #saveourplanet #contributeornature
#switchofflights



**Gangwal Healthcare Private Limited**
1,277 followers
4d • 

Today is World Health Day, a day to raise awareness about global health issues and promote healthier living for all. This year's theme is "Building a fairer, healthier world", and it couldn't be more timely or relevant. As we work towards a more equitable and healthier world, there are things we can all do to make a difference:

1. Support public health initiatives
2. Advocate for health equity
3. Take care of your own health
4. Support healthcare workers

Let's use World Health Day as a reminder that health is a human right, and that we all have a role to play in building a fairer, healthier world.

[#WorldHealthDay](#) [#HealthForAll](#) [#FairerHealthierWorld](#)

LinkedIn Content

Thank you : Siddharth Shirodkar

Our Clients





RIGHT BRAIN TONIC

EMPOWERING & ENGAGING MINDS

Founder: Neha Phale

Contact: 9833278086

Email: rightbraintonic@gmail.com