

By Carolyn Lee

The Imperial Republican

Tracy Beverly of Imperial has co-authored a book to help large companies improve their Intranet. Due out in three to four weeks online is “Why Intranets Get Stuck and How to Get Them Moving Again,” which Beverly co-authored with former colleagues Susan O’Neill and Ed Walter.

Intranet is an internal website for large companies. Employees use it as a communication device within the company.

The book, which Beverly said will be directed to large companies, will instruct those companies on how to fix the Intranet if their employees aren’t using it. How to get it unstuck.

The book will be a tool for Intranet managers including checklists, strategy development tools, self-evaluations, position descriptions and analytic spreadsheets.

Beverly, an Imperial native, got together with O’Neill, a former PricewaterhouseCoopers director, and Walter, of Strategy Studio of New York City, to write the book over about a one-year period.

Walter came up with the idea for the book, Beverly said, and the authors thought that it would be a good marketing idea for their individual services.

“We were looking for ways to get new clients,” she added.

The book is being published by Amazon US and UK.

“It’s never going to make the best seller list,” Beverly laughed, as it’s for a specific audience.

Beverly was global director of Intranet for Price Waterhouse in Belgium prior to its merging with Coopers and Lybrand. At that point, she helped merge the Intranets.

With an office in Imperial, Beverly has as clients URS, the largest engineering firm in the world, Flint Energy Services of Alberta, Canada, and now the United Nations Development Group.

She was meeting with the UN last week, beginning to coordinate all of the relief agencies under the UN, such as UNICEF, World Health Organization, Unifem, World Food Programme, UN-Habitat, United Nations Human Rights and more.

Beverly said she’s wanted to work for the UN for years. She competed against 50 other applicants to obtain the contract.

Beverly is an independent consultant specializing in project management, Intranet and web redesign. She has over 20 years of experience with Intranets and web site redesign and is a certified Project Management Professional.

She is the daughter of Larry and Gail Peterson. With husband Jonathan Beverly and son Landis, she lives on the family farm west of Imperial.