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OJK Key Message Workshop Presented by Sheena Thomson

January 18 2013

Creating a watertight message architecture to maintain credibility and confidence.





Creating a watertight message architecture

Workshop Agenda – Monday 29 January 2013

Introductions	10:00 – 10:20	
Overview of session	10:20 – 10:30	
SWOT Analysis of OJK Communications – group discussion	10:30 – 10:50	
Building the Message Architecture - Review of Vision and Mission	10:50 – 11.10	
Break	11.10 – 11:30	
Building the Message Architecture - defining the core themes	11:30 – 11:50	
Building the Message Architecture - Breakout groups – drawing out the architecture	11:50 – 12:30	
Lunch	12:30 – 13:30	
Breakout Group presentations	13:30 – 13:50	
Conclusions and next steps	13:50 – 14:00	



Creating a watertight message architecture

Introductions	10:00 – 10:20
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Name, position, length of service

Favourite place to visit

Your biggest claim to fame



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Workshop Agenda – Monday 29 January 2013

Overview of session

10:20 – 10:30



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Strategic Communications Roadmap

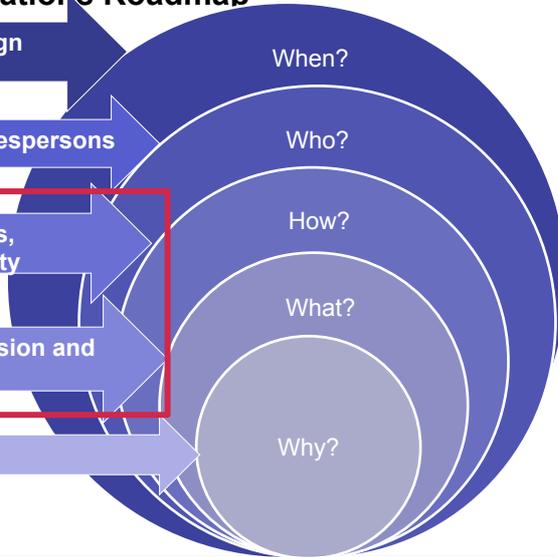
Outline Framework for campaign activity

Outline media policy and spokespersons

The role of the two Directorates, complementary areas of activity

The message, expanding on vision and mission

The mandate, as decreed



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Key Message Platform

- Currently there is no key message platform, approved guidance or common themes on what can be talked about in the public domain
- The absence of such guidance is a risk to the consistency of message, its impact and effectiveness
- **A key message platform** is consistent with global best practice and will provide the OJK with the words and talking points which staff can use in the following:
 - Press releases and statements
 - Media interviews and speeches
 - Corporate materials, such as PowerPoint presentations, corporate collateral
 - Public Education materials, website content, basic information on financial products
 - Fact sheets and press pack materials



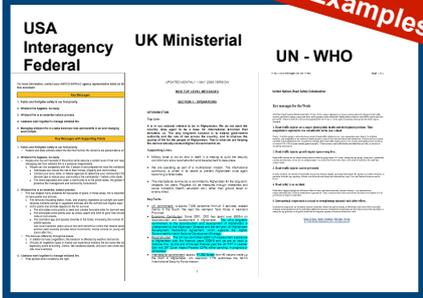
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Real Examples

All leading governments and inter-governmental organisations have key message documents for use in all communications, as standard practice

Key message documents are the leadership's main public facing strategic tool to influence, inform and execute behavior change



The absence of an organizational key message document is a weakness as it leads to inconsistency and inaccuracies. A key message document gives clear and pre-authorized materials for OJK staff to use in all communication products

Source material

The current leadership thinking, the OJK decree, industry hot topics, media coverage



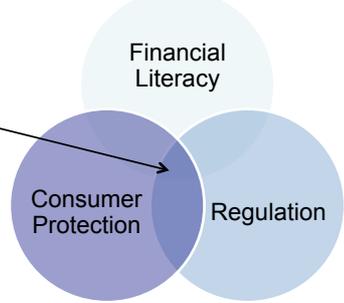
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OJK leadership – immediate communication needs

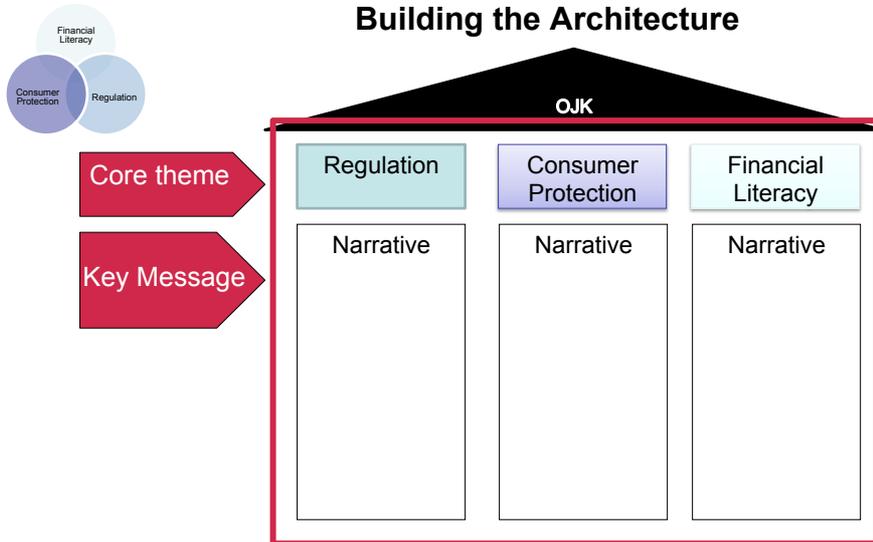
1. Introduce and raise awareness of the new OJK
 - detailed programme prepared by Directorate of International Affairs and Communications
2. National Literacy Campaign for 2013
 - 39 socialisation programmes anticipated throughout Indonesia

Areas of overlap:



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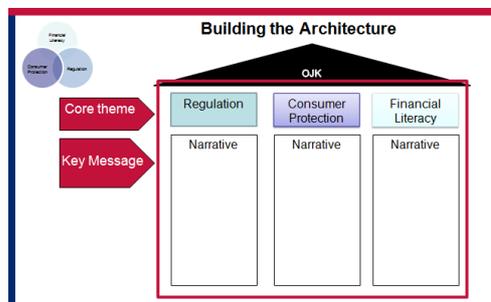
Building the Architecture



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The OJK Key message Platform:

How it works – using it in everyday OJK communications



- Leadership direction
- Your case
- Your supporting messages to advocate your case
- Position statements on industry issues
- Facts and figures



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SWOT Analysis of OJK Communications – group discussion 10:30 – 10:50



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SWOT analysis of OJK Communications



<p>Strengths</p> <ul style="list-style-type: none"> ✓ Existing skills set of staff ✓ Institutional knowledge of staff ✓ Established relationships ✓ Access to leadership ✓ Clear direction from leadership: <ul style="list-style-type: none"> ✓ Raise awareness of OJK/rebranding ✓ National financial Literacy campaign ✓ Support of key players ✓ Clear high level mandate via Decree ✓ Energy and commitment from staff 	<p>Weakness</p> <ul style="list-style-type: none"> ✓ No high level organizational strategic communications roadmap that brings together all communications objectives ✓ No key message or common guidance on what to talk about ✓ Lack of information dissemination process – “financial information system” ✓ Competing priorities and volume of work ✓ Managing leadership expectations ✓ Fluidity of directorate divisions and resources
<p>Opportunities</p> <ul style="list-style-type: none"> ✓ Two directorates with overlapping objectives ✓ New era allowing for creative and innovative input ✓ Clear direction and support: <ul style="list-style-type: none"> ✓ To promote OJK ✓ 39 public education initiatives ✓ Creation of a National Financial Literacy Blueprint 	<p>Threats</p> <ul style="list-style-type: none"> ✓ Lack of formal coordination between two directorates - potential for “silo” approach ✓ Reputation management: <ul style="list-style-type: none"> ✓ lack of issues and crisis communication protocols ✓ Lack of media policy – who should speak to the press?



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Building the Message Architecture -
Review of Vision and Mission

10:50 – 11.10



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The OJK' s vision is:

To become **a reliable inspector in financial services industry, protect the interests of consumers** and the public, and be able to actualize the financial services industry into a pillar of a **globally competitive national economic** and to **promote general welfare** (of the public).



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OJK's mission:

- I. To actualize the implementation of all activities in the financial services sector is performed in a fair , transparent and accountable way
- II. To perform the financial system in a sustainable and stable growth, and
- III. To protect the interests of consumers and society.
- IV. Maintaining public confidence in the financial sector ←



Is IV right?

How do we include building public confidence building into our mission and communications activities?



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Break

11.10 – 11:30



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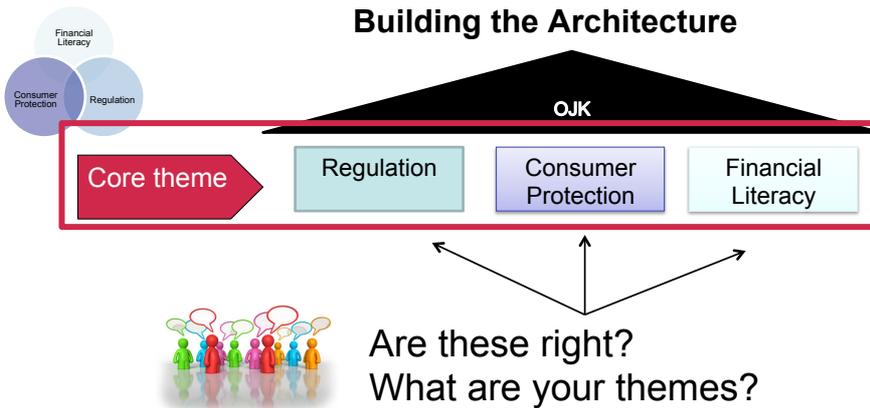
Building the Message Architecture - defining the core themes

11:30 – 11:50



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Building the Architecture





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Building the Message Architecture - Breakout groups – drawing out the architecture

11:50 – 12:30



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Consider how you want to see your “burning platforms” reported or written. Think “words and tone” Consider overlap across OJK

3 breakout groups
3 sets of narrative



Core theme

Regulation

Consumer Protection

Financial Literacy

Key Message

Narrative

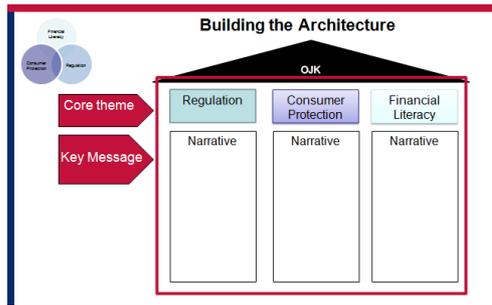
Narrative

Narrative

The OJK Key message Platform:

How it works – using it in everyday OJK communications

*Reminder:
how you will use it*



- Leadership direction
- Your case
- Your supporting messages to advocate your case
- Position statements on industry issues
- Facts and figures

Lunch 12:30 – 13:30



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Breakout Group presentations

13:30 – 13:50



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Conclusions and next steps

13:50 – 14:00



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Terima kasih!

