

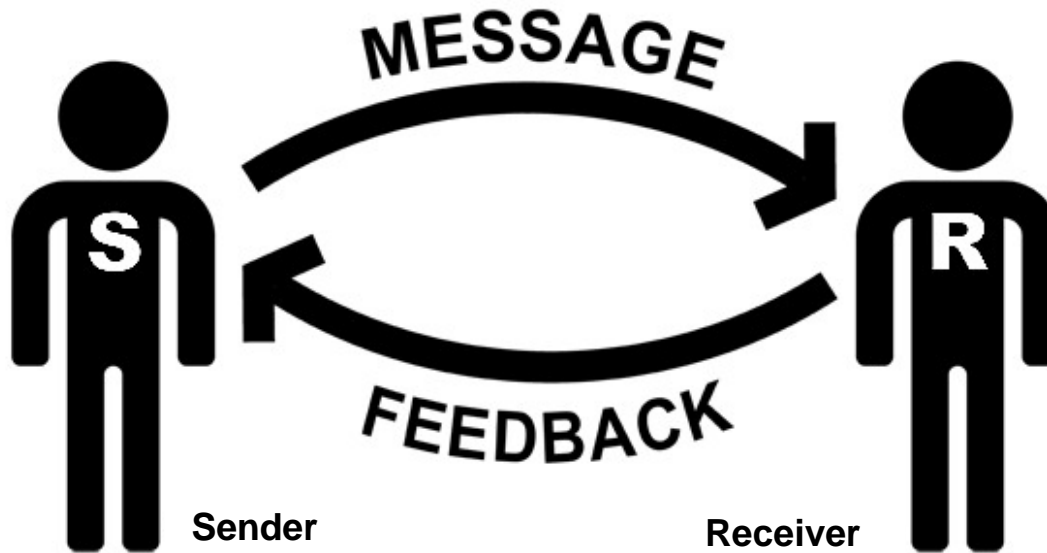


Building Excellent Business Communication

20 November 2014



What Is Communication?



The process of delivering a message from the sender to the receiver

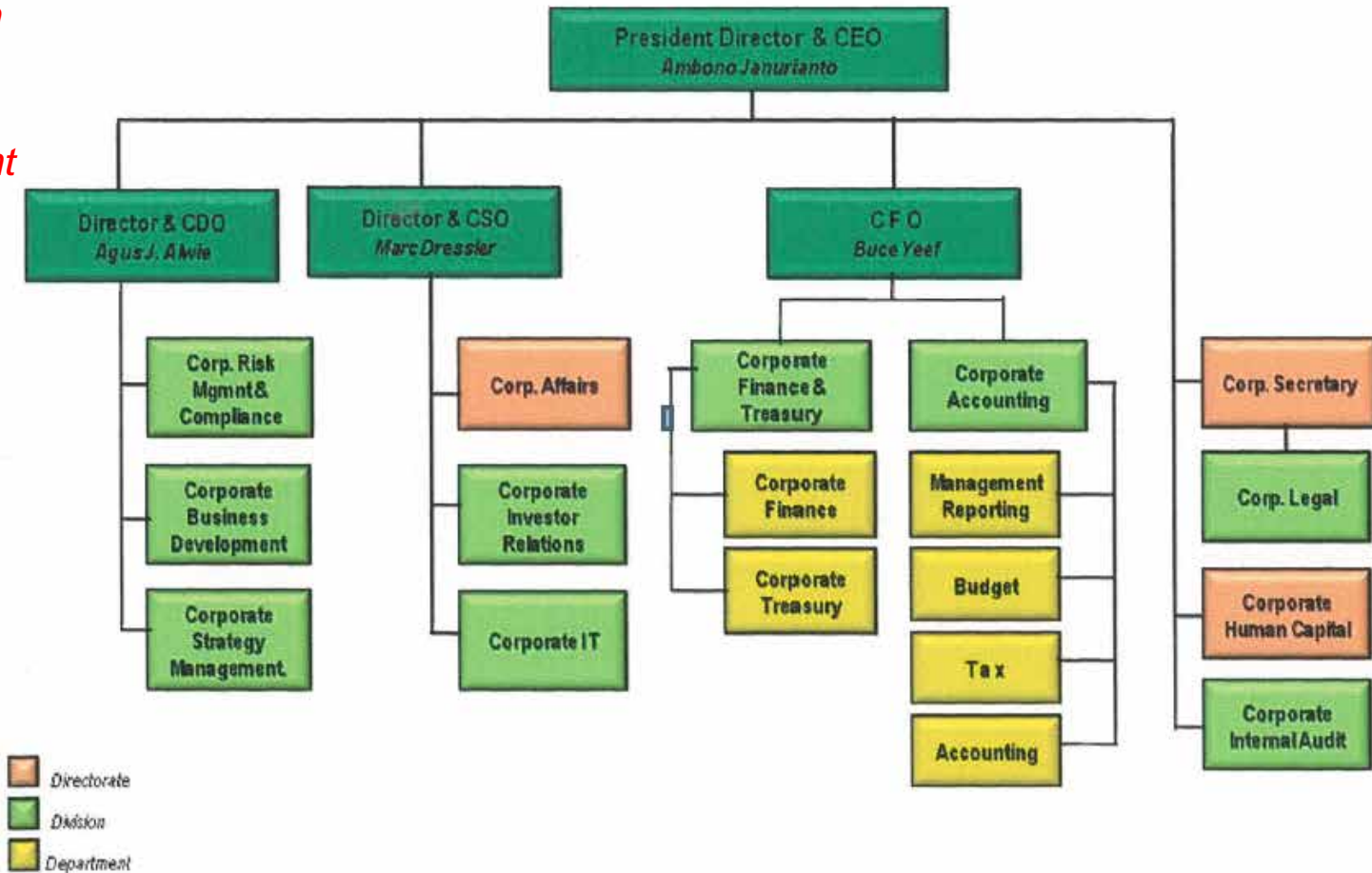
Rule of Thumb for Building Excellent Business Communication

1. Know **what** message you want to deliver
2. Know **when** you want to deliver the message
3. Know **to whom** you want to deliver the message to
4. Choose the right tools of communication



1. Know **what** message you want to deliver

Collect data
and
Brainstorm
from the right
division!



1. Know **what** message you want to deliver

Principles for creating message:

- Build your **Key Messages**
A 'key message' is the very essence of what you are trying to communicate to your audience
- Build **Talking Points** to support **Key Messages**
'Talking Points' are brief statements designed to support 'Key Messages'
- Use formal Bahasa Indonesia and / or English

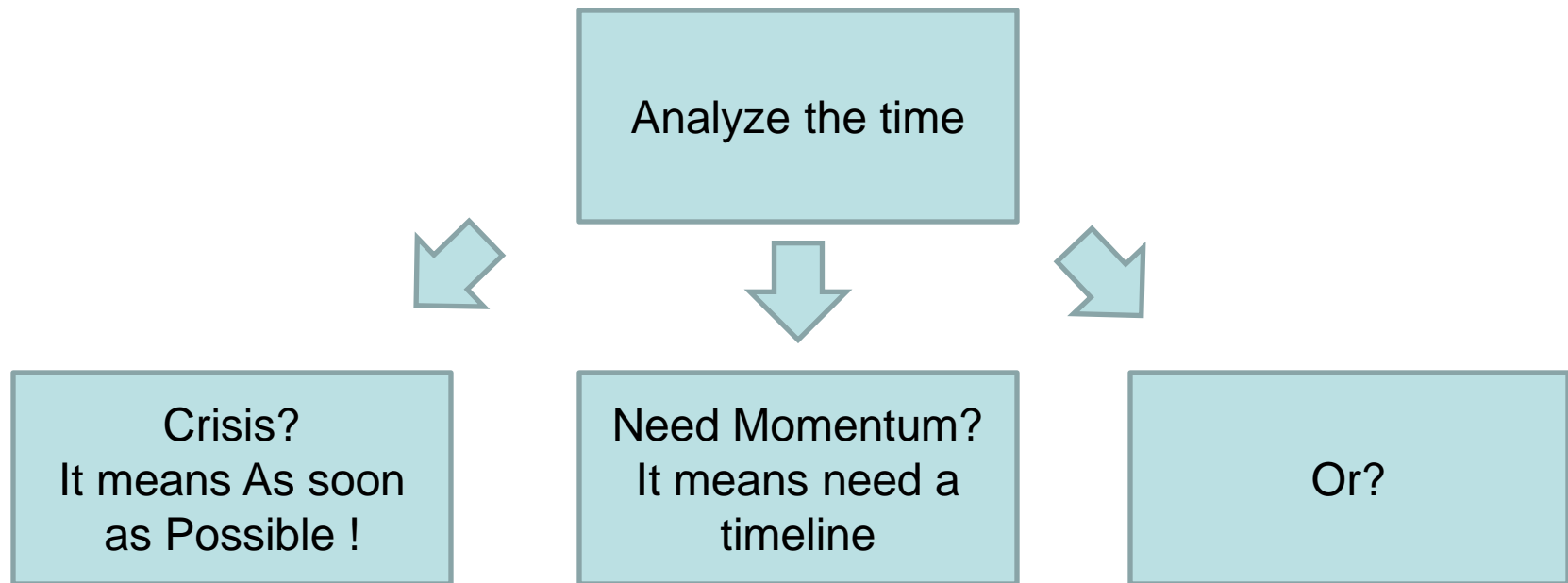


Common Mistakes in Creating Message

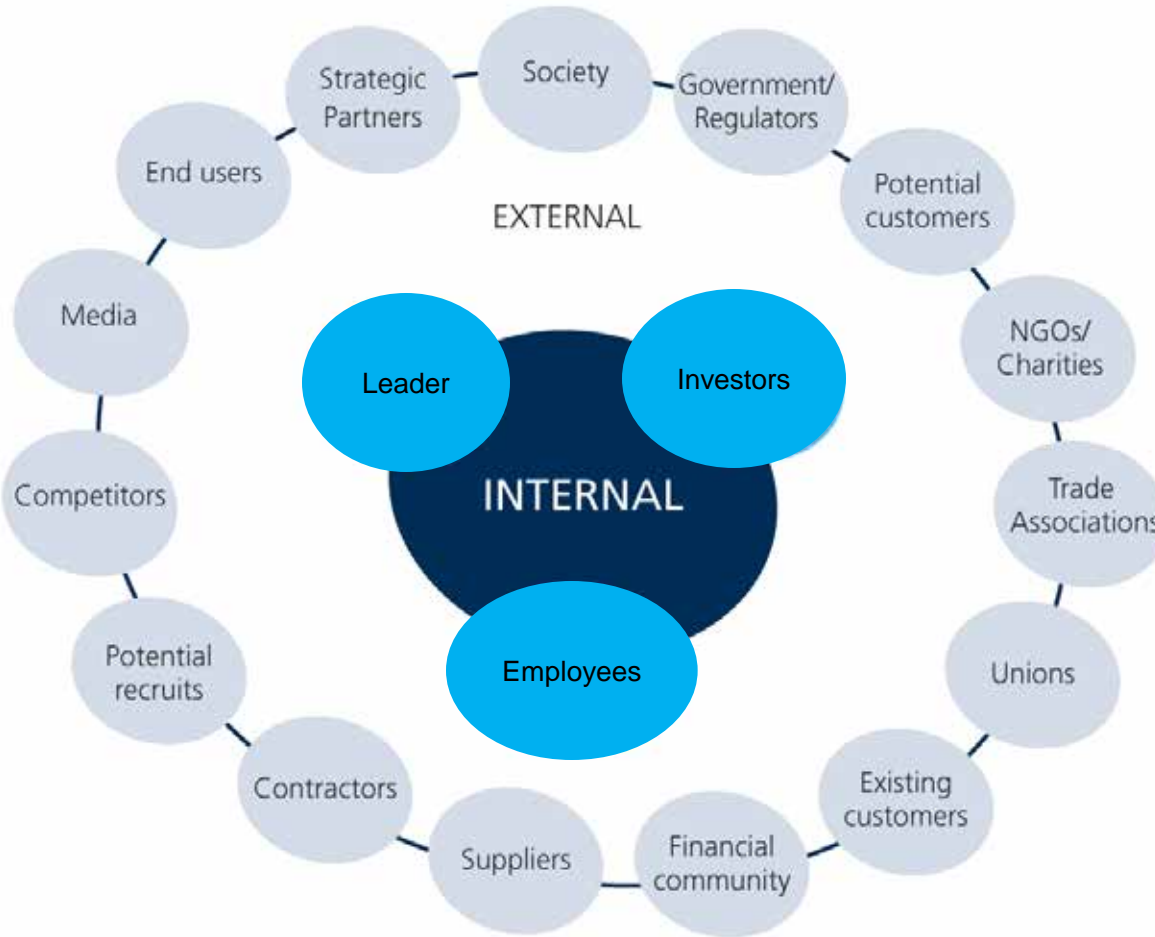
- Flowery explanation
- Technical jargons
- Not supported by updated data
- Personal opinions, not facts and data
- No attention to details. Exp : types of letters too small, use variants font sizes in one sentences.
- Skip proofreading



2. Know **when** you want to deliver the message



3. Know to whom you want to deliver the message to



Important Factors :

- Level of Education
- Ethnic, religion, and race
- Socioeconomic level
- Degree of understanding

4. Choose the Right Tools of Communication

Tools of Communication

No	Stakeholders	Handling By	Tools of Communications
1	Governments / Regulations :		
	- Otoritas Jasa Keuangan (OJK)	Corporate Secretary	<ul style="list-style-type: none"> - Public Companies Forum - Monthly Report - Quarterly Report - Semester Report - Yearly Report - Correspondent Letter
	- Bursa Efek Indonesia (BEI)		
	- Tax	Finance in Bakrieland and Business Units	<ul style="list-style-type: none"> - Correspondent Letter - Monthly Report - Yearly Report
	- Local Governments	Business Unit	<ul style="list-style-type: none"> - Forum - Correspondent Letter



4. Choose the Right Tools of Communication

Tools of Communication

No	Stakeholders	Handling By	Tools of Communications
2	Media	- Corporate Affairs (Related to Corporate Bakrieland)	- Media Conference - Press Release - Stand by Release - Media Education - Media Luncheon - Media Visit
		- Marketing & Communications Unit Business (Related to Selling Products)	Correspondent Letter
3	Community / NGO	- Corporate Affairs (Related to Corporate Bakrieland)	Correspondent Letter
		- External Relations Unit Business	Correspondent Letter



4. Choose the Right Tools of Communication

Tools of Communication

No	Stakeholders	Handling By	Tools of Communications
4	Investors	Investor Relations Bakrieland	Investor : Financial Summary Share Analyst : <ul style="list-style-type: none">- Fact Sheet and Corporate Prospect- One on one meeting- Analyst gathering
5	Customer	Business Units	<ul style="list-style-type: none">- Magazine- Project Fact Sheet- Estate Management Office



4. Choose the Right Tools of Communication

Tools of Communication

No	Stakeholders	Handling By	Tools of Communications
6	Vendor	General Affairs (Related to general purchase)	Correspondent Letter
		Business Units (Related to Development & Operations)	Correspondent Letter
7	Employee	Internal Communications Bakrieland & Employee Relations Human Capital	<ul style="list-style-type: none">- Email Blast- Majalah Dinding- E-Newsletter- I-News- Internal Memo- Coffee Morning / Afternoon Tea



Case Study



Case :

The newly opened Jungleland theme park

Target Audience:

Media / Customers

Key Message:

Jungleland is a world class theme park

Talking Points:

- Jungleland has rides that doesn't exist in other countries
- Jungleland extends to 35 hectares equipped with a wide parking area, which can accommodate 1000 cars and 3000 motorcycles, as well as 300 buses
- Capacity of 25.000 visitors
- Safety is assured because the team of experts perform a test before operating

Tools of Communication:

- Media Conference
- Press Release
- Stand by Release



Case Study

Result

JUNGLE LAND ADVENTURE MEMILIKI WAHANA YANG BELUM ADA DI ASIA

ADMIN | OCTOBER 21, 2014 | COMMENTS OFF



RevolusiNews.com, Bogor – Indonesia yang memiliki penduduk sekitar dua ratus empat puluh juta lebih menjadi peluang untuk berbisnis, terutama dalam bidang hiburan atau rekreasi bagi keluarga. Maka dari itu, di sekitar kawasan Sentul, Bogor hadir sebuah tempat bermain yang diberi nama Jungleland Adventure Theme Park.

Chief Marketing Officer PT Jungleland Asia mengatakan, melihat perkembangan ekonomi Indonesia yang sangat pesat, memang bisnis Theme Park ini belum banyak yang garap. Tujuan kami adalah untuk melengkapi pusat rekreasi keluarga dengan memberikan wahana wahana terkini. Makanya disini banyak tersedia wahana yang belum ada di Theme Park sebelumnya.

"Contoh yang terkini kami memiliki wahana Air Race, itu adalah simulasi pesawat tempur jadi kalau orang naik akan diputar, diayun, dibolak balik seperti pilot mengendalikan pesawat tempur yang bisa bermanuver, dan sebagainya," kata Atang saat dijumpai oleh RevolusiNews.com di kantornya, Rabu (15/10/14).

Permainan yang memacu adrenalin ini, lanjut dia, di Indonesia bahkan di Asia baru ada satu permainan Air Race. Kami mau sesuatu yang menarik dengan harapan orang Indonesia tidak perlu ke luar negeri untuk rekreasi keluarga.





Thank You

