

Towards a Marketing Communications, Scorecard & Charter

PREPARED FOR PARLIAMENTARY PORTFOLIO COMMITTEE ON
TRANSFORMATION

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19 October 2004

ESSENCE OF THE CHALLENGE



You do not take a person who for years has been hobbled by chains, bring him (her) up to the starting line of a race, and still justly believe that you have been completely fair.

Lyndon Johnson, June 1965





Global politics & Turbulence





Global politics & Turbulence – the aftermath





Global politics & Turbulence – post facto



Lessons from Global Politics

Assumptions

**Reinforces values
& Universal truths**

**Quality of
Conversation(s)
(Engagement)**

**Quality of
Thinking**



Changing The Face of the Nation

South Africa's dynamic pesteh

2009

70's



80's



90's



Where business has been...

70's

- Positive Action
- PIONEERING PHASE
- SAB
- UNILEVER
- Black Mgt Forum

80's

- Job Reservation
- Sullivan Code
- US inspired-Affirmative Action

90's

- BMF Prog. Co's Award
- ESKOM
- ISM
- Organisational Transformation
- Targets
- Legislation
- Global Competitiveness Report
- ILO
- BEE

2000's

- Consolidation
- H. Rights
- N. Building
- BEE
- Best Practice
- Cutting edge leadership practice
- Spirituality in business
- Ethics
- Corporate Gov.
- 2010
- Cabinet 2014

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Where the Ad industry has been...

70's

- Madala Mphahlele
(Lintas 1964-83)
- Horace Mpanza
- Eric Mafuna
(JWT 1970 - 82)

80's

- Herdbouys
- Nkwenkwe Nkomo
(83 – current)

90's

- Saatchi & Saatchi/Rofara '94
- Welcome Msomi
- O&M - Skotaville
- The Khuzwayo Agency
- Herdbouys McCann
- CAFE

2000's

- SAATCHI KOPANO
- TBWA – RAMAPHOSA
- O&M - SLINGER
- O&M MAMALU
- NETWORK-NALEDI
- JWT-MABENA
- LOBEDU LEO BURNETTE
- FCB – TRUE NORTH
- Y&R – MSIMANG
- GREY – KHUMALO
- SAATCHI – RASETHABA
- JUPITER – MKHARI
- KING JAMES - KHUZWAYO



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People-driven/Consumer society

Top Down

Religion
Monarchy
Government
Big business

Bottom Up

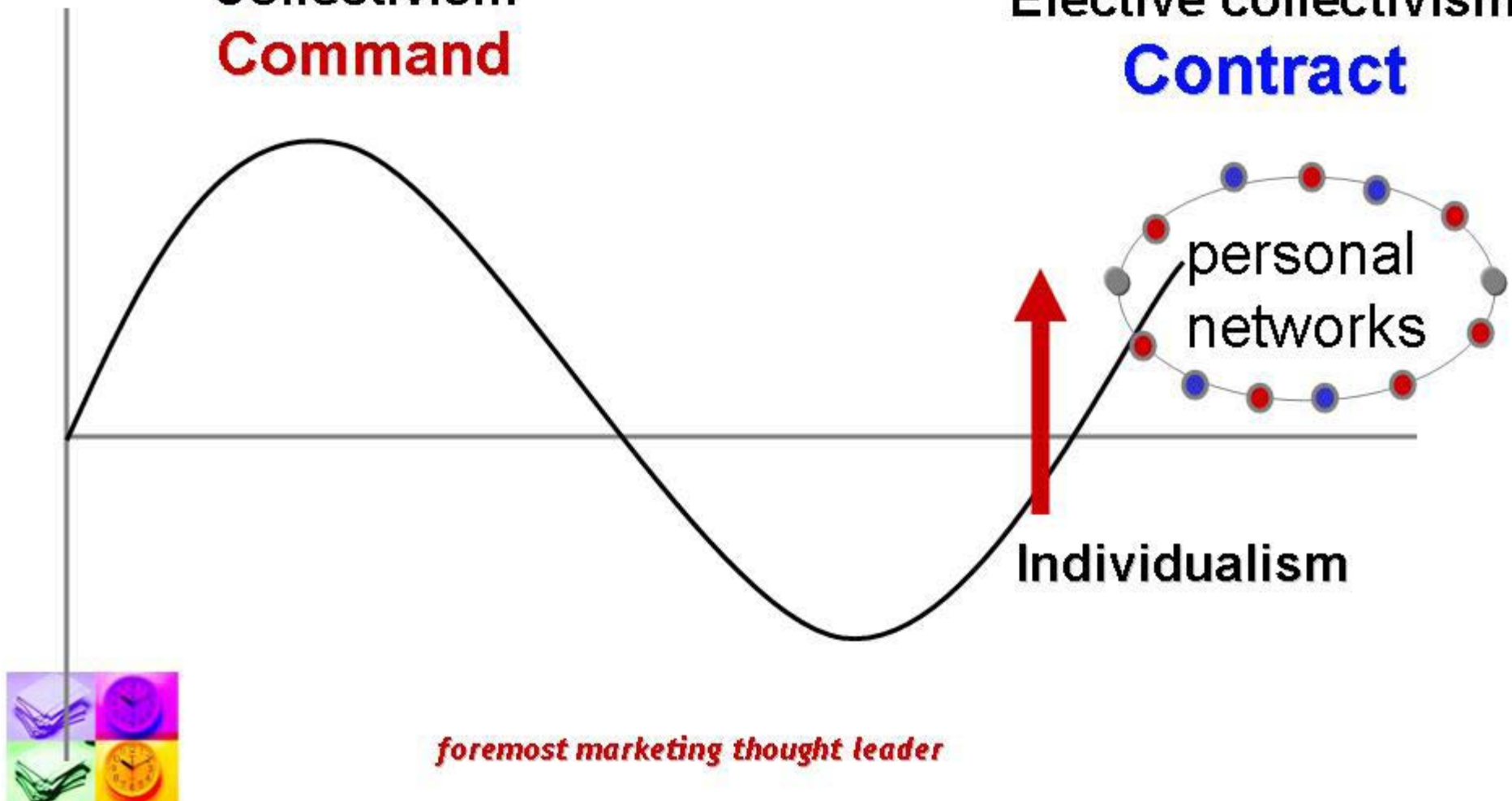
Spirituality
People's Princess
Issue groups
Consumer power

Old (20th Century) World

New (21st Century) World

Blind faith
Collectivism
Command

Reasoned faith
Elective collectivism
Contract



- ☯ Innovation
- ☯ Learning and training
- ☯ Reciprocal relationships with stakeholders
- ☯ Management credibility
- ☯ How talent is incentivised & attracted
- ☯ Technology
- ☯ License to operate
- ☯ Good Citizenship aspects.

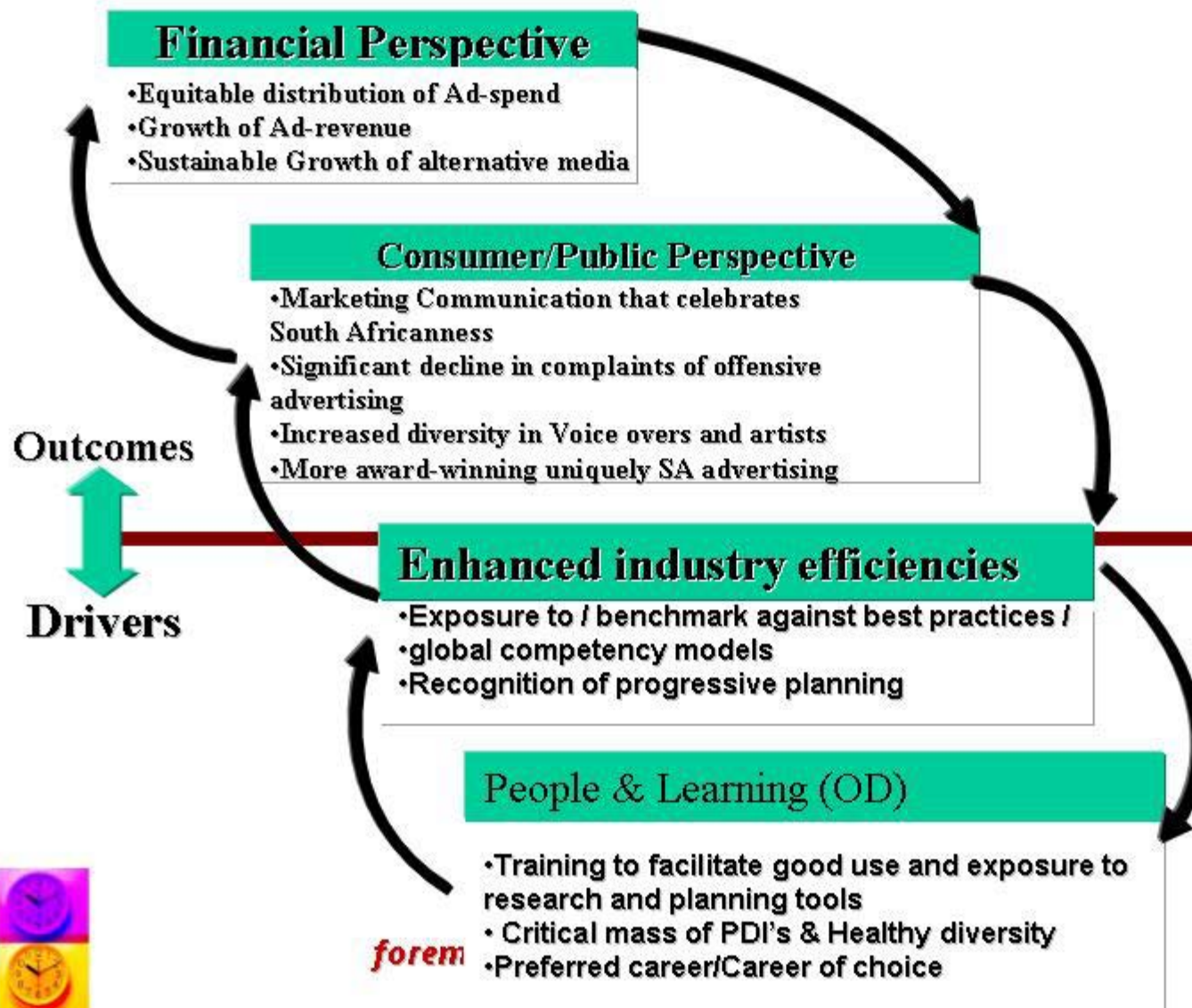


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POST – NOVEMBER 2002 HEARINGS

- Value-statement adopted and signed in April 2003
- Steering & Monitoring Committees were established
- Monthly consultative meetings
- Appointed BEE Monitor to put together a Scorecard







SCORECARD Design Dimensions



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“...There is nothing noble in being superior to some other human being. The true nobility is in being superior to your previous self...”

A Hindu Proverb