

MY IDM

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IDM
INSTITUTE OF
DEVELOPMENT
MANAGEMENT
Botswana · Lesotho · Swaziland

I deliver with pride



INSTITUTE OF DEVELOPMENT MANAGEMENT (DELIVERING WITH PRIDE)

Today very few of us can deny that social media has broad based influence on brand awareness of any institution. That's why at IDM we pride ourselves in addressing and maintaining the connection between employees and their customers.

IDM has therefore decided to create maximum awareness through an internal campaign. This campaign is predicated on the following premises:

- Increasing the employees' awareness and understanding of the organisation's brand and values as valuable assets which differentiates IDM in the market.
- Ensuring that employees demonstrate the value of the brand internally and externally.
- Addressing and maintaining the connection between the employees and their customers.

Since our inception 37 years ago, IDM has vowed to participate in community outreach activities to create brand awareness and define corporate identities. With strategic communication planning and systematic use, the Institution has strived to promoting socio-economic development by sticking to their five (5) core corporate values namely:

- **Quality service delivery:** We strive to give world class service to our customers, stakeholders and shareholders.

When it comes to judging the effectiveness of any institution's customer service efforts, there's really only one measure that matters – **customer satisfaction**. This trust doesn't happen by accident. It takes a dedicated team of professionals who understand the unique needs of customer care. This, combined with on- going internal metrics which are collected and reviewed regularly, customer feedback and survey programs allow us to validate our service delivery program on a regular basis.

Each year, we ask our customers this key question: "how likely are you to recommend IDM to a friend or colleague?"

- **Good corporate governance:** We strive to provide efficient and effective best practices, principles and values.

Through training, consultancy and research services the Institute's core business is to help the public and private sector organisations meet their management needs. Good corporate governance contributes to the institutions competitiveness and reputation, facilitates access to capital markets and this helps develop financial markets and spur economic growth. With this in mind IDM has made efforts to provide employees, students and stakeholders with a practical tool to implement good governance practices.

- **Professionalism:** We strive to uplift high standards of professionalism, moral sense and conduct.

IDM is committed to developing and sustaining high quality innovative and institutional management in the region. These services are available to local and international organisations wishing to improve their management performance.

- **Innovation:** At IDM, we strive to improve our operational capacity by introducing new ways, ideas and products tailor made to suit the customer.

In today's fast-moving world, the need for fresh ideas and innovative solutions has never been greater. At the same time, the number of tools and techniques to help people generate productive and valuable ideas has been steadily growing. Our goal is to help you to learn more about the tools, strategies and techniques you can use to be more creative in what you do -- and have more fun in the process. Services like Facebook and Twitter where users can join common interest user groups, organized by workplace, school or college can be used to attract the younger target market. This is an opportunity for staff to be brand advocates using this medium that boasts of a young target market such as those looking to join varsity or looking to grow their qualifications.

- **Team work:** We strive treat one another with compassion, humility, respect

IDM intends to build a lively organisation where there are shared occasions and activities aligned the institution's agenda and mandate.

Lastly I'd like management and staff to take leadership in this campaign by embracing "Brand Friday's", by wearing their branded golf shirts on Friday's. This initiative is to drive and live the IDM brand and values.

Employees shall be engaged as brand advocates disseminating information to, all the relevant stakeholders.

Finally, I urge Management and staff to be on the lookout for information emanating from the Director of Corporate Services on the activities of the campaign.

Thank You, Re a Leboga, Re a leboha, Siyabonga

Karabo Mokobocho – Mohlakoana
Regional Director

THE REGIONAL OFFICE DONATES TO A NON GOVERNMENTAL ORGANISATION.

December 16th 2010 marked a new beginning for the marriage between Botswana Christian AIDS Partnership (BOCAIP) and the Institute of Development Management (IDM). The courtship began when the Regional Office identified certain equipment for disposal in accordance with their policies for disposal. IDM then approached the Botswana Red Cross who identified BOCAIP as a candidate for receiving these equipments. These equipments included among others, an executive table, a photocopier, a mini fridge and a medium sized fridge.

In her handing over speech, the Regional Director informed the gathering that the occasion was a milestone in the history of IDM. In choosing BOCAIP, IDM wanted to have a lasting relationship with relatively unknown non governmental organisation and cement relationships which would go long way in enhancing corporate social responsibility.

In her acceptance speech the Executive Director of BOCAIP, thanked IDM for identifying them as a partner in the fight against the HIV/AIDS scourge. She informed the gathering that the equipment came at a time when donor funding was dwindling and non governmental organisations had to identify other sources of funding.

This partnership was further cemented at the staff development retreat in January 2011, when IDM requested BOCAIP to come and participate in the IDM Wellness Day to give motivational speeches and conduct the HIV/AIDS test to IDM staff.



Proposed IDM Internal Campaign Schedule 2011

March 2011						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2 Approval of all elements for production. Production of all elements commences	3	4	5
6	7. Pre-launch Internal notifications via email in all respective countries. CEO's message distributed to all stakeholders to introduce the campaign, its objectives and cooperation from all involved	8 CEO's message distributed to all stakeholders to introduce the campaign, its objectives and cooperation from all involved.	9 CEO's message distributed to all stakeholders to introduce the campaign, its objectives and cooperation from all involved.	10 CEO's message distributed to all stakeholders to introduce the campaign, its objectives and cooperation from all involved.	11 All promotional material to have be distributed to the respective countries NB: Please note that this is based upon approval and start of production	12
13	14	15 Launch of the internal campaign	16 Deadline: All posters, flyers and entry boxes to be up in all respective campuses	17	18 Launch of the Brand Friday Focus on: Leadership, Quality service & Teamwork	19
20	21	22	23	24 Board meeting: The board to be reminded of the Brand Friday and the gear will be distributed amongst them.	25 Beginning of CSR activities	26 First planned CSR activity. Photography required for advertorial
27	28	29	30	31 Advertorial of first CSR activity to appear on print	Notes:	

Proposed IDM Internal Campaign Schedule 2011

April 2011						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 Advertorial of first CSR activity to appear on print	5 Advertorial of first CSR activity to appear on print	6 Advertorial of first CSR activity to appear on print	7	8 Brand Friday Advertorial to appear on print Focus on: Professionalism, Innovation and Corporate governance	9 Second planned CSR activity.
10	11	12	13	14	15 Advertorial of second CSR activity to appear on print	16
17	18 Advertorial of second CSR activity to appear on print	19 Advertorial of second CSR activity to appear on print	20 Advertorial of second CSR activity to appear on print	21	22	23
24	25	26	27	28	29	30 Third planned CSR activity.

Proposed IDM Internal Campaign Schedule 2011

~ May 2011 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4 Advertorial of third CSR activity to appear on print	5 Advertorial of third CSR activity to appear on print	6 End of the IDM internal campaign Brand Friday Advertorial to appear on print	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	Notes:			