



CASE STUDY

Monthly communication series generates ongoing results

MONTHLY COMMUNICATION PROGRAM DRIVES CLARITY AND UNDERSTANDING AROUND COMPLEX GOVERNANCE AND COMPLIANCE INFORMATION.

Ongoing engagement drives efficiency through proven relationship, consistent team, and complete understanding of issues at hand.

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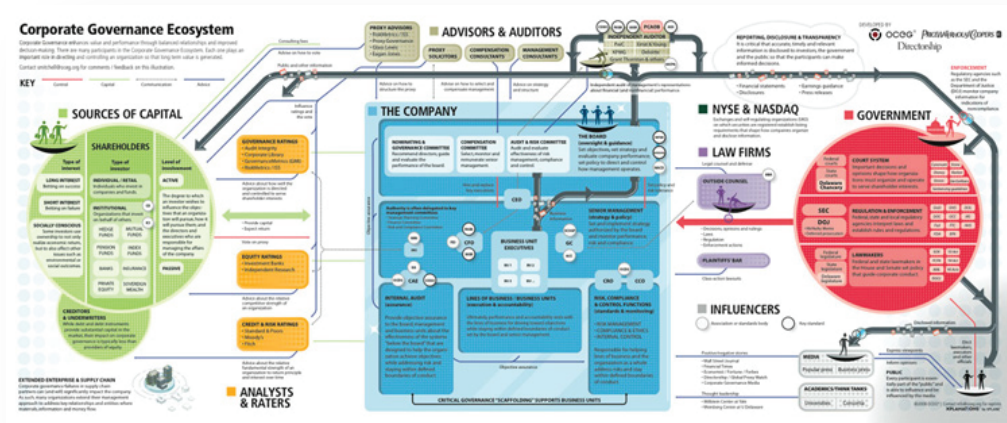
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Solution
Internal Change Communications
& Process Innovation

Industry
Non-profit/ Government

Deliverables
Series of illustrated print maps

CHALLENGE | OCEG is the only non-profit offering comprehensive guidance, standards, benchmarks and tools for integrating governance, risk and compliance (GRC) processes. Because of its unique nature, it was facing a three-part challenge:

- 1 How to communicate the value of OCEG membership
- 2 How to depict a complex topic, simply, so it could quickly be understood by the reader
- 3 Finding alternative ways of generating revenue to support the organization's growth

OCEG needed to demonstrate thought leadership and best practices to prospective members, and had to provide quick and understandable information that could be used to support white papers or subject articles.

ACTION | XPLANE | Dachis Group and OCEG established a retainer relationship to create greater efficiency in the design and development of the GRC processes. Out of a strategic discovery process, the teams created a unique style for OCEG's GRC Illustration Series and collaborated to produce monthly illustrations. Discovery and information gathering for each illustration was optimized with templates and having one constant team assigned to all of OCEG's projects. XPLANE developed an art library over time for increased efficiency and illustrations were optimized for multiple formats, use in magazines and as posters. Sponsors for topics and illustrations were solicited and secured, adding to the perceived value of each illustration.

RESULTS | OCEG members and prospective clients found the series so valuable that they have asked for reprints that can be used in their corporations for education. Clients have been able to better message complex concepts about the importance of risk management and compliance internally. Based on demand, OCEG and XPLANE are now licensing the illustrations. The two companies continue to work together on the ongoing development of series illustrations.