



SUPREME AUDIT OFFICES AND TRUST-MANAGEMENT

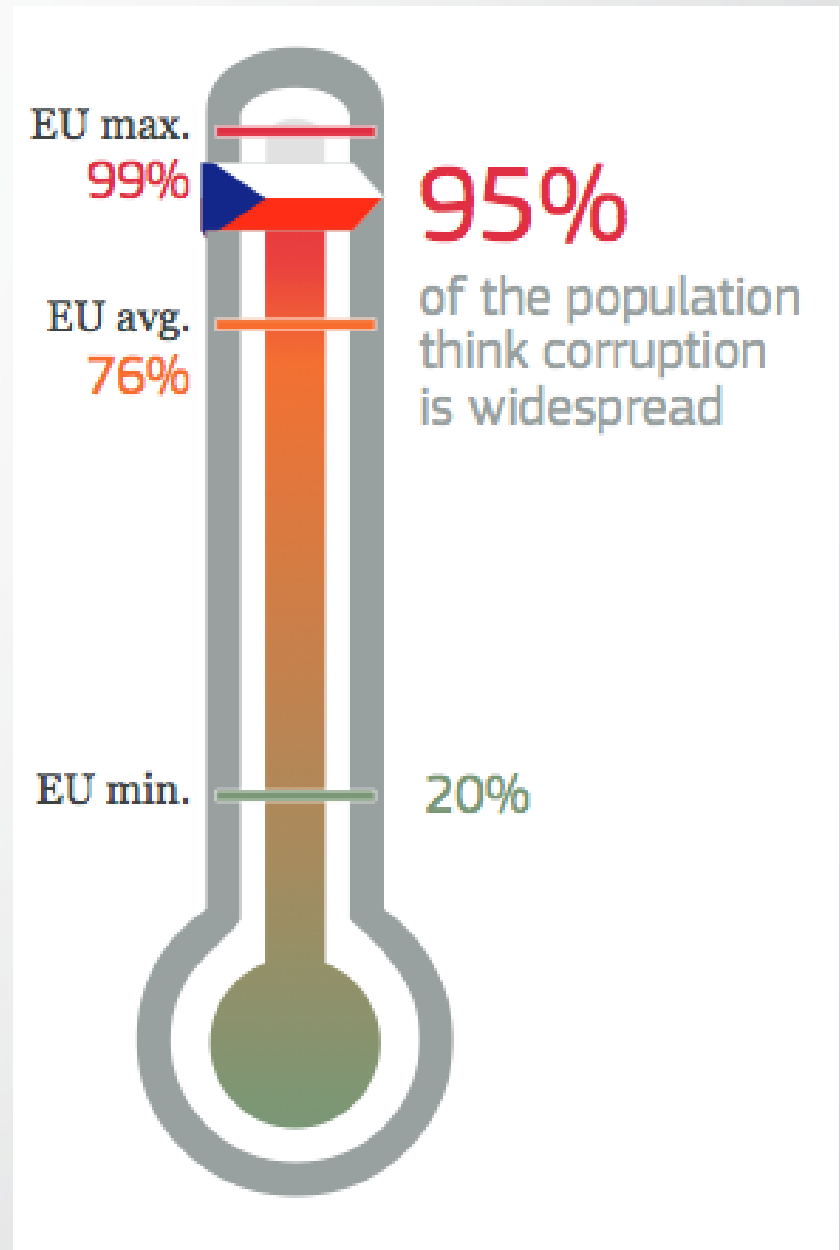
2014

PhDr. Denisa Hejlová, PhD.

Welcome to the Czech Republic!

...the most country in the world!

Czech = The symbol of corruption?



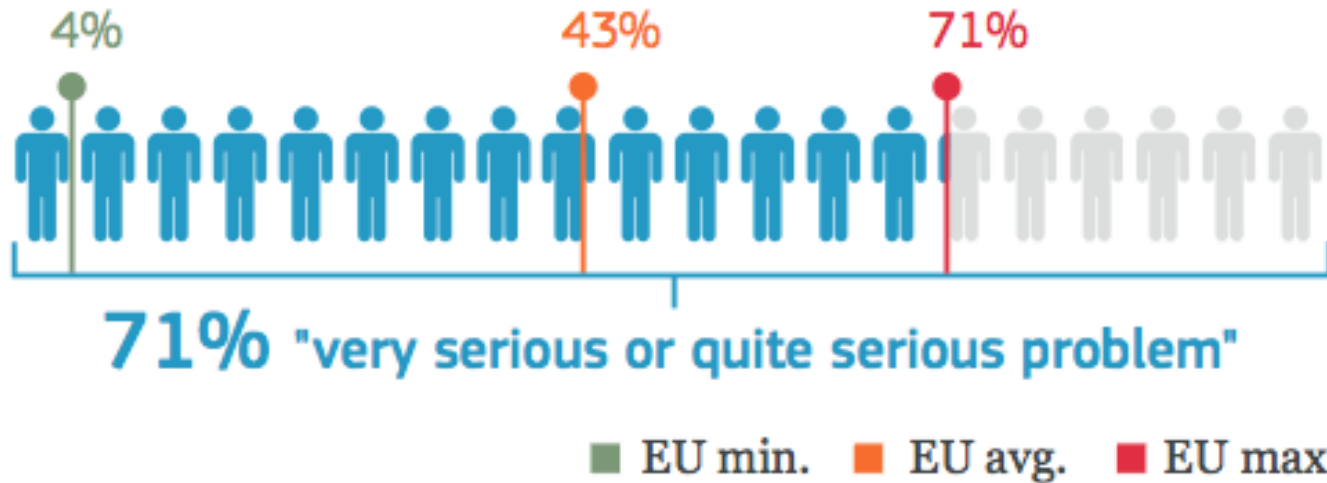
*Highest and Lowest Perceptions of Government Corruption in Free Press Countries**

Is corruption widespread throughout the government in [country], or not?

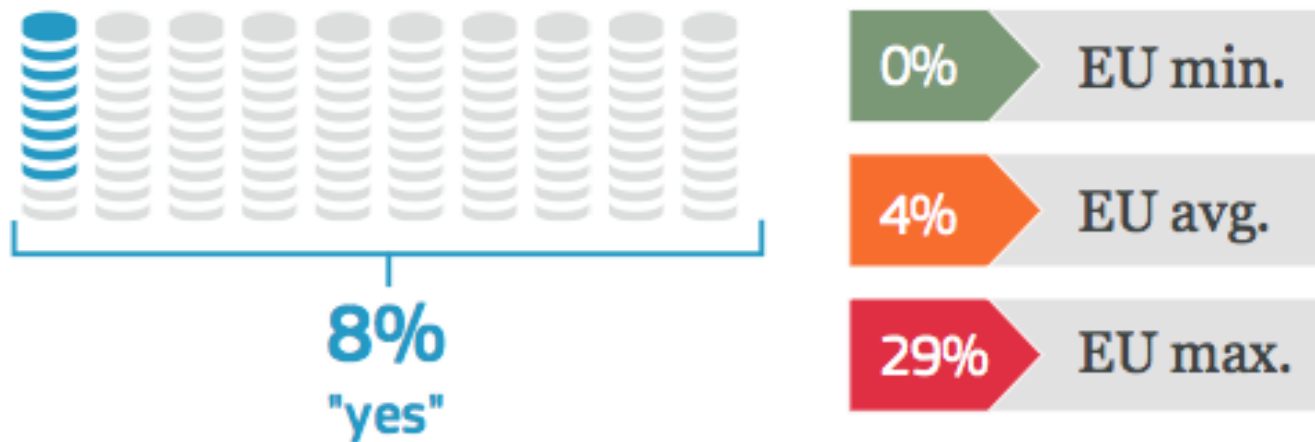
Corruption is widespread in government		Corruption is widespread in government	
Czech Republic	94%	United Kingdom	43%
Lithuania	90%	Netherlands	33%
Ghana	89%	Australia	33%
Portugal	88%	Finland	30%
South Africa	88%	Luxembourg	26%
Italy	86%	Norway	25%
Costa Rica	82%	New Zealand	24%
South Korea	80%	Switzerland	23%
Hungary	79%	Denmark	15%
Cyprus	77%	Sweden	14%

*According to Freedom House 2013 Media Freedom Status

Do you consider corruption to be a problem or not for your company when doing business in the Czech Republic?



Over the last 12 months, has anyone asked you, or expected you, to pay a bribe for his or her services?



Source: Eurobarometer survey 374 and 397, 2013

PERCEPTION PROBLEM

“If people define situations as real, they are real in their consequences”

TRUST PROBLEM?

“If everyone is corrupted, whom should I trust?”

TRUST OPPORTUNITY FOR SAI!

TRUST IN BUSINESS AND NGOS REMAINS STABLE, TRUST IN GOVERNMENT AND MEDIA DECREASES

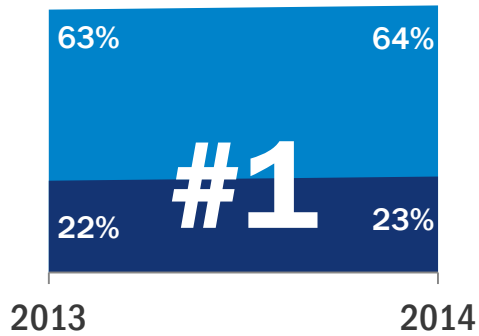


TRUST IN THE FOUR INSTITUTIONS OF GOVERNMENT, BUSINESS, MEDIA AND NGOS, 2013 VS. 2014

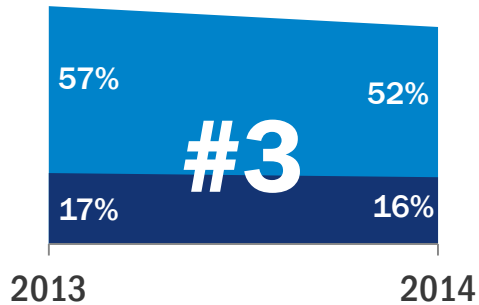
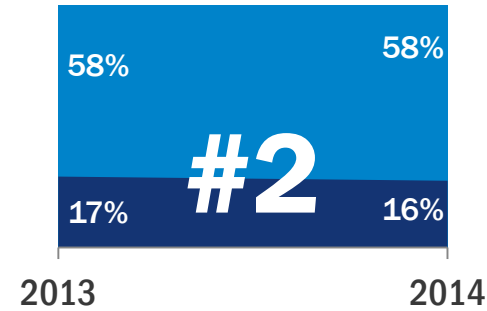
TOTAL TRUST



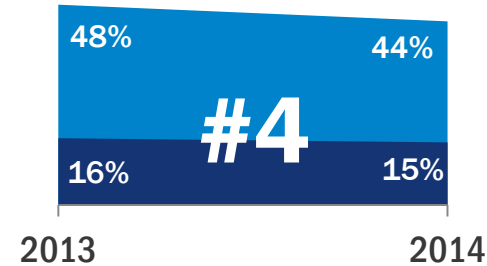
TRUST A GREAT DEAL



BUSINESS

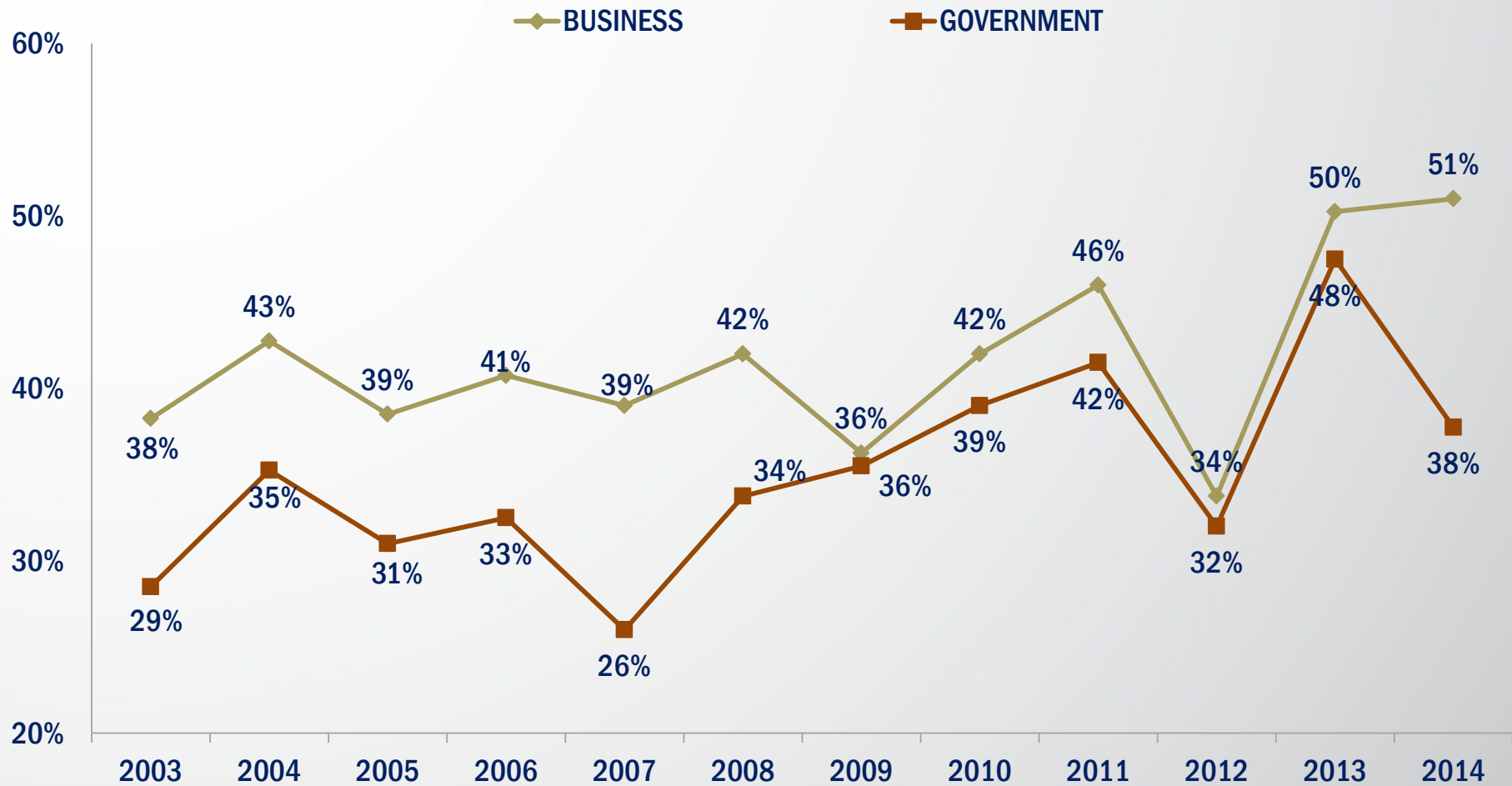


GOVERNMENT



Q11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you 'do not trust them at all' and nine means that you 'trust them a great deal'. (Top 2 Box, Trust a great deal and Top 4 Box, Trust) Informed Publics in 20-country global total.

In Western democracies, governments are consistently trusted even less than businesses



Source: Edelman Trust Barometer, 2014

How to build trust and stakeholder relationship

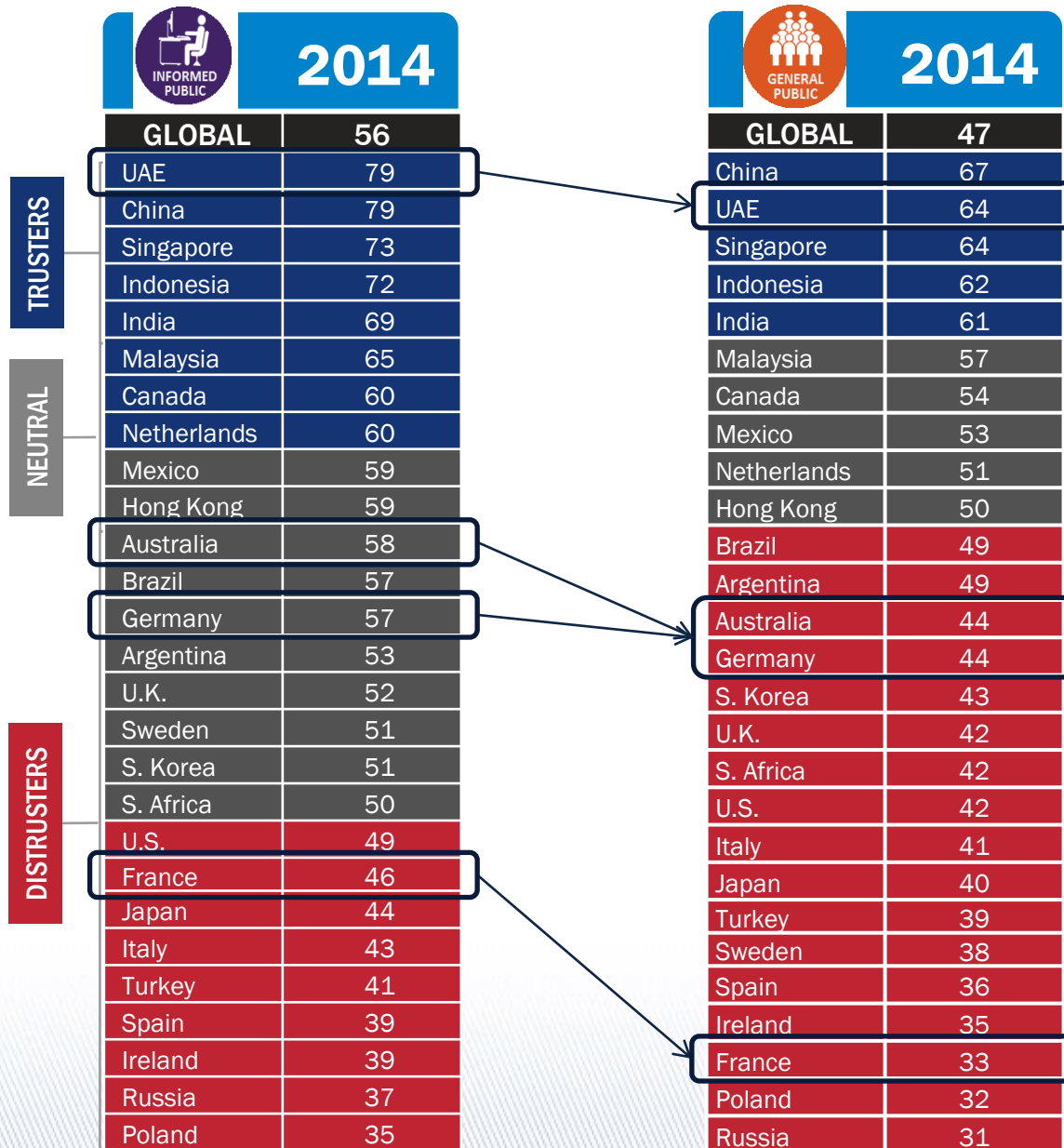


“Silence is not golden”: Trust comes with information and knowledge

“KNOWLEDGE GAP”

- Anti-intuitive findings: trust is not the same within the society
- General public trusts substantially less than informed public – trust correlates with education and knowledge
- The more informed people are, the more they trust

SUBSTANTIALLY LOWER TRUST AMONG GENERAL PUBLIC THAN INFORMED PUBLIC

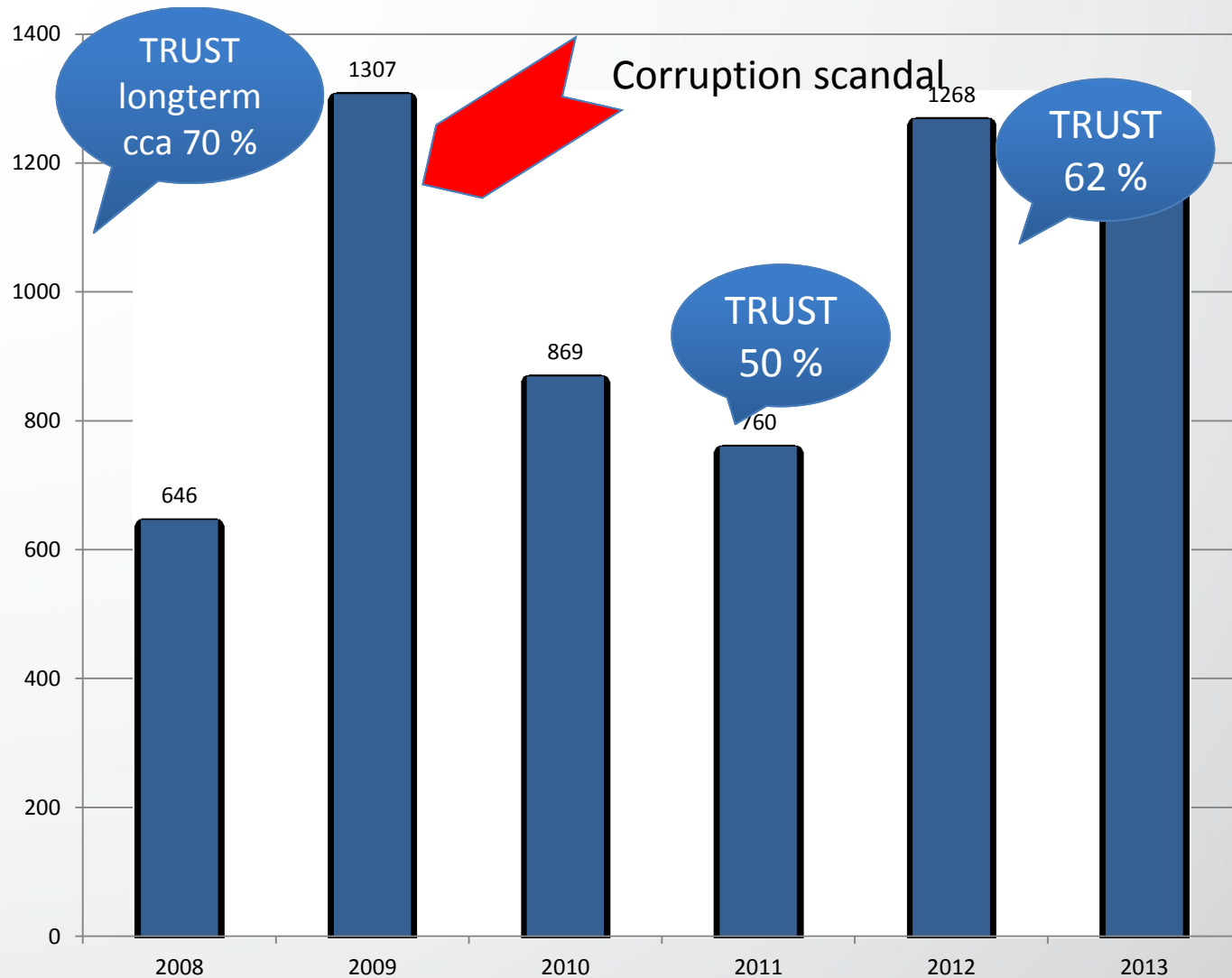


GLOBAL TRUST DIFFERENCE OF 9 points

MARKETS WITH LARGEST PERCEPTION GAPS:

- ✓ UAE (15 pts.)
- ✓ Australia (14 pts.)
- ✓ Germany (13 pts.)
- ✓ France (13 pts.)
- ✓ Sweden (13 pts.)

Trust in Czech SAI renewal after negative publicity



Number of media articles in main Czech media together with trust data from STEM, 2012

CHALLENGE OF POSITIONING

People tend to trust government officials less generally. But what is the perception of SAI? Government office or Independent expert?



POSITIONING OF SAI REPRESENTATIVES

- Positioning of the president – most important, has to be 100 % credible, honest, publicly visible and easily accessible for the media
- “hero” archetype with a twist of “wise man” archetype (Jung)
- Positioning of the other representatives – not clerks but experts
- Other staff should also be seen and heard – not only the president speaks
- Strengthening the independency position

“ONE OF US” OR “A REGULAR GUY” POSITIONING

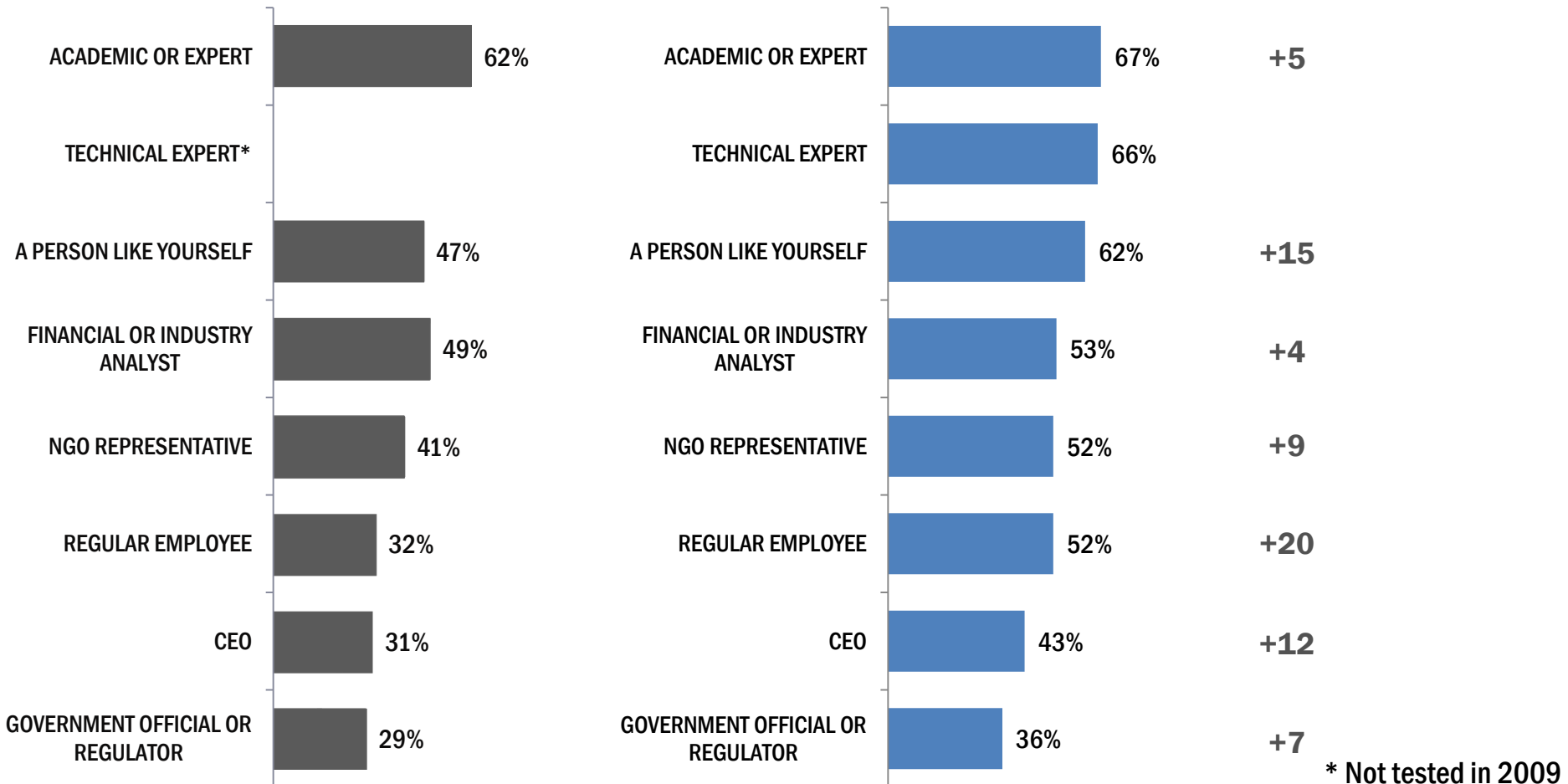
CREDIBILITY OF SPOKESPEOPLE



2009

2014

2009 VS. 2014



* Not tested in 2009

FROM 2009 TO 2014, SIGNIFICANT GAINS FOR REGULAR EMPLOYEES, A PERSON LIKE YOURSELF. CEOs FLAT FROM 2013.

Q130-143. [TRACKING] Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, fairly credible, somewhat credible, or not credible at all? (For 2009, Very/Extremely Credible) Informed Publics, 20-country global total.

HOW TO BE AN EXPERT AND A REGULAR GUY AT ONCE?

- Be relevant
- Be understandable
- Be visible
- Be fast
- Tell stories
- Show examples
- Use infographics
- Share one story on several platforms
- Don't be afraid of new technology



KEY POINTS

- 1) framing: anti-corruption hero?
- 2) perception problem: government or not?
- 3) communication creates trust
- 4) positioning: expert or clerk?

YOUR QUESTIONS AND COMMENTS, PLEASE!

Thank you for your attention!

- PhDr. Denisa Hejlová, Ph.D. (previously Kasl Kollmannová)
- hejlova@fsv.cuni.cz