

Splice Beta Online 2020

Henrik Keith Hansen, Media Advisor, International Media Support

Getting your management fundamentals right



[Watch the video](#)

00:02:18.936,00:02:21.936

Fahad Malik: we THE CURRENT has started working on creating the membership model

i want to know that to deeply understand our consumers, is it a goods idea to do certification of Facebook blueprint, Google digital marketing etc. or there are some other set of tools which i should master?

00:02:36.346,00:02:39.346

Shirley Cheong: Hey, Fahad! You're from Marium's team!

00:02:47.488,00:02:50.488

Shirley Cheong: Hey Genesisia

00:03:30.842,00:03:33.842

Fahad Malik: yes thanks

00:03:40.189,00:03:43.189
genesia alves: hi shirley! :oD

00:04:00.727,00:04:03.727
Fahad Malik: ohh yes that is not for him but maybe someone else can answer ot

00:04:03.770,00:04:06.770
Fahad Malik: it*

00:04:42.345,00:04:45.345
Fahad Malik: yes got it Thanks man

00:05:08.075,00:05:11.075
Shirley Cheong: Namaste, Madhu!

00:06:33.860,00:06:36.860
Fahad Malik: laila sounds Egyptian

00:06:55.221,00:06:58.221
Shirley Cheong: @Fahad, check out these sessions. There are two upcoming sessions from Facebook and a session on building membership program by Sonny from Frontier Myanmar https://splicebeta.com/search?q=Facebook&f_collectionId=5ed4aa059aade127954b3af9

00:07:28.334,00:07:31.334
Shirley Cheong: Hello Venkatesh!

00:07:32.030,00:07:35.030
Shirley Cheong: Never!

00:07:32.130,00:07:35.130
genesia alves: it's one of my favourite surprises about beta: seeing the differences in natural light from all the attendees' screens

00:07:45.240,00:07:48.240
genesia alves: (also seasons I suspect)

00:08:27.547,00:08:30.547
Shirley Cheong: Hello Anna! Hi Helle!

00:08:53.308,00:08:56.308
Shirley Cheong: Hi Tessa and Christine!

00:09:05.077,00:09:08.077

Shirley Cheong: Hello Surbhi :)

00:09:24.040,00:09:27.040

Surbhi Mittal: Hey Shirley!

00:09:33.928,00:09:36.928

Helle Wahlberg: hello everyone. Hi Henrik

00:10:16.324,00:10:19.324

Christine Liehr: Hi everyone! Good to be back, eating again this time as it's lunch time in Berlin.

00:10:23.827,00:10:26.827

Shirley Cheong: Hey Devi

00:10:34.392,00:10:37.392

Shirley Cheong: A wet lollipop!

00:10:38.735,00:10:41.735

Surbhi Mittal: That is so accurate

00:10:47.704,00:10:50.704

Shirley Cheong: No!

00:10:55.649,00:10:58.649

Shirley Cheong: That's a first!

00:11:23.382,00:11:26.382

Shirley Cheong: This month and every month :)

00:11:52.560,00:11:55.560

Fahad Malik: hahahahahahahahaha

00:11:54.229,00:11:57.229

Shirley Cheong: Secret sauce

00:12:18.501,00:12:21.501

Shirley Cheong: YES!

00:12:32.979,00:12:35.979

Shirley Cheong: Henrik has A LOT to share :)

00:12:45.988,00:12:48.988

Shirley Cheong: Genesis!

00:12:51.840,00:12:54.840

Shirley Cheong: :)

00:12:58.264,00:13:01.264

genesia alves: oh man!

00:13:07.098,00:13:10.098

genesia alves: thanks guys!

00:13:25.589,00:13:28.589

Shirley Cheong: To everyone who is joining us for the first time, we are super casual in the chat here! Please feel free to introduce yourself and share what you do.

00:14:22.584,00:14:25.584

Shirley Cheong: Today is about business and strategy with Henrik!

00:15:38.058,00:15:41.058

Shirley Cheong: Share your takeaways #splicebeta

00:15:46.464,00:15:49.464

Shirley Cheong: Here's the telegram group for the Beta community :)

<https://t.me/splicebeta2020>

00:16:10.519,00:16:13.519

Shirley Cheong: Video Recordings, Session Summaries, Takeaways, Chat Transcript, Links and Presentations...

Everything that we have will be archived here:

<https://splicebeta.com/resources>

00:16:56.530,00:16:59.530

Shirley Cheong: Citra's session is on tomorrow , 4PM

<https://splicebeta.com/program/citra-dyah-prastuti-exclusive-podcast-spotify-kbr?rq=citra>

00:18:28.921,00:18:31.921

Shirley Cheong: Perfect!

00:20:11.025,00:20:14.025

Devi Asmarani: Classic question: Is the presentation going to be shared later? :D

00:20:12.465,00:20:15.465

Shirley Cheong: Henrik's presentation will be shared with everyone on our website (thank you, Henrik & IMS!)

<https://splicebeta.com/resources>

00:20:21.668,00:20:24.668

Devi Asmarani: Yay! Thanks, Shirley!

00:20:23.673,00:20:26.673

Shirley Cheong: We got you covered, Devi!

00:20:30.487,00:20:33.487

Devi Asmarani: haha. I knew you would

00:20:45.039,00:20:48.039

Shirley Cheong: Thanks to the speakers' generosity

00:23:58.683,00:24:01.683

Shirley Cheong: Drop your questions for Henrik in this chat box. We will get to them after his presentation.

00:24:54.741,00:24:57.741

Shirley Cheong: Hey Sonny!

00:25:11.520,00:25:14.520

Shirley Cheong: Henrik has just started

00:29:42.263,00:29:45.263

Shirley Cheong: Hi Bilal, welcome

00:29:59.651,00:30:02.651

Shirley Cheong: Henrik is sharing what are the 5 strategic tracks to focus on when building your management foundation and strategy

00:30:19.214,00:30:22.214

Bilal Randeree: 👍

00:33:25.172,00:33:28.172

Venkatesh H R: Thanks a lot Henrik, is Strategy the same as Theory of Change? (in your formulation that is).

00:38:42.398,00:38:45.398

Pratistha Acharya: Hello everyone. This is Pratistha, Business Development Officer from Herne Katha. Thank you Henrik :)

00:38:54.610,00:38:57.610

Shirley Cheong: Herne Katha youtube channel -- the videos are awesome
<https://www.youtube.com/channel/UCZuKpNyipL9W-OkKwCMwVNQ>

00:38:59.635,00:39:02.635

Citra Dyah Prastuti: How do you define "success" for blue ocean media start-ups?

00:39:04.983,00:39:07.983

Mirna Kh: Thanks for mentioning us! I'm Mirna from AlHudood Network :-)

00:39:27.346,00:39:30.346

Pratistha Acharya: Thank you Shirley. :)

00:40:08.011,00:40:11.011

Shirley Cheong: Hey Mirna!

00:40:52.365,00:40:55.365

Mirna Kh: Hi Shirley!

00:52:03.918,00:52:06.918

Shirley Cheong: Mission statement -- explains why you exist in the now
Vision statement -- your aspirations and dreams in the long-term

00:52:27.032,00:52:30.032

Shirley Cheong: Lots of homework from Henrik!

00:53:10.422,00:53:13.422

Rishad & Alan (Splice Beta): You can download all this homework later...we'll post the deck in our Resources section.

01:00:58.848,01:01:01.848

Shirley Cheong: Henrik mentioned these two media startups who are successful with their Blue Ocean strategy.

Sonny Swe will share how he built the membership program at Frontier Myanmar

Next Monday, 4PM (Singapore time)

<https://splicebeta.com/program/sonny-swe-frontier-myanmar-memberships>

Roby Alampay from PumaPodcast will share his experience in launching and distributing podcasts.

Next Tuesday at 9PM (Singapore time)

<https://splicebeta.com/program/roby-alampay-how-to-launch-and-distribute-podcasts>

01:03:42.369,01:03:45.369

Marium Chaudhry: If you live in a country with rampant censorship, is it better to be vocal about your platform being created to fight censorship and also push towards democracy, or is it better to be have a more unclear mission statement and unofficially try push for change (I hope the Q makes sense here)!

01:04:37.412,01:04:40.412

Venkatesh H R: What a fantastic question. +100

01:07:54.526,01:07:57.526

Helle Wahlberg: IMS with Asia media start-up partners is publishing a series on how authorities have used Covid as a cover to further repress rights in Oct/Nov. Stay tuned on www.mediasupport.org

01:07:56.736,01:07:59.736

Shirley Cheong: For everyone here who can't wait 24 hours for your homework, here's the link to download Henrik's presentation. :)

<https://drive.google.com/file/d/1KLbX8OeaWNDDeGHqgefZy8iL7MN2bdfAl/view?usp=sharing>

01:08:08.267,01:08:11.267

Shirley Cheong: Just for this group!

01:08:15.509,01:08:18.509

Henrik Keith Hansen: Hi Sony, good to see you!

01:08:16.119,01:08:19.119

Shirley Cheong: Hope the homework is easier when the content is still fresh in your mind. :)

01:08:21.978,01:08:24.978

Sandeep Varma, SAARI Collective: Fantastic session Henrik, thank you!

01:08:25.404,01:08:28.404

Lila Shroff: Thank you Henrik!

01:08:26.206,01:08:29.206

Marium Chaudhry: Thank you!!

01:08:31.209,01:08:34.209

Dede Ariwibowo: Thanks Henrik and all..

01:08:32.752,01:08:35.752

Venkatesh H R: fantastic session, thanks so much :-)

01:08:34.792,01:08:37.792

Mirna Kh: Thank you for this session!

01:08:34.808,01:08:37.808

Shirley Cheong: Henrik's presentation, session summary and video recording will be on our website in 24 hours

<https://splicebeta.com/resources>

01:08:35.675,01:08:38.675

Marium Chaudhry: This was great!

01:08:36.198,01:08:39.198

Christine Liehr: Thank you and see you soon!

01:08:38.197,01:08:41.197

Shirley Cheong: Take care, everyone!

01:08:38.444,01:08:41.444

Madhu Acharya: Awesome session! thanks Splice and Henrik

01:08:48.166,01:08:51.166

genesia alves: thank you

01:09:01.819,01:09:04.819

Shirley Cheong: class monitor

01:09:04.620,01:09:07.620

Shirley Cheong: Bye!