

## **REPUTATION MANAGEMENT**

### **ABOUT THIS PROGRAMME**

The purpose of the workshop is for delegates to gain a better understanding of the impact on a reputation if not managed effectively.

The reputation of a brand or organisation is based on stakeholders' perceptions. Any perception is subjective and often emotional. It takes years to build a reputation – yet it can be destroyed within seconds. Warren Buffet, founder of Berkshire Hathaway and the most successful investor in the world, is a strong proponent of the impact of reputation on the share price of an organisation or brand. He has often publicly stated his strongly held opinion that once a reputation is tarnished, it's very difficult to restore its former glow.

### **KEY TOPICS TO BE DISCUSSED**

- What is reputation?
- The relationship between perception and trust when defining a reputation.
  - Understanding how these perceptions are formed, how they change, and their effects on attitudes and behaviour to anticipate the reputational impact of business decisions
- 9 Dimensions of reputation management that drive supportive behaviour
- Aspects of a business which can have an impact on a company's reputation, particularly advertising, finances, HR and the need for stakeholder management
- Tools for managing a reputation: thought leadership, PR, advertising, social media, pro-active media engagements
- Practical experience through case studies

### **BY THE END OF THE WORKSHOP YOU'LL:**

- Acquire an in-depth knowledge of the key aspects of reputation management
- Understand the importance of managing the perceptions of stakeholders
- Understand the 9 Dimensions which could enhance an organisation's reputation
- Successfully manage the organisation's reputation aligned to the 9 Dimensions
- Share in the personal experience of the trainer and practical examples

### **WHO SHOULD ATTEND**

- CEO's, COO's, HR managers
- Communication managers, Corporate Affairs managers

- PR & media managers
- Investor relations
- Brand managers/Brand Ambassadors
- Reputation Management specialists

