

REPUTATIONAL ANTISTRESS

how to manage your brand reputation

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Overview

01. Strategic session

02. The value of good reputation and what factors affect it

03. Brand strategy structure

04. Reputation Drivers

05. Stakeholders

06. Questions for creating a stakeholder management plan

07. Reputational audit and why we need it

08. Audit stages

09. External & Internal Audit

10. Risk Matrix

Strategic session

[Back to Overview](#)

Goals

Communication tasks

Public image

Target audience

Communication channels

Budget

Key messages

Tasks

- Formation of the desired perception of the company
- Creating a stakeholder map
- Fixing expectations and fears
- Creating an indicative schedule
- Creating a list of communication channels and responsible persons

The value of good reputation



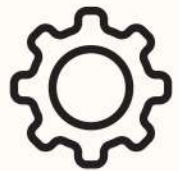
The main goal of the corporate brand



Data Privacy



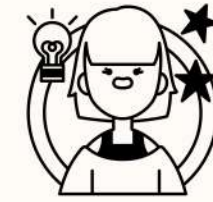
Responsible investment



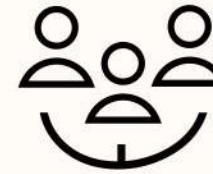
Impact of technology



Climate changes



Influencers



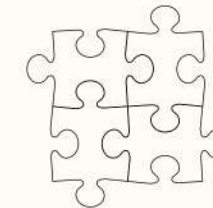
Distrust of big organizations



Sustainability and responsible sourcing



CEO activity



Equality: Diversity and Inclusion

Source: RepTrak

and what factors affect it

[Back to Overview](#)

Brand strategy structure



[Back to Overview](#)

Reputation Drivers

Demonstrates high financial results.
Achieves results that are higher than expected.
Has good prospects for future growth.

High quality products and services.
Good value for money.
Full responsibility for products and services.
Satisfies the needs of the client.

The company is well organized.
Strong charismatic leader.
High level of management.
A clear vision of own future.

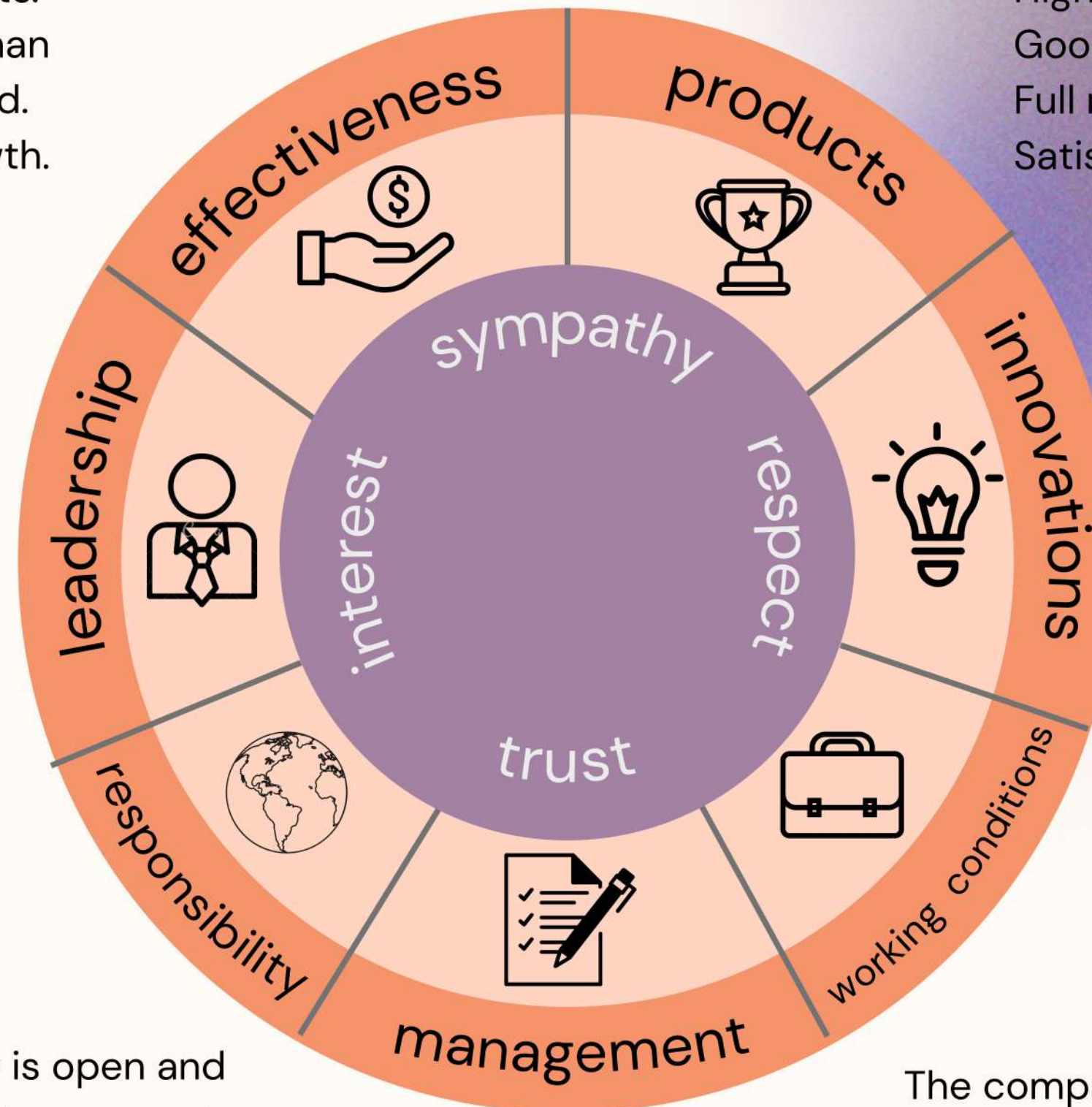
The company is innovative.
The first one goes to market with a product.
Quickly adapts to changes.

Caring for the environment.
Charity.
Positive impact on society..

Pays employees fairly.
Cares about the health and well-being of its employees.
Offers equal employment opportunities.

The activity of the company is open and transparent.

The company conducts business honestly and ethically.



Stakeholders

[Back to Overview](#)

EMPLOYEES

Terms and
payment

MANAGEMENT AND OWNERS

CLIENTS

Quality and
Communication

SUPPLIERS

Reliability and
stability

GOVERNMENT

Laws, regulations
and taxes

INVESTORS

Performance and
success indicators

Questions for creating a stakeholder management plan

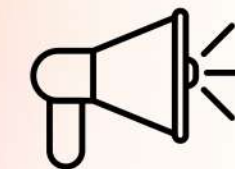
[Back to Overview](#)



A list of questions has been sent to you by email.



How data will be collected to study key stakeholders



Key Management Principles

Reputational audit and why we need it

[Back to Overview](#)

Key stages

01. Formulate tasks and goals

02. Identification of key groups

03. Define information gathering methods

04. Conduct interviews and surveys

05. Analysis of the received data and development of recommendations for dealing with reputational risks as part of a communication strategy for the future

External audit

- analysis of the frequency and nature of mentions about the company in the information field
- determining the level of awareness of the target audience with the activities of the company
- study of consumer assessment of the quality of products and services of the company
- identification of problematic issues and concerns related to the company and its products
- collection of expert assessments regarding the current status and prospects of the company in the market

Internal audit

- collection of information on employee satisfaction with working conditions
- studying how employees understand the goals and objectives of the company
- analysis of employees' opinions regarding information, social and personnel policy within the company
- assessment by employees of the internal corporate climate

[Back to Overview](#)

Risk Matrix

Influence level

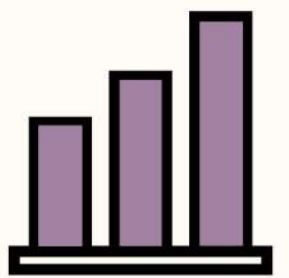
Degree of probability



Min

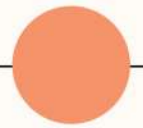
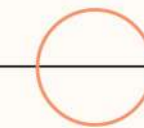
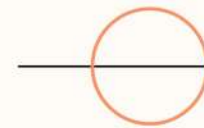


Mid

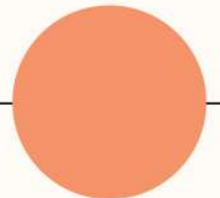
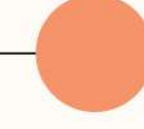
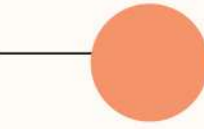
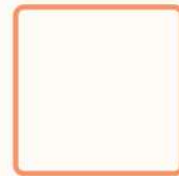


Max

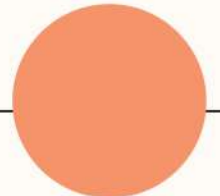
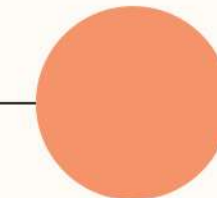
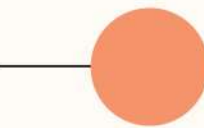
Little or no impact



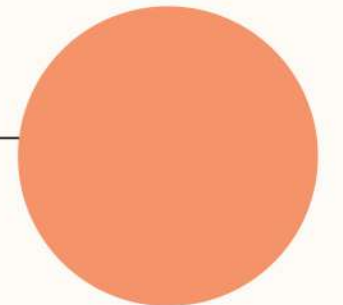
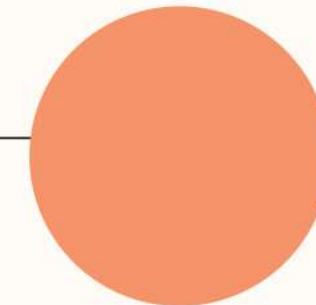
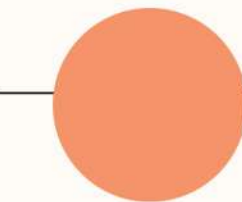
Perceptible but not critical



Serious



Capable of causing disaster



[Back to Overview](#)

Q&A Session

Thank you for listening!