

Your reputation management strategy should have four simple objectives - to:

- 1 **Add** to corporate value & profit
- 2 **Avoid** the potential causes of reputation damage
- 3 **Minimise** the immediate impact if a reputation crisis should occur.
- 4 **Ensure** the sustainability of the business.

DBRC will help you achieve all of these. Our process is completely integrated, and has been designed to become totally embedded into the organisation. However, we can also provide discrete modules, which include:

Facilitated workshops:

- Understanding your reputation, identifying your most sensitive scenarios & productive behaviour
- Managing, measuring, monitoring the key issues - the balanced scorecard & reputation dashboard.

Training and coaching:

- Media training
- Crisis simulations

Consultancy & processes:

- Crisis management planning*
- Communications strategy
- Reputation risk radar

Dynamic Crisis Management*

Why do it?

It's a value decision. Reputation and brand are completely intertwined, typically accounting for over 80% of an organisation's equity. For the largest corporations, brand values are measured in billions of dollars - but for organisations of every size, whether in the public or private sector, reputational value is a significant asset. It is the reason why people and organisations do business with you and work for you - it is your licence to trade.

Yet reputation can also be the most difficult to comprehend and measure convincingly. It remains the Cinderella of assets - the most valuable, the most vulnerable and often the least well managed.

DBRC - the reputation risk specialists

DBRC specialises in brand and reputation risks, crisis management planning and training. We make risk management work for you by adapting to your culture and way of doing things, rather than imposing a rigid process on you. In our experience this results in far greater buy in to, and embedding of, the risk management culture and procedures.

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Reputational capital - the goodwill and trust that an organisation has built up with its stakeholders, often over many years and sometimes distilled into brands - can be lost in a single crisis or eroded by a series of minor errors or ill-prepared corporate responses. Companies that have handled their reputation badly have suffered long term and irreparable damage to share price, market share and brand value. The ability of reputation loss to cause corporate melt down was clearly demonstrated by the collapse of Arthur Andersen in early 2002 and BP's plummeting stock price in 2010.

Much more than crisis management

A common fallacy is that all that is needed to protect reputation or brand is media training and crisis planning. However, once corporate wrongdoing, or behaviour that is unacceptable to some stakeholders, gets into the public domain it may well be too late. Impeccable crisis handling and PR spin will be unable to prevent those facts from damaging the organisation's reputation.

The only way to successfully manage reputation and brand risk is by an integrated strategy that comes from the top - for it has to be not the gloss that paints over the cracks but one of the key drivers of your corporate strategy.