

Why attend?

Your reputation is your greatest asset. It is the reason why companies do business with you, people chose to work for you and regulators respect you. It can heavily influence the price that you are able to charge for your goods and services. It is the reason why people and organisations invest in you.

In most organisations it is badly managed, impairing performance and, occasionally, creating a crisis of publicity that can seriously damage or even kill the organisation. From the Toyota recalls to BP's now notorious PR gaffes, examples of appalling reputation management abound. Understandably, damage to reputation is cited as one of the top fears of CEOs' and Risk Managers alike.

Contrary to popular opinion, reputation cannot be managed solely by Public Relations specialists. In the words of the head of PR at a major UK bank, "My job is like putting lipstick on a gorilla - there is only so much I can do."

This one day course covers all aspects of reputation management, from understanding your reputation to dealing with the trauma of a reputation crisis. It presents a uniquely integrated and scalable view of the entire process, enabling delegates to manage reputation in the largest to the smallest of organisations, and at whatever level.

The course can be tailored for individual organisations; it is also presented occasionally as a public course - see our web site for details.

Who should attend?

- Anyone managing or making critical decisions that affect stakeholder relations
- Risk managers
- Chief risk officers
- Public relations specialists

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.



Course content

This fully interactive course will be tailored to the needs and backgrounds of the participants on the day; core elements include:

- **What is reputation** - how it affects all aspects of business performance
- **Reputation and brands** - how they interrelate and where they may conflict
- **How it is managed** - successes and failures, and the key choices you face
- Reputation - a key asset in a **globalised, networked** world
- **Scaleable reputation management** - from influencing corporate strategy to an integral part of project management, critical decisions and Risk Management strategy
- **Understanding your reputation**, your stakeholders, your brands and your culture
- **Managing your internal reputation** with employees and strategic partners
- **Identifying** the key reputation sensitivities that can both add and destroy value
- **Managing misalignments** in your brand strategy, corporate vision, culture and values, to minimise your reputation risk and maximise the benefits of your reputation
- Reputation management in a **regulatory environment**
- Creating the **reputation radar** and feeding it into your management strategies
- How a **reputation crisis** typically unfolds
- Creating **crisis preparedness**