

Why you need it

Reputation is most organisation's greatest asset and loss of reputation consistently appears in the top worries of CEO's and risk managers alike. And yet loss of reputation is uninsurable and there is no commonly accepted standard for its management.

Despite this, almost daily news evidence points to organisations of every type and size managing their reputation poorly, often to their great cost.

Managing reputation risk is much more than how well organisations respond to a public relations crisis. Not doing the things that could create such a crisis could mean considering fundamental issues of corporate values, ethics and behaviour.

The sensitivity investigation

At the heart of the audit is a sensitivity investigation. This establishes the areas and issues that are of greatest importance to your reputation - those that could add value to the business if done well and destroy value if done badly. As a result, the process ensures that management effort is focused where it will achieve the most effective results.

For organisations with a wide geographic spread or a diverse range of activities, undertaking the sensitivity audit at a group level but then repeating it at a local or activity level can further calibrate the benchmarks that it produces.

The implementation audit

The implementation audit measures how competently each relevant issue is being managed, using multiple criteria that go beyond the quality of the procedures to also examine commitment, capability and measurement.

The Reputation Risk Management audit

This final section examines how well reputation risk is managed per se, including your ability to recognise and respond to a reputation crisis.

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.



Output

The output can feed a Reputation Risk Register or risk dashboard as well as produce a prioritised list of areas where corrective action is needed.

How the audit is delivered

The audit can be undertaken by our team or, with training, by your own personnel. The audit set is embodied in an Excel process that undertakes all of the calculations including adjusting the sensitivity benchmarks to reflect the risk and identifying areas of strength and of weakness.

The sensitivity investigation is best conducted in high level facilitated workshops. It is seeking consensus on your core values, your stakeholders and your standards and in our experience discussing these things collectively can achieve greater buy-in to the conclusions that are reached. However, if this is not feasible, opinions can be polled by questionnaire.

The implementation audit and the Reputation Risk Management audit are usually conducted as an investigation.

DBRC's assumption management process* enables the sensitivity levels to be easily monitored and revised. Such revisions would automatically change the benchmark levels for the implementation standards and flagging up areas where action is needed. In this way the process is truly dynamic.

* See <http://www.dbrc.co.uk/assumption.html>