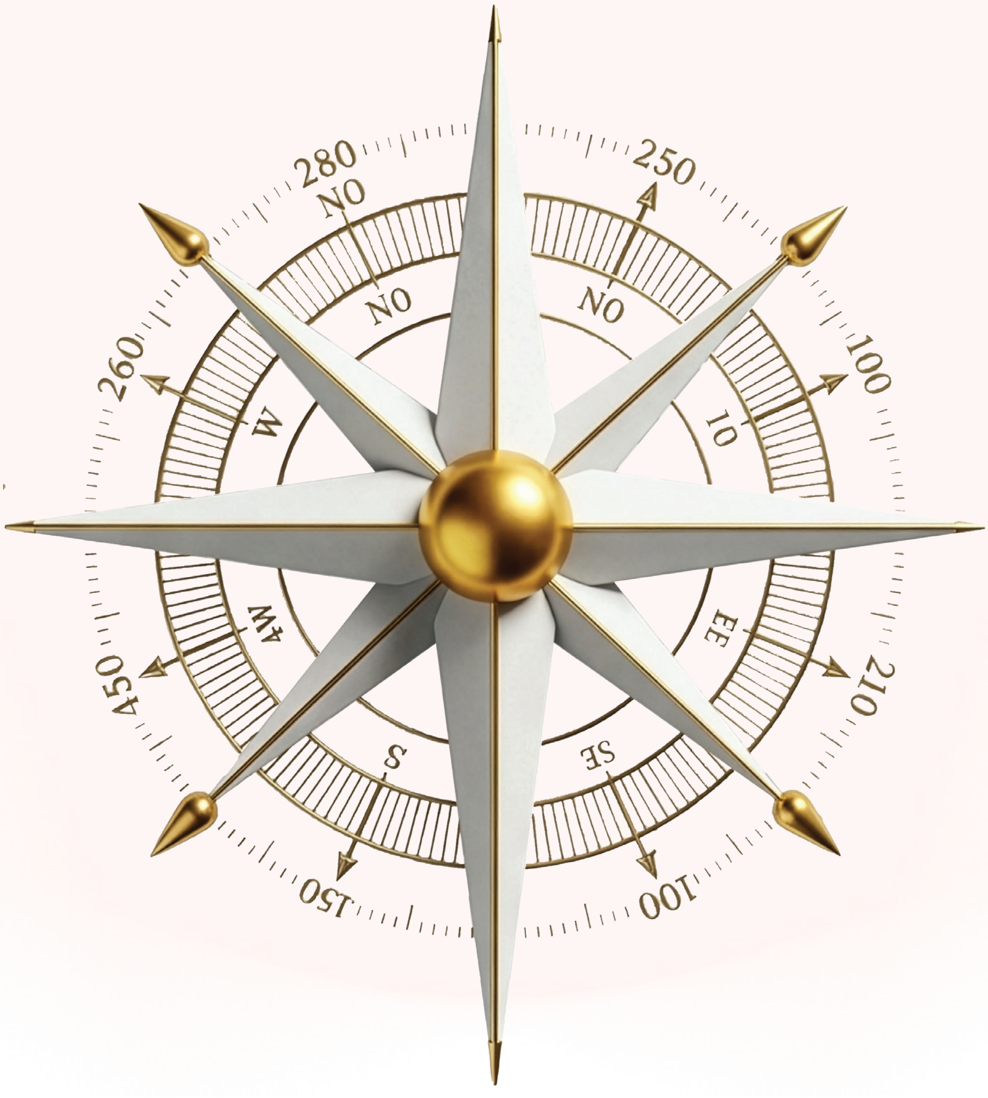
Corporate Reputation Management and Reputational Risk for Executives



Corporate Reputation Management and Reputational Risk for Executives

Technical depth: Conceptual · **Practical mode:** Case study

Introduction

Reputation shapes whether customers buy, investors commit, talent joins and authorities extend trust, yet in many organisations no one owns it until something goes wrong. Reputational damage rarely comes from a single event; it grows from gaps between what an organisation says and what stakeholders experience. This Core Concept course equips executives to treat reputation as a governed strategic asset, using recognised measurement, stakeholder and risk frameworks. Through cases from several sectors, participants build a Reputation Management Strategy for their own organisation, covering baseline, priorities, risk indicators and oversight.

Course Objectives

- Assess the organisation's current reputation across stakeholder groups using recognised reputation dimensions
- Prioritise stakeholders and their expectations to focus reputation investment where it matters most
- Integrate reputational risk into enterprise risk management with clear ownership and early-warning indicators
- Oversee a reputation strategy that aligns corporate narrative, conduct and disclosure
- Judge reputation measurement reports and hold communication and risk teams to account for results
- Produce a Reputation Management Strategy ready for executive committee or board endorsement

Target Audience

- Chief executives, deputy chiefs and executive committee members
- Board members and committee chairs responsible for risk and stakeholder oversight
- Heads of corporate affairs, communication and public relations functions
- Chief risk officers and heads of enterprise risk management
- Heads of sustainability, investor relations and government relations

Course Outline

Day 1: Reputation as a Strategic Asset

- Reputation, Identity and Image Distinctions in Fombrun's Model
- RepTrak Seven Dimensions of Corporate Reputation
- Intangible Asset Value and ISO 10668 Brand Valuation Principles
- Stakeholder Salience Mapping Using the Mitchell, Agle and Wood Model
- Reputation Baseline Review: Perception Surveys, Media Sentiment and Trust Indicators

Day 2: Reputation Frameworks and Standards

- RepTrak Pulse: Trust, Admiration, Good Feeling and Esteem
- ISO 20671-1 Brand Evaluation Principles
- AA1000SES Stakeholder Engagement Standard: Purpose, Scope and Quality of Engagement
- Reputational Risk Within ISO 31000 and COSO ERM
- Reputation Gap Analysis: Performance, Expectation and Perception

Day 3: Governing and Building Reputation

- Board and Executive Oversight of Reputation: Roles, Committees and Reporting Lines
- Reputation Strategy Map Linking Corporate Narrative to Stakeholder Proof Points
- Sustainability Disclosure and Reputation Under the GRI Universal Standards
- Chief Executive Visibility and Leadership Reputation Planning
- Reputation Measurement Dashboard Aligned to AMEC Barcelona Principles 4.0

Day 4: Reputational Risk, Threats and Recovery

- Reputation Risk Register: Sources, Early-Warning Indicators and Owners
- Third-Party and Supply Chain Reputation Contagion Assessment
- Digital Reputation Threats: Misinformation, Synthetic Media and Review Platforms
- Greenwashing and Purpose-Washing Risk Review
- Reputation Recovery Roadmap After a Trust-Damaging Event

Day 5: Case Work and the Reputation Management Strategy

- Financial Services Misconduct Case Study: Rebuilding Trust Over Three Years
- Consumer Goods Supply Chain Case Study: Responding to an Activist Campaign
- Public Service Failure Case Study: Setting Stakeholder Recovery Priorities
- Reputation Management Strategy Drafting: Baseline, Risk Register and Dashboard
- Executive Panel Review and Strategy Defence

Skills You Will Gain

- Reputation Governance
- Stakeholder Prioritisation
- Reputational Risk Oversight
- Reputation Measurement
- Corporate Narrative Alignment
- Stakeholder Engagement Quality
- Reputation Recovery Planning
- Intangible Asset Stewardship

Why Attend This Course

- Leave with a Reputation Management Strategy for your organisation, already challenged by a panel of senior peers
- Know which reputation signals to watch and which to ignore when briefings arrive
- Recognise where the gap between claims and conduct is creating hidden exposure
- Compare how organisations in finance, consumer goods, energy and public services protect their standing

Conclusion

A strong reputation lowers the cost of almost everything an organisation does, from hiring to financing to winning approval for change. This course moves from understanding reputation as an asset, through the frameworks used to measure it and engage stakeholders, to governing it, managing its risks and recovering trust after damage. The final day brings that material together in a Reputation Management Strategy that participants take back to their executive committee, giving them a structured basis for protecting and building the organisation's standing.