



The Issue

The reputation and brand of your organisation is a significant asset and in many cases accounts for over 80% of an organisation's equity. However, reputation can be very difficult to comprehend and measure convincingly and is often one of the least well-managed assets in an organisation.

A good reputation amongst stakeholders, built up over many years, can be lost in a single crisis or eroded by a series of minor errors or ill-prepared corporate responses. Companies which 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.

Many organisations make the mistake of assuming that all that is needed to protect the 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 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.

The idRisk Solution

- ⊙ adds to corporate value and profit
- ⊙ avoids the potential causes of reputation damage
- ⊙ minimises the impact if a reputation crisis should occur.

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 and productive behaviour; Managing, measuring, monitoring the key issues – balanced scorecard & the reputation dashboard.

Training and coaching:

Media training; Crisis simulations

Consultancy & processes:

Crisis management planning; Communications strategy; Reputation risk radar; Dynamic Crisis Management.

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Our Reputation risk experts specialise in brand and reputation risks, crisis management planning and business risk management. We make things work for you by adapting to your culture and way of doing things, rather than imposing a rigid process on you.