



## Reputational Risk Management

The management of reputation is not just another burden for over-stretched management. It is widely recognised as the core of modern management.

Organisations are increasingly being judged on their reputation and how they manage the contributory factors, including social responsibility, ethical standards, behaviour, communication etc.

The ever-increasing external scrutiny that organisations are experiencing, with the pressure to demonstrate positive Corporate Governance and satisfy stakeholders expectations directly impacts external reputation.

This course will provide you with all the practical tools and ideas you need to identify reputational threats and how to mitigate them.

The event will be presented by Phil Griffiths Managing Director of Business Risk Management Ltd.

The course will feature an interactive workshop, in two parts – the first to identify the reputational risks and the second part to discuss how well the risks are being mitigated, in practice and to discuss potential areas of exposure.

In this way, you will be able to go away from the day with a practical checklist and a schedule of risks and treatments.

You will also: -

- Understand how to positively manage your reputation
- Appreciate the link between social responsibility and positive reputation
- Manage environmental expectations
- Understand the need for effective crisis management
- Be able to reduce the likelihood of high profile mistakes
- Appreciate the importance of reputational damage via external relationship
- Receive practical advice on managing the many threats
- Have the opportunity to share experiences
- Get a copy of a practical checklist for reviewing reputational risk

### Who Should Attend?

Any executive who wishes to protect and indeed enhance the reputation of their organization or provide assurance to senior management that the reputational risks are being managed appropriately.

## Course Outline

### What Is Reputation?

- Definitions
- The rise of reputation as a key risk
- The increasing importance of a positive image – the need to be admired
- Reputation – the value measure of the 21<sup>st</sup> century
- Creating value from intangible assets
- Where does reputation come from?
- How do you measure it?
- The magnifying effect on reputation of business failures
- The explosion of regulation and external assurance
- The scrutiny dilemma and the implications.
- The Court of public opinion
- The growth of activism in society
- The relationship between vision, values, behaviour and reputation
- The link between organisational personality, identity and image
- Moving reputation out of the PR arena and into the boardroom
- Damage by association – partnering and alliances
- Identifying Reputational Risks

### Workshop Part 1

- Identifying the reputational risks in your organization
- Discussion of Delegates experiences

### Ethics, Social Responsibility And Reputation

- Triple bottom line reporting – economic, environmental and social
- Corporate Social responsibility
- Codes of conduct
- Hot lines and whistle blowing
- Business ethics training
- Inclusion of ethics criteria in review of performance
- Corporate killing and similar risks
- The dangers of abusing leadership
- Social responsibility s an agent for positive change and better performance – the halo effect

### Reputation Risk Mitigation

- Protecting the financial position from reputational damage
- Standards of corporate governance
- Record of accountability
- Avoidance of loss
- Alliances, partnerships and contracts
- Fulfilment of promises
- External evaluation
- Top down management of reputation
- Media management
- Business Continuity

- **Crisis management strategy**
- **Sharing of values**
- **Treatment of staff**
- **Attitudes of staff**
- **Community and other stakeholder requirements**
- **Environmentally responsible sources / treatments**
- **Customer service**
- **Management of complaints**
- **Communication – internally and externally**
- **Carrying out a vulnerability audit**

## **Workshop Part 2**

- **Mitigating the risks identified earlier and discussing possible areas of exposure**
- **A checklist for reviewing reputational risk will be provided to all delegates**
  - **The checklist incorporates sections on: -**
    - **Financial performance**
    - **The Senior management role**
    - **Quality of Service provision**
    - **Treatment of staff**
    - **Social Responsibility**
    - **Customer Service**
    - **Information and Communication**