



Management And Leadership

Corporate Reputation Management

Course Introduction

Corporate reputation was, is, and always will be of enormous importance to organisations. To reach their goals, stay competitive and prosper, good reputation paves the organisational path to acceptance and approval by stakeholders. Even organisations operating in difficult ethical environments – perhaps self-created – need to sustain a positive reputation where possible.

This training course is designed to provide participants with the relevant strategies to manage corporate reputation strategically in communication and stakeholder engagement. This course highlights topics such as strategy, current models and approaches to reputation and issues, and the practical side of key concepts such as authenticity and ethical business practice. Further, the course will cover essential concepts related to corporate reputation management such as risk, issue, business continuity management, CSR, brand management and crisis management.

Target Audience

This training course is designed and beneficial for professionals involved or handling functions related to brand management, public relations and communications, issue and crisis management.

Learning Objectives

At the end of this training course, participants will be able to:

- Gain a comprehensive understanding of the concept of reputation management, its importance, the tools for management, and reputation drivers.
- Effectively promote and defend organization's reputation by taking a strategic approach to reputation and issues management
- Learn how to align corporate and public relations strategies to effectively strengthen brand recognition, mitigate risk and handle crises.

- Explore the principles of key messaging for efficient Stakeholder Engagement
- Recognize the strategic impact of communications on reputation
- Assess and map stakeholder perceptions including social media sentiment
- Develop an effective reputational defence plan and implement it

Course Outline

• 01 Day One

Reputation Management

- What is reputation and can it be managed?
- Reputation drivers
- Shaping online perceptions
- Different tools for stakeholder mapping
- Outside in and inside out perceptions
- Role of strategic management and securing the future of an organisation

• 02 Day Two

Reputation, Authenticity and Ethics

- The role of corporate responsibility
- Shaping your organisation's reputation
- Authentic communications
- Creating and living corporate values
- Links with corporate governance and ethics
- Links with key sub-disciplines: risk, issue, crisis management; business continuity management

• 03 Day Three

Stakeholder Engagement

- Managing reputations and perceptions in different circumstances
- Building confidence and trust
- Engaging with stakeholders in a crisis
- Tools and examples for bridging the “perception gap” with stakeholders
- Intangibles and reputation

- Stakeholders and issue management
- Capabilities and reputation

• 04 Day Four

Developing, Protecting and Measuring Reputation

- Origins and causes of reputational challenges
- Intelligence gathering and strategic foresight
- Pre-crisis planning and risk assessment
- Crisis management, message framing and media communications
- Online monitoring and reputation management
- Social media and reputation management
- Measuring reputation management
- Role of audit and assurance
- Conducting a reputation audit

• 05 Day Five

Strategic Issues Management

- Understanding your organisation's reputation drivers
- Managing risk and reputation for your organisation
- Creating a strategic issues management system within your organisation
- Applying a strategic approach from group to local level

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 28, 2025	May 2, 2025	5 days	4950.00 \$	England - London
Aug. 18, 2025	Aug. 22, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 28, 2025	Jan. 1, 2026	5 days	4250.00 \$	KSA - Riyadh

