



# Reputation Management & Strategic Communications

## Course Outcomes

- Accurately identify the strategic impact of communications on reputation
- Measure and map stakeholder perceptions including social media sentiment
- Write a communications plan to defend and develop reputation
- Produce a clearly reasoned reputational defense plan and implement it
- Deliver business excellence for organizational reputation alignment

## Course Outline:

- Developing a World Class Reputation Management Culture
- What is reputation and how is it valued?
- World Class Organisations –common traits and practices
- Reputation audits – what they reveal
- SWOT, PEST and Reputation
- The strategic drivers of reputation
- Map your desired reputation
- Organisational Alignment
- Compiling stakeholder interest inventories
- Opinion measurement and monitoring
- Stakeholder mapping
- Identifying touchpoints and moments of truth
- Internal alignment
- Testing for organisational alignment
- From Organisational to Communications Strategy
- Strategy, its function and development
- Outlining the elements of your strategy
- Matching strategy to tactics
- Channels and their use
- Mapping stakeholders to channels
- Message control and Organisational alignment
- Day Four: The Reputation Toolkit
- Identifying the appropriate reputational levers
- Corporate Social Responsibility
- Issue management and environmental scanning
- Crisis reputation management - Spokesperson selection and training
- Business and reputation recovery
- Influencer relationships
- From Planning to Successful Practice
- Process mapping and control – the core of planning
- The elements of a successful plan
- Your own plan – construction and critique
- Persuasive presentation



- Selling your plan to senior decision makers
- Course evaluation and close

