



CORPORATE REPUTATION: THE ENTREPRENEURIAL ASSET

Building, Managing, and Protecting Value in a Digital Age

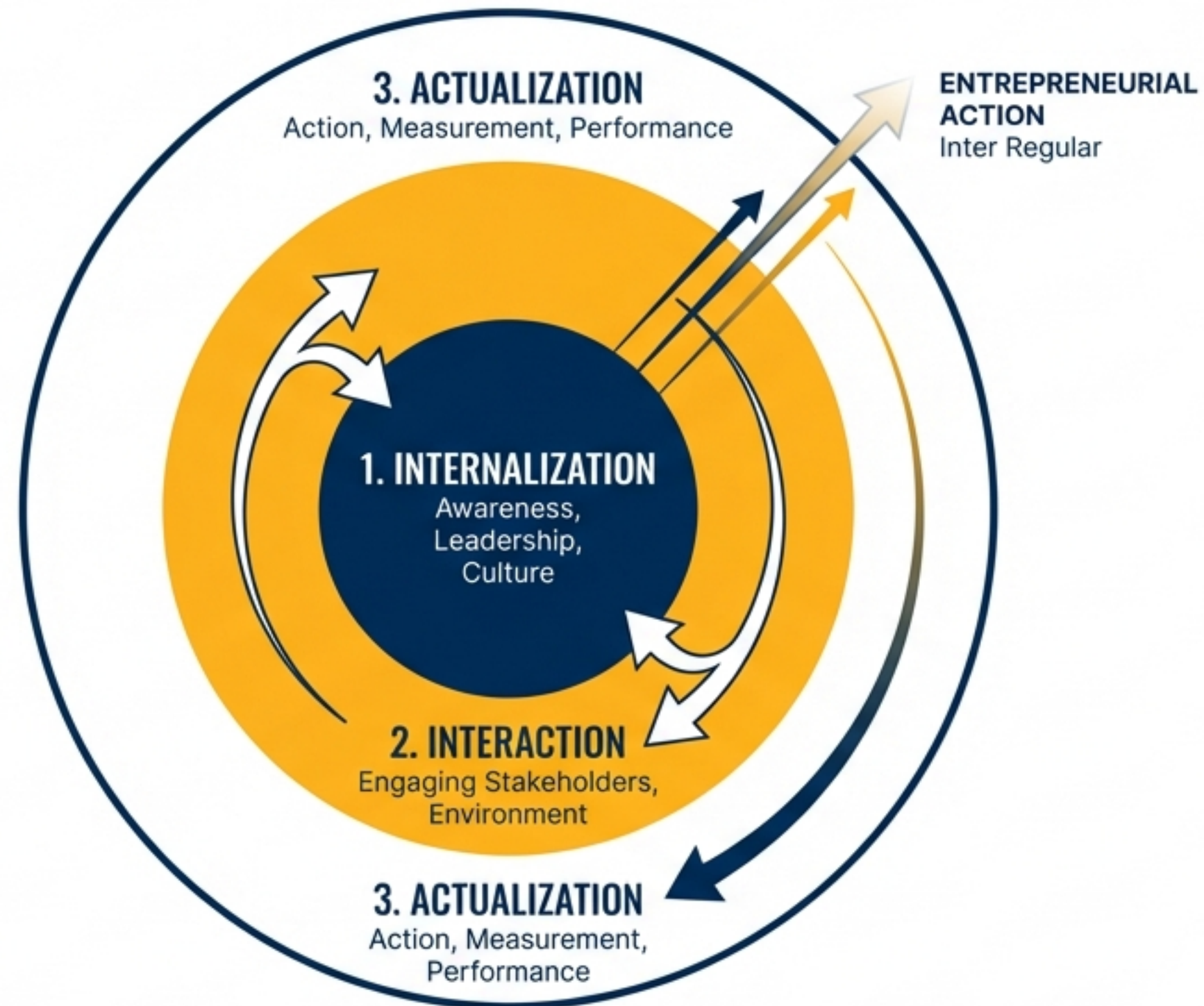
Based on the Building Entrepreneurial Organisation (BEO) Module |
Prof. Dr. Ir. Denny Bernardus, M.M. / Cognito Communications

THE STRATEGY GAP



Insight: Reputation is the #1 Corporate Risk (Source: Deloitte).

THE FRAMEWORK: ENGINEERED FROM THE INSIDE OUT





Strategy #1: Internal Alignment

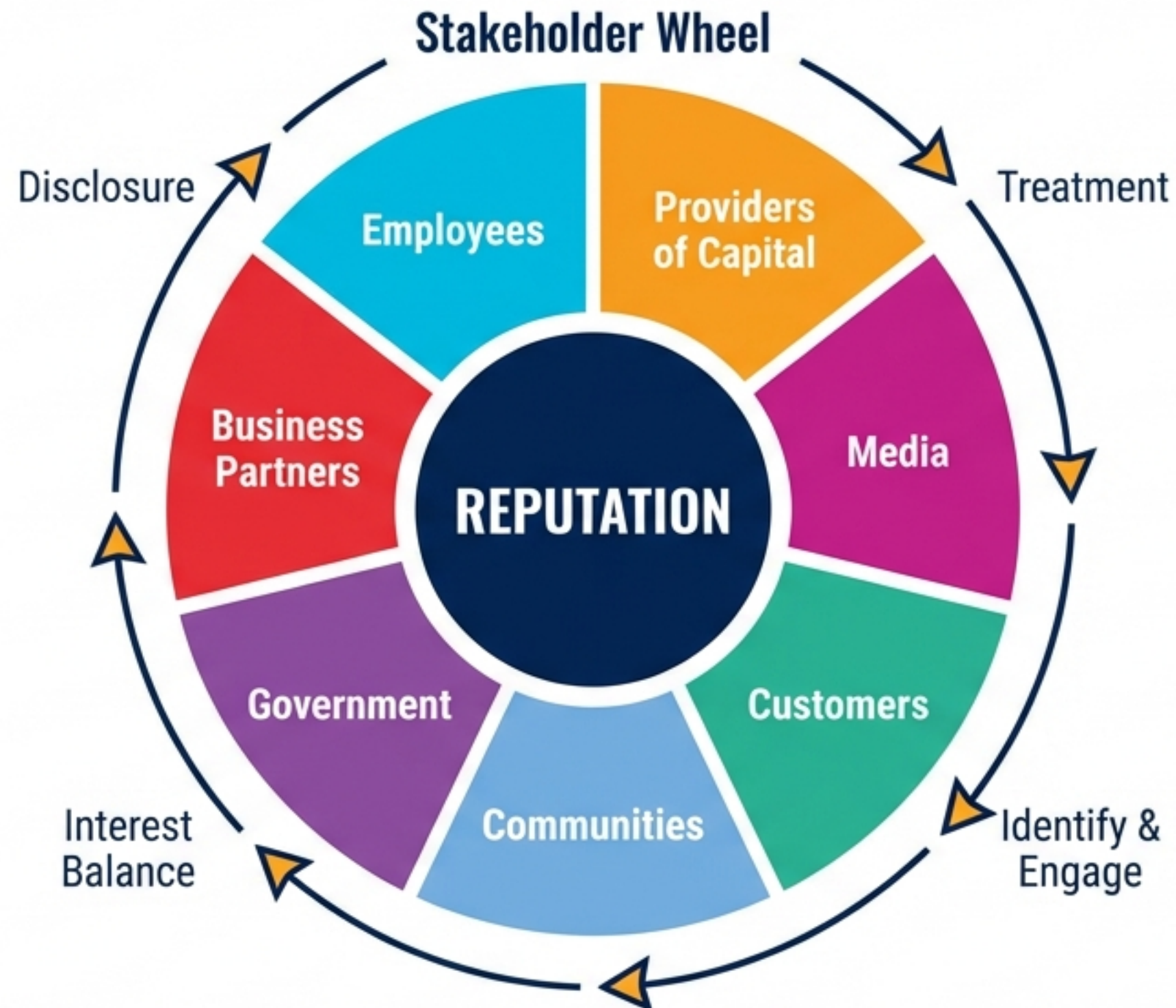


What is my role or contribution to my company's reputation?

Ensure everyone—from the C-Suite to the front line—knows why reputation matters and how they contribute.



Strategy #2: Radical Empathy



*Don't just
list them.
Walk in their
shoes.*





Strategy #3: The Brand Promise



Delight & Deliver

1. **Meet Needs:** Address rational and emotive needs.
2. **Experience:** Create ways for stakeholders to experience the brand, not just buy it.





Strategy #3 (Continued): Customer Obsession

“Successful brands obsess about customers.”

Distinctively Inspired

Bring products/services that are relevant and inspiring.

Pragmatic

Deliver what is wanted, when and where it is wanted.





Cautionary Tale: When Giants Fall

**J&J HIT WITH \$55
MILLION VERDICT.**

*“In trying to protect this one business,
they’ve put the whole J&J brand at risk.”
– Julie Hennessy, Kellogg School of Management*





Strategy #4: Crisis Readiness.



Be super prepared. Manage issues before they become crises.





THE NEW BATTLEFIELD: DIGITAL VELOCITY.

THE AUDIENCE IS NOW THE BROADCASTER.

Organizations are now vulnerable to the pressures and scrutiny of the digital age.

Strategy #5: Digital Dualism



Ensure your organization lives safely in both the analogue and digital worlds.

Cautionary Tale: The 11-Hour Ruin of Justine Sacco



Strategy #6: Benchmarking the Best



Measure against the Global RepTrak 100.
Learn from what they do.

The Reputation Playbook

- ✓ 1. Internal Alignment (Know your contribution)
- ✓ 2. Radical Empathy (Walk in their shoes)
- ✓ 3. Brand Delivery (Obsess & Deliver)
- ✓ 4. Crisis Defense (Prepare for issues)
- ✓ 5. Digital Dualism (Manage the overlap)
- ✓ 6. Benchmarking (Measure against the best)

The Final Question

What will you do to build your organization's reputation today?

In everything we do, we strive to provide organizations a voice and opportunities through which they engage with stakeholders to gain the support crucial to their success.

