



Sustainable Reputation Management (SRM)

With Mike Hogan



What is reputation?

Reputation is...

... what you say and what others say about you,
the accumulated experience and image of the
organisation

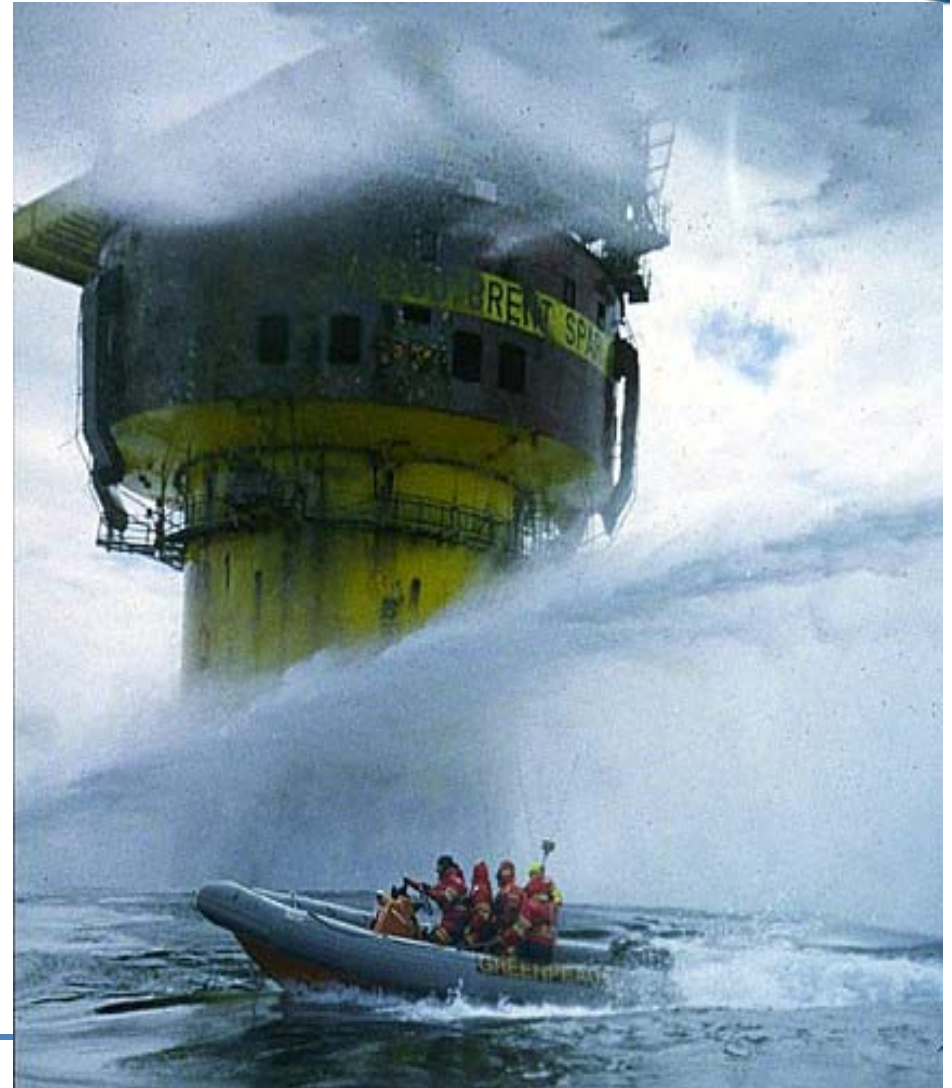
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+	2	2		United States	Business Services	64,727	7%
+	3	3		United States	Computer Software	60,895	7%
+	4	7		United States	Internet Services	43,557	36%
+	5	4		United States	Diversified	42,808	-10%

Reputation is...

Hard to win

Easy to lose

Difficult to
regain




Why Bother?



Hudson River Plane Crash

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Posted on January 15, 2009
by jkaums


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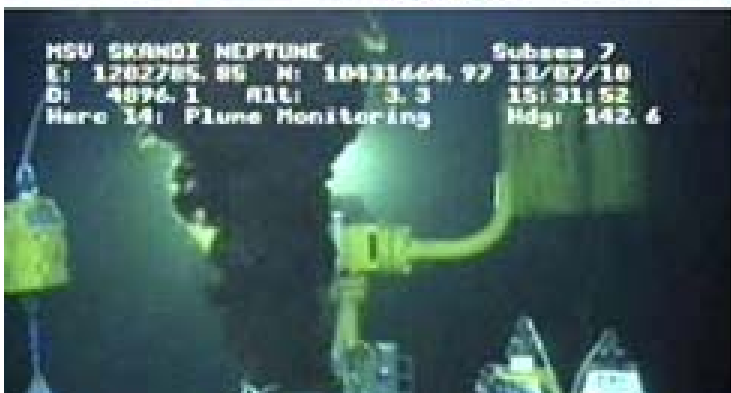
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“There is no hiding place”



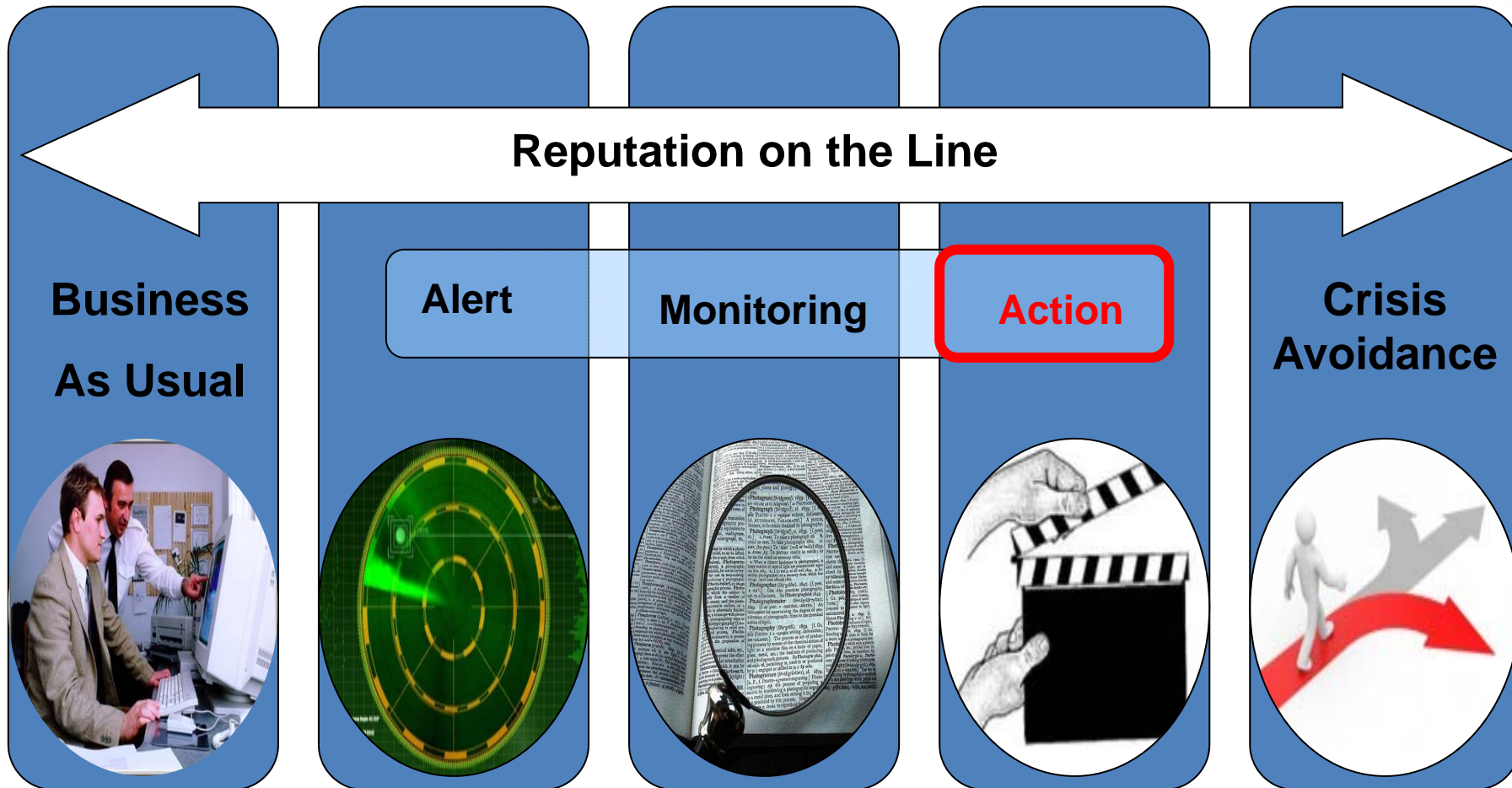
“News media are instantaneous, intensive, and incessant and have a huge impact on crisis management and business recovery”

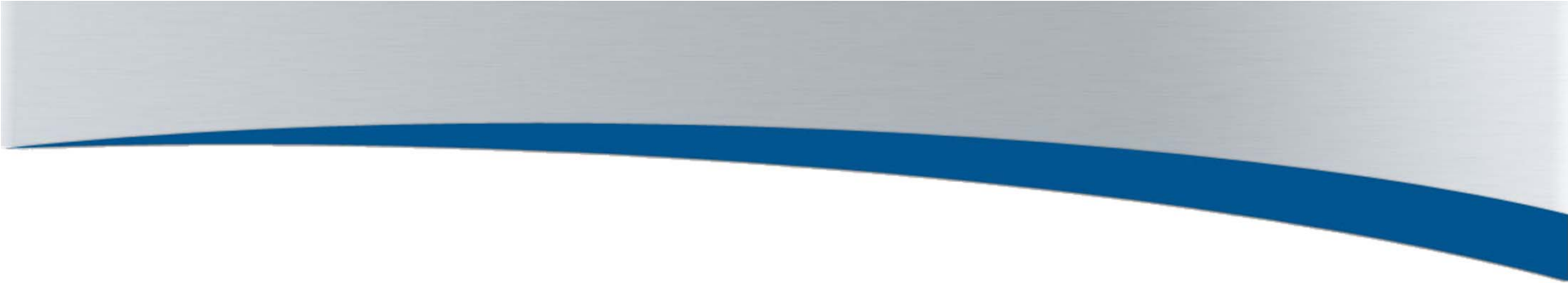


SRM

- **Proactive and reactive comms**
- **Resilient – people, processes, technology**
- **Effectively manages issues, business impact, stakeholder expectations**
- **Ensures the long-term stewardship of an organisation**

Reputation on the line





“Information flow is not through limited nodes and single points of contact that can be controlled”



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العالمية
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FACE BOOK
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**Placing comms expertise at the
heart of business recovery is an
essential ingredient**

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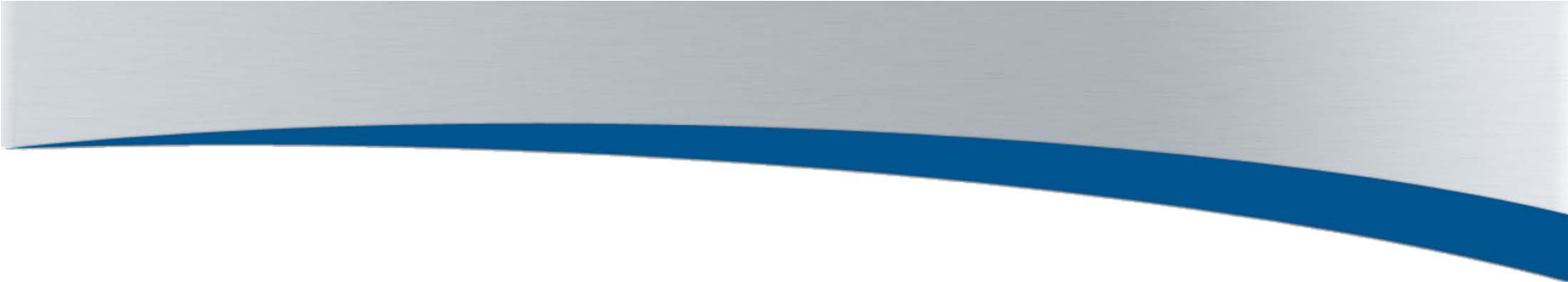
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Exxon blogs its case for deepwater drilling on eve of hearings

June 15, 2010 12:27am by [Sheila McNulty](#) | [Share](#)

ExxonMobil, the world's biggest international oil company, [joined the world of corporate blogging](#) Monday with a strong stand in defending the industry's record in deepwater drilling. The move was surprising on several fronts. Exxon does not strike one as the blogging sort, calling for input on its ideas and engaging in a conversation on an industry it has long led. But 'encouraging dialogue', it says, is the plan.



**To achieve a sustainable system
the roots of communication need
to be derived from the building
blocks and immersed in the DNA
of the company**

When it goes wrong

David Cameron vows to 'stay in touch' after accusations of arrogance

Prime minister and the chancellor George Osborne condemned by Tory backbencher for being 'arrogant posh boys'

Nicholas Watt, chief political correspondent
The Guardian, Tuesday 24 April 2012



Prime minister admits he has had a difficult month and acknowledges an 'important mistake' made during the fuel crisis. Photograph: Reuters
project.com

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A pint of milk

How much milk do you need to make a pint of milk? The answer is... a pint of milk.



A pint of beer

How much beer do you need to make a pint of beer? The answer is... a pint of beer.

A posh politician's guide to keeping it real
David Cameron and George Osborne don't



Any Questions?