



Reputation Management

Today we all operate in a Reputation Economy; a marketplace where stakeholder support is now based more on perceptions of your company than perceptions of your products or services. Who you are matters more than what you produce.

What is reputation?

Reputation is a mirror that reflects a company's ability to convince stakeholders about the current and future validity of its strategic direction. If stakeholders like what they hear and see, they support the company – resulting in an upward spiral that attracts more resources to the company. Withdrawal of their support creates a downward spiral that can lead to bankruptcy. In a nutshell, reputation not only protects the company from damage, but also multiplies the effect of any specific corporate action (marketing, communication, stakeholder relations, etc.)

Managing reputation

In this context, reputation management consists of helping an organisation be perceived as robust and sustainable by all its stakeholders, on an on-going basis.

This requires 360° coherence around corporate identity, across all departments within the organisation and across the different stakeholders outside the organisation. Any efforts a company undertakes to understand and manage the drivers of its reputation result in better and more solid business value. In Belgium, the 'Reputation Economy' is still in its infancy, only a few companies actively manage their reputation using well-organised systems and well-distributed roles. The emergence of a new function, the CRO (Corporate Reputation Officer), shows to what extent reputation management is truly becoming a valued corporate discipline.

akkanto and the Reputation Institute

akkanto is Belgium's only associate of Reputation Institute (RI), the world's leading consulting firm in the measurement and management of reputations. This partnership gives us access to a wealth of knowledge, insights, benchmarks and best practices in reputation management and measurement spanning over 30 countries and 24 key industries.



Our reputation management services

If you want to secure a sound reputation, you need to:

1. Develop an aligned identity and vision
2. Identify priority stakeholders, the impact you want to have on each group and the support you expect from them
3. Measure current reputation with all key stakeholders and identify gaps with your desired level of reputation as well as risks
4. Plan to manage your company's reputation, with clear responsibilities, processes and governance
5. Act on and execute the plan

akkanto offers support at every phase of the reputation journey, from strategic foundation to tactical execution. We offer a unique and comprehensive approach, using RI's standardised auditing methodologies combined with our sophisticated advisory services and stakeholder expertise.

For more information, please contact:

Walter Gelens, Partner
T +32 (0)2 610 10 54
M +32 (0)472 50 50 05
walter.gelens@akkanto.com

Melanie McCluskey, Senior Consultant – Reputation Expert
T +32 (0)2 610 10 53
M +32 (0)479 98 34 19
melanie.mccluskey@akkanto.com
We also invite you to consult the following website: www.reputationinstitute.com

To ensure you have the latest version, please check our website: www.akkanto.com/our-expertise/reputation-management. You will also find testimonials from companies who have benefitted from our Reputation Management offering, as well as information about the akkanto consultants who lead it.





akkanto supports your **Reputation Journey**, from vision to action

COMPANY VISION	STAKEHOLDER MAPPING	BRAND & REPUTATION AUDIT	STRATEGY & PLANNING	ACTION & EXECUTION
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What we stand for, how we act and our desired reputation

Identify stakeholders and the effect the company wants to have on each of these.

Measure reputation and identify reputational risks and opportunities

What to do, how to track, who is responsible

Where we interact with stakeholders

Determine the desired supportive behaviour from each stakeholder.



GOALS	DIRECT EXPERIENCE
GOVERNANCE	WHAT WE SAY
PROCESSES	WHAT OTHERS SAY

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Identity and vision workshop	Stakeholder analysis brainstorming session	Tailored quantitative and qualitative auditing	Put a Reputation Council in place	Development of a Reputation Action Plan

Strategic Foundation



Tactical Execution

AKKANTO SUPPORTS YOUR REPUTATION JOURNEY

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