

Reputation Audit

What is a Reputation Audit?

What is your organisation's current reputation level with each of its priority stakeholders? What is the gap between your desired reputation and the reality for each audience? What drives your organisation's reputation? A Reputation Audit allows you to answer these crucial questions.

Our Reputation Audit services

We help close the gap between how stakeholders perceive the company today, what they want from the company, and where the company wants to go. We deliver decision-support through methodologies based on rigorous research, tools and analytics, and built upon the Reputation Institute's 15 years of experience in the area of analysing perception and behaviour. We adapt our auditing methodology to targeted audiences:

- > Quantitative auditing is for audiences that can be sampled (general public, employees, citizens, clients, etc.)
- > Qualitative auditing is for audiences that are limited and where every contact counts (politics, media, etc.)

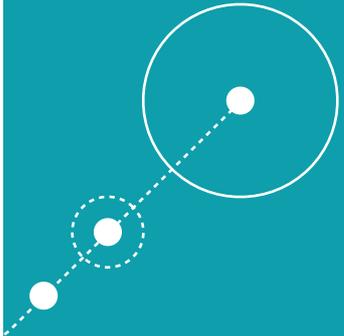
RepTrak™ - Our proprietary quantitative auditing methodology

Scientifically based RepTrak™ is a proprietary methodology developed by Reputation Institute and used by akkanto to quantitatively measure reputation across stakeholders, countries and industries. RepTrak™ is built around three psychological pillars:

- > Emotional bonding: the strength of the link between the target group and the organisation (Rep Pulse)
- > Rational assessment: how the target group justifies this level of emotional bonding (reputation drivers)
- > Consequent behaviours: in what way and to what extent does the target group turn its attitude to the organisation into concrete behaviours (supportive behaviours)

RepTrak™ has been especially designed to adapt to a company's particular situation and stakeholders.





Customised RepTrak™ tools – designed to measure specific issues

Our RepTrak™ model, and the global database behind it, support a level of normative depth in stakeholder perception and behaviour analysis that is unmatched in the field of corporate reputation.

akkanto & qualitative auditing

akkanto has established experience with qualitative interviewing with a broad range of stakeholders in Belgium and abroad, via face-to-face conversations, telephone interviews and focus groups. These can be combined with a quantitative audit.

Deliverables of quantitative and/or qualitative audits

- An analysis of reputation drivers per stakeholder group
- Your organisation's performance in these key areas
- A quadrant analysis for the sample and/or each stakeholder group
- Recommendations for an action plan to enhance your current reputation level and make it an active and actionable KPI
- Comparison with benchmark organisations
- In-house seminar on reputation and reputation management with your score or results as the basis

Practical information

Cost

Quantitative auditing: reports start from €20,000 per stakeholder group

Qualitative auditing: tailored price upon request (depending on size and reachability of the target group)

Timeframe

Six weeks

Remark

Auditing is the third phase of the reputation journey, but can also be performed as a stand-alone action.

For more information, please contact:

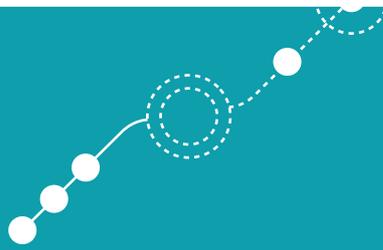
Walter Gelens, Partner
T +32 (0)2 610 10 54
M +32 (0)472 50 50 05
walter.gelens@akkanto.com

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 Audit offering, as well as information about the akkanto consultants who lead it.

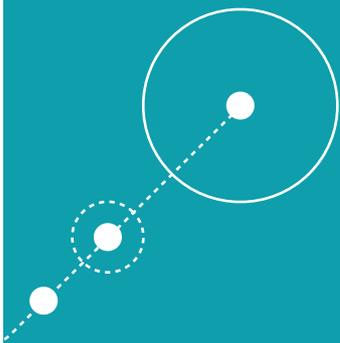




RepTrak™ tools for Reputation Audit

TOOL	STAKEHOLDER	OBJECTIVE
The Company RepTrak™	General public	To measure how you are perceived by the general public in one or more countries. Benchmarks and drivers are delivered via a quadrant analysis (action framework)
The Workplace RepTrak™	Multiple stakeholders	To measure how you are perceived as an employer, while identifying the drivers influencing perceptions and workforce behaviours
The Alignment Monitor™	Employees	To track progress towards higher levels of employee alignment with your corporate strategy. It assesses the degree of supportive behaviour, rooted in awareness and understanding of your strategic intents
The Media RepTrak™	Media	To assess the impact of media coverage on your reputation
The RepTrak™ Risk	Internal users	Online decision support tool to help you evaluate intangible risks in real time. It provides a common cross-organisational framework for prioritising and mitigating risks, as well as a standardized approach to risk reporting
The Country RepTrak™	General public/ multiple stakeholders	To measure perceptions of a country or region among priority stakeholders in order to gauge overall reputation, determine drivers of reputation and determine priorities for reputation-based branding and communication
The City RepTrak™	General public/ multiple stakeholders	To assess the reputation of a city with stakeholders. Insights generated through the City RepTrak™ study provide the first steps to developing a strong city reputation





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