

**Course Overview:**

Managing your reputation is vital for building strong relationships with your customers, supporters and funders. What are the key issues that affect your company's reputation and how do you measure how well you are doing in the minds of clients and competitors.

**Course Objective:**

This course will help you recognise what your reputation is based on, how to measure it and how to build and protect it. You will understand how to develop a reputation strategy as part of an overall communication strategy and identify the factors that contribute to reputation (such as quality of service, brand identity, governance, internal and external communication and corporate social responsibility) and how to ensure they are focused to create a powerful reputation for your organisation.

**Course Outline:**

- what is 'reputation'?
- Reputation as a 'strategic asset'
- The importance of good governance
- The links between brand, reputation and quality of service
- Auditing your organisation's reputation
- Measuring reputation
- Identifying what your reputation rests on
- Creating a reputation strategy
- Identifying key strategic issues relating to your organisation's reputation
- Putting it into practice
- Inclusive communication
- Monitoring your reputation on a regular basis
- Using quantitative surveys
- Using qualitative methods
- Protecting your reputation

**Who Should Attend:**

This course is for anyone with communications responsibility, and also for managers with an outward facing brief – e.g. those responsible for customer care. It will also be helpful for anyone in a senior management or board role who wants to take practical steps to build their organisation's reputation.

**Training Language:**

EN / AR

**Training Methodology:**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation