



Reputation Management & Strategic Communications

► Training Details

Training Course Overview

Become a master of reputation building with this cutting edge course. Reputation builds competitive advantage. Organizations with high reputations do better financially, attract and keep talent at lower costs, have lower costs of capital, and more easily gain support from government and other stakeholders. Organizations that do not manage their reputation have it managed for them by competitors, critics or others. Reputation is the perceptions in the mind of stakeholders. Reputation management combines elements of strategy, management, marketing, customer service, communications, and human resources. It involves aligning the goals, values and behaviours of your organisation to build credibility and trust among stakeholders.

Training Course Objectives

By attending this Anderson training course, delegates will be able to:

- Accurately assess the strategic impact of communications on reputation
- Measure and map stakeholder perceptions
- Develop a communications plan to develop reputation in line with your vision and mission
- Produce a clearly reasoned reputational defence plan and implement it
- Describe and deliver a centre of business excellence for organisational reputation alignment

Designed For

This Anderson training course is suitable for a wide range of professionals but will greatly benefit:

- Communications specialists (internal and external)
- Managers who are concerned to develop their reputation in line with the enterprise
- HR professionals with a concern for the impacts of reputation
- Senior managers with a concern for organisational reputation
- Departmental managers
- Project managers

► Training Course Outline

Amongst a wide range of valuable topics, the following will be prioritised:

- What is reputation and how is it valued?
- Reputation audits - what they reveal
- The strategic drivers of reputation
- Stakeholder mapping - Identifying touchpoints and moments of truth
- Internal alignment and testing for organisational alignment
- Matching strategy to tactics
- Crisis reputation management
- Business and reputation recovery
- Influencer relationships

► The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

► INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

Email: inhouse@anderson.ae

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