



not so fast, Joan....



the
ULTIMATE
rePUTAtION
guide

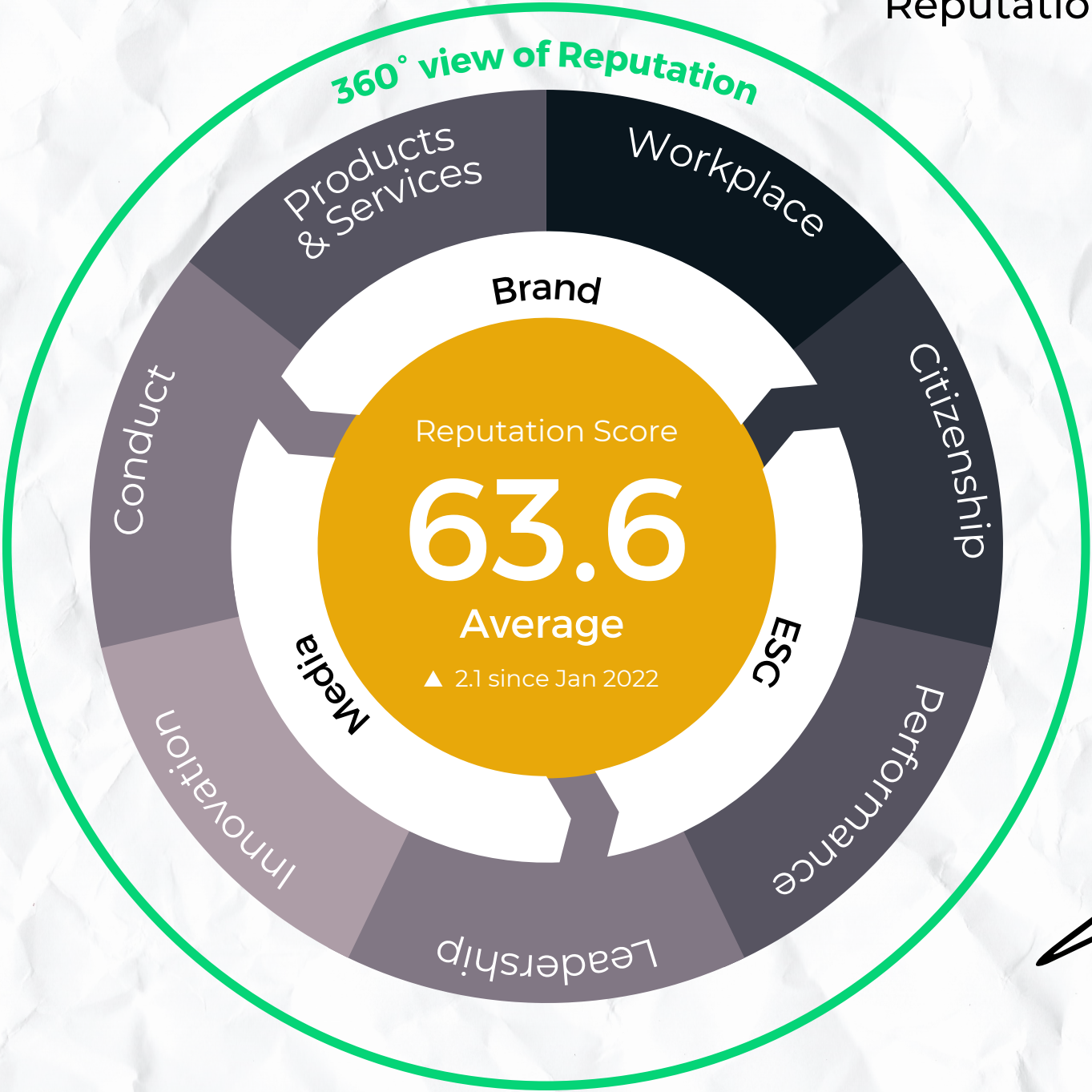


RepTrak

THE FAST FACTS

**WE'VE BEEN MEASURING AND MONITORING REPUTATION
FOR MORE THAN TWENTY YEARS.**

Now, we're sharing our insight and techniques in our Ultimate Reputation Guide.



These factors provide the structure for RepTrak's reputation monitoring platform, providing a Reputation Score on a scale of 0-100. With or without our software and advisory team, you can start assessing and improving your reputation.





Products & Services

The quality and value of its products & services, including customer experience and client support.



Innovation

How innovative a company is, whether it is first to market, and adapts quickly to change.



Workplace

The extent to which a company cares for employees' health & well-being, and its ability to offer fair rewards and equal opportunities.



Leadership

A company's vision, the quality of its leader and managers, and managerial effectiveness.

DRIVERS OF REPUTATION



Conduct

A company's ethics, including fairness, openness, and transparency in its business practices.



Citizenship

How environmentally-friendly a company is, its ability to support good causes, and have a positive impact on society.



Performance

A company's financial results, including profitability and growth prospects.

BRAND AND REPUTATION ARE NOT THE SAME.

Brand is developed from the inside out, reputation from the outside in.

BRAND

The unique promise a
company crafts and
makes to its stakeholders



REPUTATION

The degree to which a
company fulfills its promise in
the eyes of its stakeholders



ESG MAKES UP THE WARM FUZZIES AROUND YOUR ORGANIZATION – AND IT IMPACTS **EVERYTHING**.

ESG (Environmental – Social – Governance) is an evaluation of whether an organization is conducting business in an ethical manner.

ENVIRONMENTAL

- Reduces environmental footprint
- Protects the environment
- Responsibly uses natural resources

SOCIAL

- Improves people's lives
- Cares for its employees
- Offers equal opportunities

GOVERNANCE

- Positive economic contribution
- Ethical and fair business practices
- Operations and supply chain transparency

36%

*have felt betrayed
by what a company
stands for*

47%

*have stopped
doing business
with a company as
a result*

63%

*prefer to buy from
companies that reflect
their values and will
avoid those that don't*

REPUTATION AND **MEDIA** HAVE A POWERFUL CROSS-INFLUENTIAL RELATIONSHIP.

What is being said and published about your company influences your reputation, and vice versa.



70%

In 70% of cases, Media Reputation Scores are a leading indicator to the directionality of the perception Reputation Scores in the following 1-3 months.

**WHEN YOU KNOW WHERE YOU ARE, YOU CAN
CONFIDENTLY MOVE IN THE RIGHT DIRECTION.**

Reputation naturally ebbs and flows, so any form of reputation monitoring and measurement (like RepTrak), allows for a new level of insight and action.



“

"Understanding your reputation enables companies to embody the new maxim of stakeholder capitalism, and not the legacy approach of shareholder capitalism. Increasingly the former, encompassing the requirement to do the right thing, is a central tenet to being successful as a company."

”

Harry Foster

SVP, Head of Advisory EMEA
The RepTrak Company



YOUR REPUTATION MANAGEMENT JOURNEY STARTS **NOW**.

HOW REPTRAK CAN HELP

RepTrak tracks reputation in near real time, meticulously monitoring your Reputation Drivers, ESG, brand, and Media interactions and how your efforts and communication impact your broader reputation.



**DOING AND
SAYING THE
RIGHT THING IS
GOOD BUSINESS**

— The RepTrak motto

Check out our full Ultimate Reputation Guide for more context on these elements, to-do lists, and advice from our internal reputation experts.

YOUR REPUTATION TO-DO LIST

- Read our Ultimate Reputation Guide
- Consider, prioritize, and communicate efforts related to the 7 Drivers of Reputation
- Take a cross departmental approach to reputation
- Reflect on your brand persona and expressiveness, and be honest.
- COMMUNICATE REGULARLY the wins and the shortcomings
- Gather and analyze reputation data wherever you can
- Elect reputation leaders to share and advocate for this data
- Prepare for future trends and demands on reputation
- Consider a tool like RepTrak to monitor, track, and inform reputation management strategy