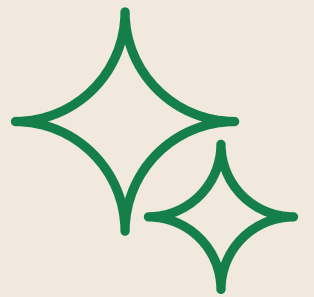
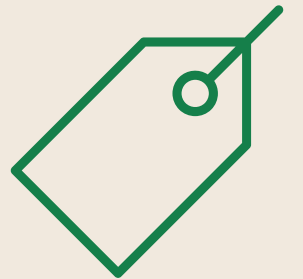


# grow your reputation

with these **4**  
quick tips





# leverage mega-trends

Stakeholders are just as tuned in to regional and industry trends as your company is.

Analyze your company's strengths to **leverage these trends** so they work in your favor. Your stakeholders will reward you for addressing their concerns.





# be authentic

Stakeholders want companies to be authentic and transparent about the situations they're facing.

Openly communicating with consumers is mutually beneficial. It's a critical success factor that builds trust with stakeholders and will, in turn, contribute to long-term reputational growth.





# practice two-way communication

Transparency is the bedrock of trust. Corporations must **proactively communicate** their strategies for managing an array of consumer worries.

But listening to your stakeholders will help you know what, where, and how they need to hear from you.





# esg is still important

Call it what you want, but environmental, social, and governance efforts are crucial to a thriving corporate reputation.

In periods of economic instability, consumers show increased sensitivities to economic and social challenges. Demonstrating a commitment to social and environmental responsibility is not just a moral imperative but a strategic one, and a driver of reputational growth.





# why does reputation matter?

Reputation is no longer intangible, it's a quantifiable metric universally recognized and accepted for its value. Companies need to understand how it impacts them if they want to thrive in the modern business world.

RepTrak's pairing of advanced metrics and reputation advisors provides crucial insight that informs powerful and practical strategy — so you know exactly how to grow an internationally renowned reputation.

Doing and saying the right thing is good business.





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