



The Value of Trust and Reputation

COMM 386R

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In the News



Bell Pottinger is a leading integrated, international reputation management agency

We help shape our clients' reputations, engage with diverse stakeholders across multiple channels, tell effective stories and run creative campaigns to enhance their brand and deliver commercial success.

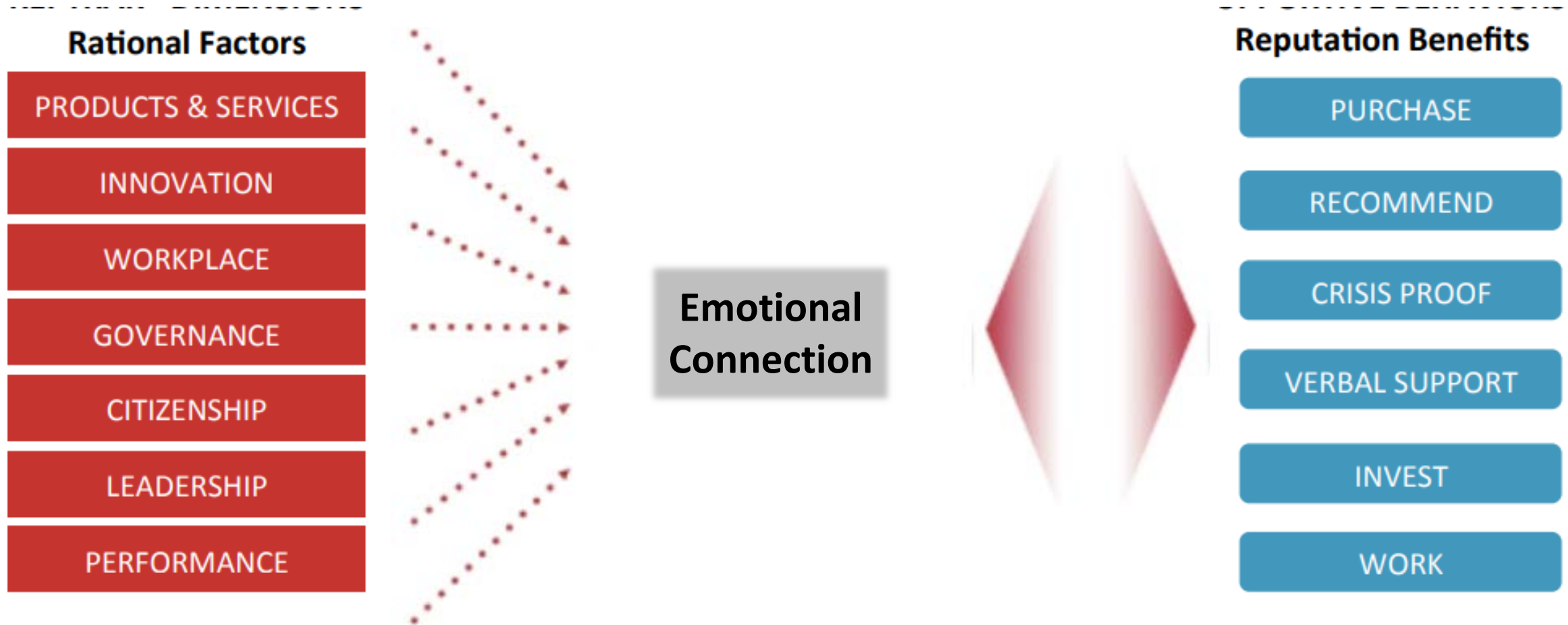
Agenda

1. Factors that shape reputation
2. Benefits of a strong reputation
3. Key changes in reputation and brand
4. Model: embedding organizational trust
5. Changes in reputation and brand

What shapes an organization's reputation?

**What benefits does an organization reap
from a strong reputation?**

Shaping Reputation – and Reaping Benefits



How Corporate Reputation Links with Stakeholder Support



@BPGlobalPR



Safety is our primary concern. Well, profits, then safety. Oh, no – profits, image, then safety, but still, it's right up there.



140

Tweet

“You know the best way to get the public to respect your brand?”

“Have a respectable brand.”

– Leroy Stick, aka @BPGlobalPR

A MODEL OF ORGANIZATIONAL TRUST

Organizations that weave trustworthiness signals into all elements of their infrastructure and core processes, over time, earn reputations of trust with their stakeholders.



Exercise










- Pair up and discuss the article you chose from the Reputation Institute's news feed
 - Share main points of the story: who, what, when, where, why, how
 - How was reputation enhanced or damaged?
 - What was the effect on the organization's worth?
- What could the organization do to (further) build organizational trust?
 - Refer to the model for embedding organizational trustworthiness

Key Changes in Reputation and Brand

1. From “image is everything” to “reality is everything”
2. From consumers to prosumers
3. From employees to advocates
4. From buying media to earning it
5. From “talking at” to “listening to”
6. From controlling to collaborating
7. From local to global
8. From who to where
9. From discrete targeting to open access
10. From profit to purpose



The 10 Companies with the Best Reputation in the World

Rank	Home	2017	Pulse Score
1	Switzerland	 ROLEX	80.38
2	Denmark	 LEGO	79.46
3	United States	The <i>WALT DISNEY</i> Company	79.19
4	Japan	Canon	78.28
5	United States	 Google	78.22
6	Germany	 BOSCH	78.12
7	Japan	SONY	77.74
8	United States	 intel	77.74
9	The United Kingdom	 Rolls-Royce	77.66
10	Germany	 adidas	77.27



“Smart companies will out-behave their competitors – and act before someone acts on their behalf.”

– David Jones, CEO, Havas, and Founder, One Young World

Reminder

By next class: Decide if you wish to do Stakeholder Engagement Analysis on your own or with a partner

