

# Reputation Risk Audit

A strategic process to map the unknown risks to your organization's reputation, and protect the reputational assets critical to your success.

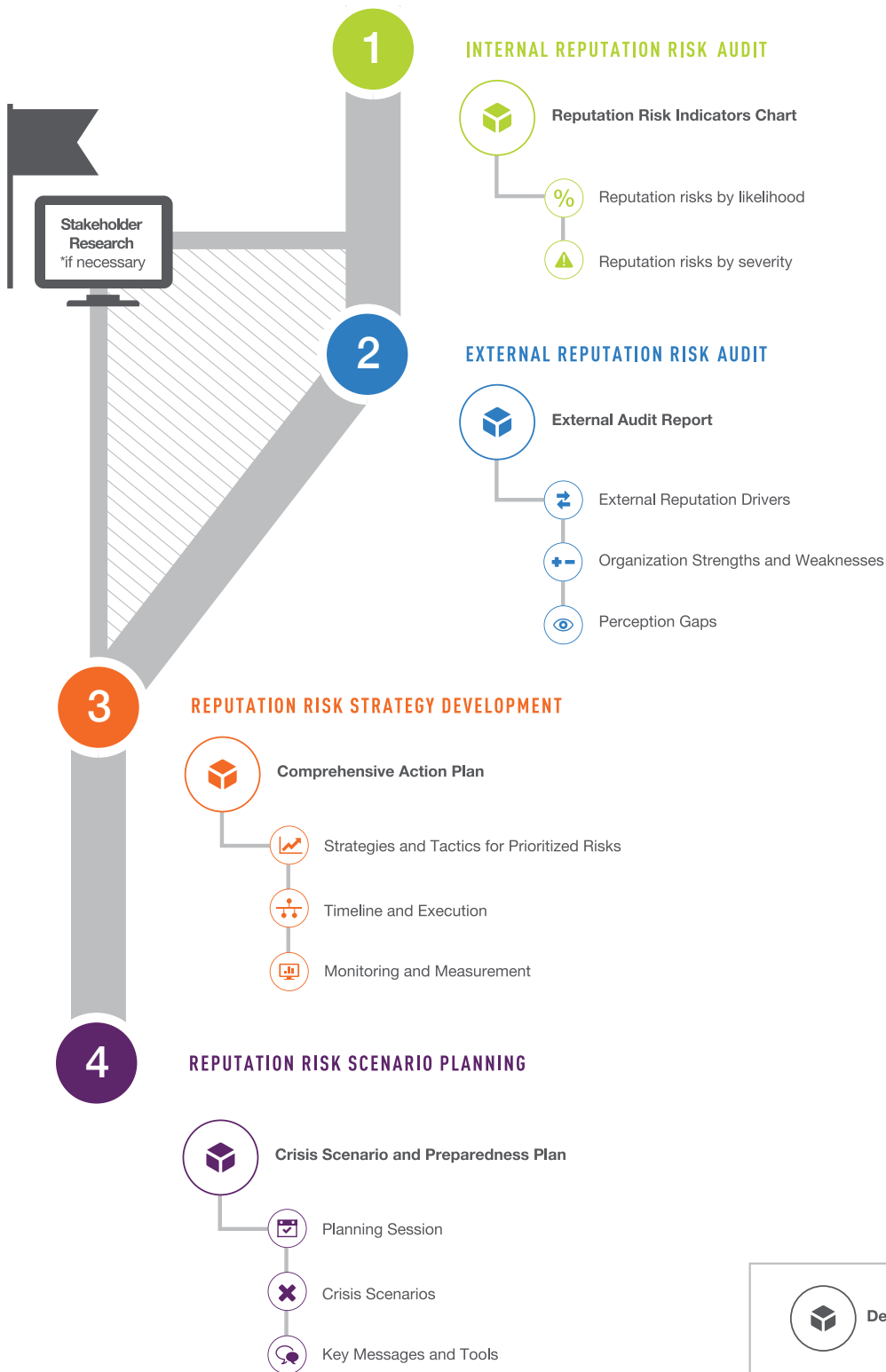
You actively manage the risks you know about.  
But what about the risks you don't?

Leaders monitor the vital signs of their organization to manage financial, operational and legal risks, yet they often forget the most important asset: reputation. Reputation risk is considered the "risk of risks" by the **Economist Intelligence Unit**. Reputation can be a competitive advantage, or the most significant threat to an organization and its ability to achieve its goals.

Reputation is an abstract concept that is determined by your stakeholders' expectations and perceptions, yet has a tangible impact on your organization. A healthy, resilient organization must do more than manage its brand; it must apply an enterprisewide focus on measuring and managing reputational risks to an organization's health.

**Organizations that only focus on reputational risk in times of crisis miss the opportunity to build resilience and prevent negative impacts to the business.** Standing Partnership's Reputation Risk Audit analyzes your reputational strengths and vulnerabilities in order to identify blind spots. Then, we provide a strategy to mitigate these risks – whether it starts as a market shift, misunderstanding in the community of your value to society, or misalignment among your employees with your direction for the future.

# Standing Partnership's Reputation Risk Audit





## Deliverables

1

### INTERNAL REPUTATION RISK AUDIT

We identify the reputation drivers and risks for your organization by examining leadership perceptions of risk, your business strategy, mission, policies, and any existing employee research to measure alignment among leadership, management and employees.

2

### EXTERNAL REPUTATION RISK AUDIT

We uncover potential external impacts from the industry, regulatory or political environments by conducting a thorough audit of your industry and a set of competitors. We gain additional insights on current perceptions of your organization through stakeholder interviews, and comparison of those stakeholder perceptions to the reputation drivers will identify misalignment that could pose a reputation risk.

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### STAKEHOLDER RESEARCH

If gaps in data related to stakeholder perceptions are uncovered, more in-depth research may be required to inform the plan and probe on perceptions that lead to reputation risk. This research can range in scope and execution.

3

### REPUTATION RISK STRATEGY DEVELOPMENT

We develop an actionable strategic plan to monitor, mitigate and manage reputation risks in order to proactively protect your reputation and to support business growth strategy.

4

### REPUTATION RISK SCENARIO PLANNING

We outline a crisis response process and communications framework that will enable your organization to react quickly and effectively if a reputation risk develops into a crisis. The crisis preparedness plan establishes a clear direction on how to proceed when faced with a crisis, assessment tools that help team members collect all essential information, and key messages and other tools necessary to enable resiliency during and following a crisis situation.

#### REPUTATION RISK INDICATORS CHART

An analysis of the reputation risks to your organization scored by potential likelihood and severity of impact to the business operations and goals.

#### EXTERNAL AUDIT REPORT

Summary of the key reputational drivers for your industry sector, competitive set, and your organization, and the strengths and weaknesses of the organization.

#### RESEARCH FINDINGS REPORT

Analysis of stakeholder perceptions that validates or identifies reputation strengths and weaknesses, and helps set strategy and measurement.

#### COMPREHENSIVE ACTION PLAN

A detailed and actionable reputation risk strategy plan for monitoring, measuring and managing the identified reputation risks and protecting the reputational assets of the organization.

#### CRISIS SCENARIO AND PREPAREDNESS PLAN

A strategy, messaging and process for effective crisis response for each key reputation risk scenario.

# standing partnership

*building, protecting  
& restoring reputations*

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