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**REPUTATION INSTITUTE GRANTS QATAR INTERIOR MINISTRY
CERTIFICATE FOR INTEGRATING REPUTATION MANAGEMENT SYSTEMS
IN ITS OPERATIONAL PROCESS**

CAMBRIDGE, MASSACHUSETTS — (January 18, 2017) – US based Reputation Institute granted the Qatari Ministry of Interior completion certificate as the first interior ministry in the world that integrates reputation management systems in its operations through a series of stage-wise specialized processes wherein the ministry identified its primary stakeholders accurately and analyzed the public trends and impressions about the services provided by the Ministry in the various areas internally and externally.

The certificate was granted in the first week of December at a special ceremony held at the headquarters of the General Directorate of Civil Defense in the presence of a number of security leaders and the team in charge of following up the work of the project, consisting of the Departments of public Relations and Strategic Planning.

The project focuses on how the flow of information between the ministry and various categories related to its services and activities, ranging from workers in the ministry to the rest of the beneficiaries, in a way to ensure the provision of correct and adequate information about the ministry and its services in different areas at a time when multiple sources of information became the most important challenge faced by institutions in image building and reputation.

The project, which lasted for more than two years included a variety of methodological and research programs targeting stakeholders that have been identified accurately as the most influential in building a mental perception and reputation of the Ministry of Interior, namely, (citizens, customers, tourists, employees, the media, and human rights organizations) in addition to the benchmarking to a number of regional and international ministries and police forces of the similar nature.

The US-based Reputation Institute carried out the scientific research employing manual and electronic questionnaires, interviews and media content analysis, which has helped to provide evaluative information on the image of the Ministry and its reputation among all parties, in addition to the secretion of many of the proposals and recommendations that will contribute in developing and improving performance indicators Interior Ministry and the competent organs.

Alongside the project, more than five specialized workshops were conducted with a targeted model for measuring the reputation of the Ministry of Interior among the relevant stakeholders, with the participation of representatives of all competent departments at the Ministry and experts from the Reputation Institute. The model of image building and institutional reputation management of the Ministry was adopted in accordance with six main themes such as development, service, leadership, citizenship, governance, business environment as well as emotional aspects like respect, admiration, feeling and trust. Each of the above mentioned themes are denoted with specific measurement points linking performance measurement with the general impression among the targeted people.

Speaking at the ceremony, Mr. Nicholas Trad, representative of the Reputation Institute, lauded the achievements of the Qatar Ministry of Interior of noticeable progress in building an image of institutional reputation. He pointed out that it has made a great leap in this area becoming the first interior ministry in the world that assimilated modern reputation systems in its operations. Mr. Nicholas added that the modern "reputation management" theory is based on the management of relationship between the "reality of the institution" and "the impression of the public about it". The Reputation Institute has developed models and precise criteria in this framework that are adopted by the major institutions in the region and around the world.

From his part, Brigadier Abdul Rahman Al-Sulaiti, Director of Strategic Planning Department at the Ministry of Interior said that this project was designed in line with the strategic plan of the Ministry, which constitutes "building an image" as one of its most important features, and this project would play a key role in the development of all departments in the ministry that support and enhance the competitive value of the services they offer.

During his remarks on the latest developments in the field of public relations due to the evolution of the communication media, Brigadier Abdullah Khalifa Al-Muftah, Director of Public Relations Department of the Ministry of Interior pointed out that the multiplicity of information sources and the difficulty of controlling the flow of information have grown to be the most important challenges that the decision makers face in the world. He added that this has resulted in making significant impact on the image building and shaping of impressions and attitudes.

He stressed that the Ministry of Interior was keen to keep its communication channels open to the public in order to promote the principle of transparency and credibility in the media service of the Ministry. He also reviewed the most important features of information strategy of the Ministry in the coming years and the recommendations and proposals aimed at creating a positive relationship between the Ministry and the public based on a scientific measure that included different segments of the people.

Brigadier Abdullah Al-Muftah added that the Ministry would continue to move forward in the execution of image building and reputation management project through operational plans and programs that will be integrated into the featuring Strategy of the Ministry of Interior 2017-2022.

He announced that the Ministry of Interior will be the first interior ministry that initiates the formation of an office for the management of institutional reputation within the organizational structure of the Public Relations Department. The functions of this office include managing this project and the placement of programs and plans along with enforcing the recommendations and proposals into operational programs in order to reach the desired goals.



Nicolas Georges Trad, Executive Partner
at Reputation Institute



Brigadier Abdullah Khalifa Al-Muftah, Director of Public Relations
Department of the Ministry of Interior



Brigadier Abdul Rahman Al-Sulaiti, Director of Strategic Planning
Department at the Ministry of Interior

About Reputation Institute

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: <http://www.reputationinstitute.com>

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