

Does Your Reputation Matter?

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“If you lose money for the firm by bad decisions, I will be very understanding. If you lose REPUTATION for the firm, I will be ruthless.”

Warren Buffet
August 26, 1991

What is Reputation?

REPUTATION – An outcome variable often used as a dependent variable in public relations research dealing with the public's perception of some source's credibility, trustworthiness, or image based on the source's behavior.*

* SOURCE: *Dictionary of Public Relations Measurement and Research*, By Dr. Don W. Stacks (Ed.)

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What is Reputation?

- Reputation is affected internally AND externally focusing on three areas:
 - **INFLUENCE** – the capacity or power of persons or things to be a compelling force on or produce effects on the actions, behavior, opinions, etc., of others
 - **IDENTITY** – the sense of self
 - **IMAGE** – the general or public perception of a company, public figure, etc.

What is Corporate Reputation?

- **Influence**

- The influence of media and communications on perceptions of the organization

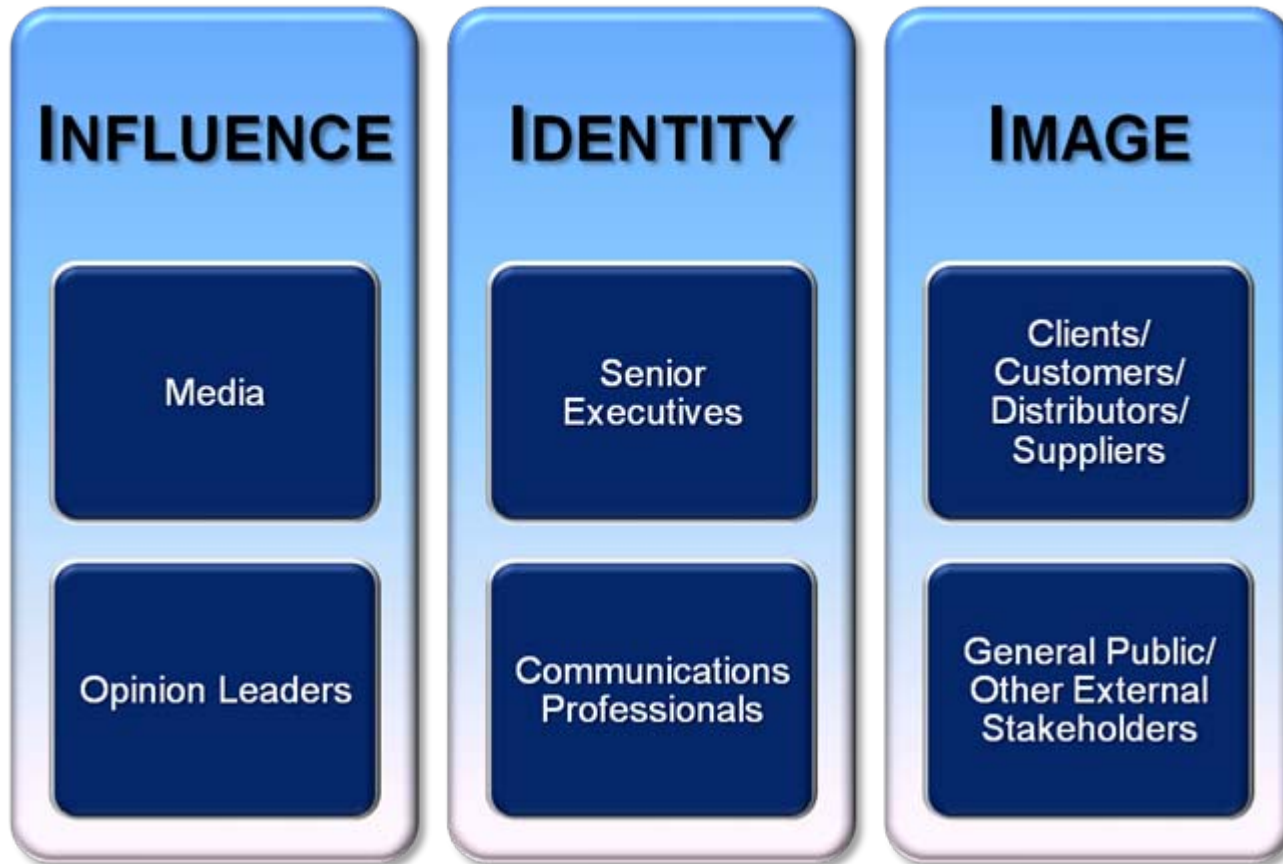
- **Identity**

- How the organization sees itself

- **Image**

- Perceptions of an organization AND its competitors among key target stakeholder groups

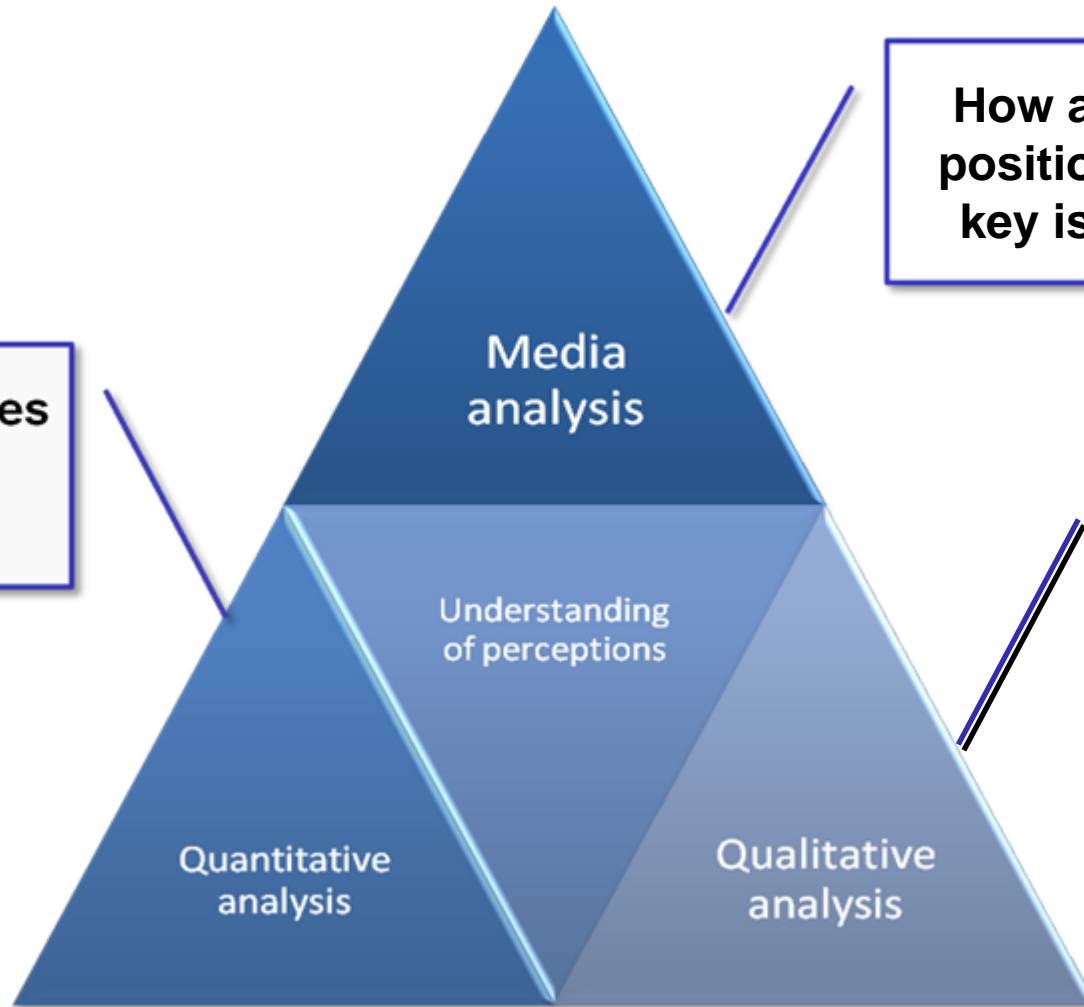
What is Corporate Reputation?



The Echo Approach to Measurement

- **INFLUENCE:** Review of portrayal of organization in the media
 - Media Analysis
- **IDENTITY:** Analysis of how organization sees itself in the marketplace for corporate and brand identity
 - Desk Review
 - Executive Interviews
- **IMAGE:** Assessment of image of organization, their competitors and the industry overall among target audiences
 - Stakeholder Research

Measuring Corporate Reputation

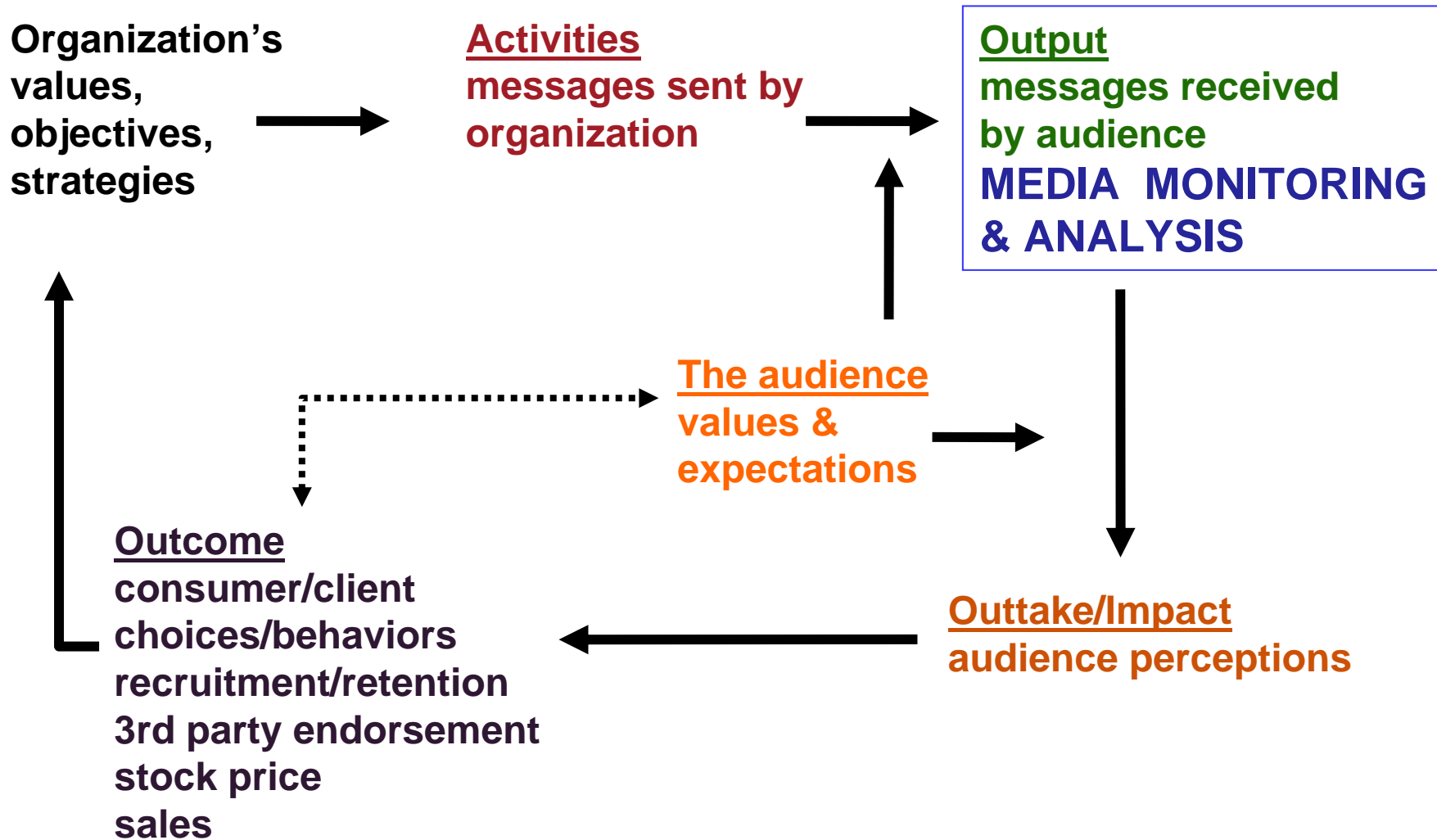


How are you positioned on key issues?

What motivates the target market?

What is the essence of your “brand”?

Influences on Reputation





Questions



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