

Reputation Governance

A growing Boardroom challenge

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2016 HAS SEEN A TIDAL WAVE OF STAKEHOLDER SCRUTINY

CORPORATE GOVERNANCE FAILURES HAVE INCREASING REPUTATIONAL IMPACTS

7

Our research found that the Board of directors should be responsible for the company's integrity and directors should see the organisation's reputation as an extension of their own

2

Why governance frameworks fail



Excessive compliance and control



Short-termism emphasised by quarterly reporting



Corporate purpose and values not properly anchored



Stakeholder expectations not sufficiently taken into account

8

100%

think that culture has the greatest influence on corporate governance

"Setting out expectations is the easy part. It is much harder to ensure they are nurtured and lived."

Board Member

ALIGN DEEDS WITH WORDS

3

Three trends driving stakeholder scrutiny



Acceleration and globalisation of standards & information processes



Greater transparency



Declining confidence and trust in businesses

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Boards that govern reputation effectively have the: **right mind-set, right plan, right skills, right questions, right team, right tools**, in order to make **the right choices**

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We believe a reputation-driven approach to governance helps to establish a culture where each individual acts with integrity, in order to nurture mutually beneficial stakeholder relationships for greater organisational value

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85% agree

managing corporate reputation is more important and challenging today

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LESS THAN 50%

feel confident that the Board has the understanding and tools to effectively oversee reputation

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So think about where you are on the reputation governance journey



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90% claim

reputation isn't built into performance evaluation of the leadership team

If you're looking to advance your reputation governance journey, call ReputationInc: +44 (0)20 7024 2600