

“Business experience and research has demonstrated time and again that a good reputation helps a company sell its products, recruit the best and the brightest, and attract the most desirable business partners”.*

Reputation is no longer a fuzzy ‘nice thing to have’. Nowadays it is widely accepted that reputations have a definable value to any organisation - whether it be a company or an industry body.

If an enhanced reputation can give your organisation a competitive advantage then you need to be using a range of corporate communication tools to ensure you achieve - and maintain - the reputation you desire.



1

Do you seek to be regarded more favourably than peer or competitor organisations?

Why is it that some of your peers and competitors seem to do better in gaining attention and recognition? Usually it's because organisations that are perceived to be leaders earn it - through hard work and commitment. Ask yourself:

- Do we understand reputation? How is it different from image? How is it built?
- Are we prepared to act like a leader and be active in the public domain?
- Are we willing to commit to long term initiatives that engage our stakeholders?

2

Do you want to bring more structure and focus to your corporate communications?

Seldom does a good reputation just happen - or sustain itself. It needs to be built, managed and nurtured through a PR-led planned corporate communications program. Questions to pose include:

- Have we analysed and determined how we want to be seen and by whom?
- Has management agreed to standard messages that reflect the vision, values and actuality of the organisation?
- Is communication to key stakeholders and audiences planned, continuous and committed?

3

Do you have the tools that will enable you to build - and defend - your reputation?

It's one thing to decide to more actively participate in your industry or in the public arena - it's another to be able to leverage the opportunities or cope with difficult situations eg:

- Do you have the capability and resources to gain positive media exposure?
- Are senior management equipped to adequately handle media?
- Is the organisation capable of reacting to a crisis?



WHAT WE DO Network PR's corporate communication services combine a mix of strategic counselling, communication support and training.

They include:

SERVICE	STRATEGIC VALUE
→ COMMUNICATIONS PLANNING	Ensures that PR plans effectively support the organisation's business plan
→ CORPORATE SOCIAL RESPONSIBILITY	Develops or leverages initiatives that enable the organisation to build its reputation with key stakeholders
→ CRISIS MANAGEMENT	Protects the corporate reputation by identifying organisational and operational vulnerabilities and equips the organisation to manage them
→ MEASUREMENT AND REPORTING	Ensures that PR outputs are valued by others within the organisation
→ MEDIA RELATIONS	Delivers desired corporate publicity and desired messages through relevant media
→ MEDIA TRAINING	Prepares company spokespeople for effective media engagement
→ MESSAGE DEVELOPMENT	Delivers a concise set of corporate messages that ensures consistent communications
→ NEWS ROOMS	Gives media interactive access to company information and people
→ ORGANISATIONAL CHANGE	Communicates the right messages to the relevant audiences and stakeholders
→ SPONSORSHIP DEVELOPMENT AND MANAGEMENT	Ensures that any sponsorships undertaken support corporate and brand positioning
→ STAKEHOLDER COMMUNICATION	Delivers appropriate messages to each stakeholder group

Additionally, Network PR delivers one-off counselling services in the following areas:

Communication Effectiveness:

- Evaluating the effectiveness of existing communication programs.
- Setting up evaluation and measurement procedures and processes.
- Auditing the job specifications and skill sets of communication executives.

Organisational Structure:

- Reviewing existing organisational structures and job positions.
- Recommending new organisational structures and job positions.
- Managing the change process where the communications function is restructured.
- Job responsibility architecture.