



STRATEGIC REPUTATION RISK MANAGEMENT AND MITIGATION TRAINING COURSE

23 - 27 Nov 2026

KUALA LUMPUR

5200 € (PER PERSON)

REF: #PR8732_169615



COURSE INTRODUCTION / OVERVIEW:

In today's hyper-connected world, corporate reputation is a critical yet fragile asset that can determine an organization's success or failure. This intensive training course provides a comprehensive framework for identifying, assessing, managing, and mitigating reputation risks before they escalate into crises. Moving beyond traditional public relations, the curriculum delves into the strategic integration of risk management, corporate governance, and stakeholder engagement. As articulated by renowned academic Charles Fombrun in his seminal work, "Reputation: Realizing Value from the Corporate Image," a strong reputation is a source of competitive advantage. This program, offered by BIG BEN Training Center, is designed to empower professionals with the tools and strategies to proactively build a resilient corporate reputation. Participants will learn to navigate the complex landscape of digital media, stakeholder expectations, and ethical challenges, transforming reputation management from a reactive function into a core strategic driver of long-term value and organizational sustainability.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Chief Risk Officers and Risk Managers.
- Public Relations and Corporate Communications Directors.
- C-Suite Executives (CEOs, CFOs, COOs).
- Legal Counsel and Compliance Officers.
- Marketing and Brand Managers.
- Investor Relations Professionals.
- Human Resources Leaders.
- Board Members and Corporate Governance Committees.
- Operations Managers and Department Heads.

TARGET SECTORS AND INDUSTRIES:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Technology and Telecommunications.
- Consumer Goods and Retail.
- Energy, Oil, and Gas.
- Governmental and Public Sector Agencies.
- Professional Services and Consulting.

- Hospitality and Tourism.
- Manufacturing and Industrial Sectors.



TARGET ORGANIZATIONS DEPARTMENTS

- Risk Management Department.
- Public Relations and Corporate Affairs.
- Executive Leadership and Strategy.
- Legal and Compliance Department.
- Marketing and Communications.
- Investor Relations.
- Human Resources.
- Internal Audit and Governance.
- Customer Service and Experience.

COURSE OFFERINGS:

By the end of this course, the participants will have able to:

- Develop a comprehensive reputation risk management framework.
- Conduct thorough reputation risk assessments and stakeholder analysis.
- Design proactive strategies to build and protect corporate reputation.
- Master crisis communication techniques for various scenarios.
- Effectively manage online reputation and social media risks.
- Integrate ESG principles into reputation management strategies.
- Measure and report on reputation risk using key performance indicators.
- Lead post-crisis recovery and reputation repair initiatives.
- Foster a corporate culture that champions ethical conduct and transparency.
- Align reputation management with overall business objectives and governance.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring participants can immediately apply their learning. We employ a blended approach that combines expert-led instruction with hands-on activities. The course is built around real-world case studies of corporate successes and failures, allowing for in-depth analysis and discussion of effective reputation risk management strategies. Participants will engage in collaborative group exercises, such as developing a crisis communication plan and conducting a simulated risk assessment. Interactive workshops and role-playing scenarios, including mock press conferences, will provide a safe environment to practice and refine critical skills. The learning process is reinforced through peer-to-peer feedback, facilitated discussions, and personalized coaching from our experienced instructors. This immersive methodology ensures a deep understanding of theoretical concepts and the practical competence to implement them effectively within any organization.

COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF REPUTATION RISK MANAGEMENT



- Defining Reputation as a Strategic Asset.
- The Intersection of Brand, Image, and Reputation.
- Understanding the Modern Risk Landscape.
- Key Drivers of Reputation Risk in the Digital Age.
- The Financial and Operational Impact of Reputational Damage.
- Introduction to Reputation Risk Management Frameworks.
- The Role of Corporate Governance and Leadership in Reputation.

UNIT TWO: IDENTIFYING AND ASSESSING REPUTATION RISKS

- Conducting a Comprehensive Reputation Risk Audit.
- Stakeholder Mapping and Analysis Techniques.
- Monitoring Traditional and Social Media Channels.
- Utilizing Sentiment Analysis and Digital Listening Tools.
- Scenario Planning for Potential Reputational Threats.
- Developing a Risk Appetite Statement for Reputation.
- Prioritizing Risks Using Impact and Likelihood Matrices.

UNIT THREE: PROACTIVE MITIGATION AND REPUTATION BUILDING STRATEGIES

- Building a Culture of Integrity and Ethical Behavior.
- The Role of Corporate Social Responsibility (CSR) and ESG.
- Developing a Proactive Stakeholder Engagement Plan.
- Crafting and Communicating a Compelling Corporate Narrative.
- Training Employees as Brand and Reputation Ambassadors.
- Managing Third-Party and Supply Chain Reputation Risks.
- Leveraging Positive Storytelling to Build Reputational Capital.

UNIT FOUR: CRISIS MANAGEMENT AND STRATEGIC COMMUNICATION

- Developing a Robust Crisis Management and Response Plan.
- Forming and Training a Crisis Management Team.
- Principles of Effective Crisis Communication.
- Managing Media Relations During a Crisis.
- Crafting Key Messages and Holding Statements.
- Navigating the Challenges of Social Media in a Crisis.
- Legal and Regulatory Considerations During a Crisis.

UNIT FIVE: POST-CRISIS RECOVERY AND BUILDING RESILIENCE

- Conducting a Post-Crisis Review and Learning from Incidents.
- Strategies for Reputation Repair and Rebuilding Trust.
- Communicating Recovery Efforts to Stakeholders.
- Measuring the Effectiveness of Reputation Management Initiatives.
- Developing Key Performance Indicators (KPIs) for Reputation.
- Integrating Lessons Learned into the Risk Management Framework.
- Building a Long-Term, Resilient Reputation Strategy.



FAQ:

QUALIFICATIONS REQUIRED FOR REGISTERING TO THIS COURSE?

There are no requirements.

HOW LONG IS EACH DAILY SESSION, AND WHAT IS THE TOTAL NUMBER OF TRAINING HOURS FOR THE COURSE?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

SOMETHING TO THINK ABOUT:

In an era of digital immediacy and 'cancel culture,' can a corporate reputation ever be fully repaired, or is it merely managed?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by adopting a holistic and strategic perspective on reputation, treating it not merely as a public relations function but as a core component of corporate governance and risk management. Unlike programs that focus solely on reactive crisis communication, our curriculum places significant emphasis on proactive risk identification, mitigation, and the cultivation of organizational resilience. We move beyond surface-level media training to explore the deep-seated drivers of reputation, including corporate culture, ethical leadership, and stakeholder engagement. The content is deeply rooted in established academic frameworks, such as the Reputation Quotient, while being intensely practical, utilizing sophisticated case studies and simulation exercises that mirror real-world challenges. Participants will not just learn what to do in a crisis; they will learn how to build an organizational structure and culture that minimizes the likelihood of crises occurring in the first place, thereby creating sustainable, long-term value.