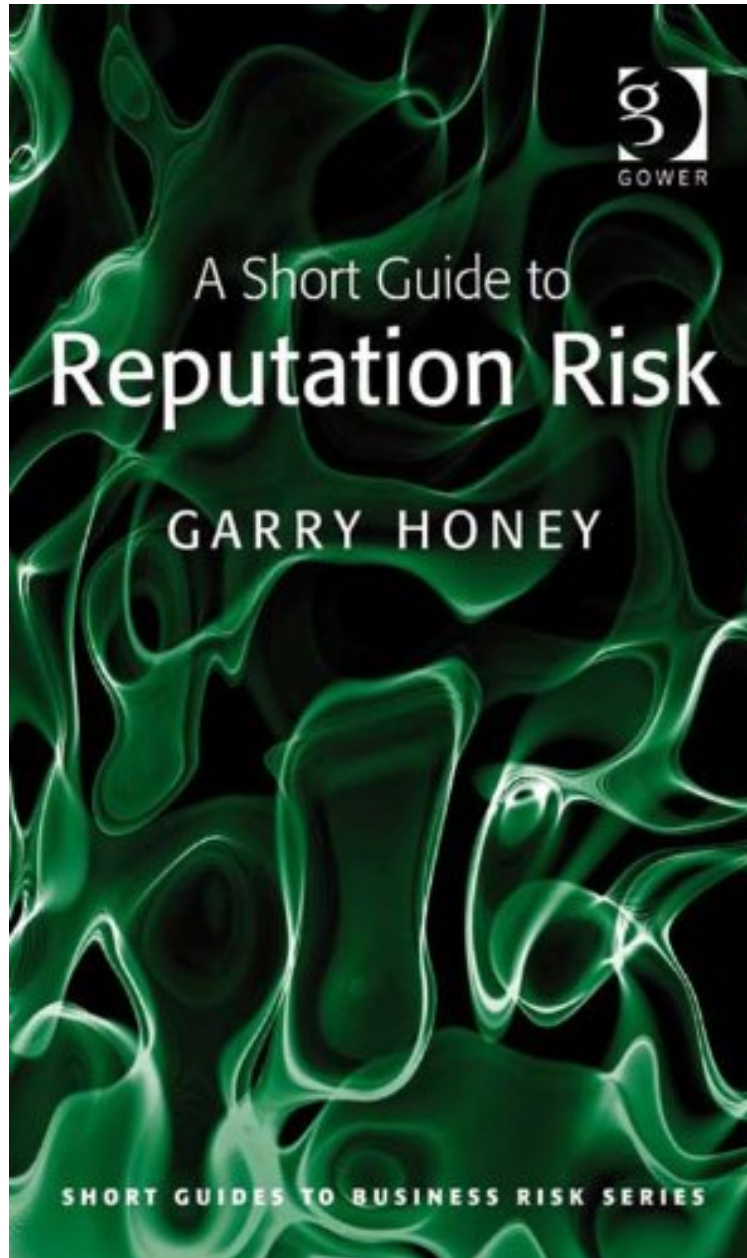


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A Short Guide to Reputation Risk (Short Guides to Business Risk)

Garry Honey

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Garry Honey : A Short Guide to Reputation Risk (Short Guides to Business Risk) before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Short Guide to Reputation Risk (Short Guides to Business Risk):

0 of 0 people found the following review helpful. Sound concepts in an easily digestible format By Marcus Jeffery My

organization, like many, has moved into to much more risk informed management approach. Therefore, I need to get my head around the major concepts. This guide provides a very good insight into the concept of managing reputation as a risk in its own right. As reputation is largely intangible the normal approaches to risk mitigation needs to be reconsidered. This guide is delivered with just the right level of detail to inform those who are familiar with risk management but are not experts in the field, like me. 1 of 1 people found the following review helpful. Talk the talk and walk the walk By Jan Husdal Reputation. Not only is it practically impossible to measure, its value is also frequently underestimated. A short Guide to Reputation Risk by Garry Honey describes how difficult it is to build a reputation, and how easy it is to destroy, how it can be measured, how it can be managed, what drives it and how different stakeholders focus on different aspects of reputation, and how reputation risk management is an integral part of overall risk management. All this is packed into one small book. This is a book that grows on you. While A Short Guide to Procurement Risk captures the reader right from the very first page, this book is off to a slow start. The first chapter doesn't hit home immediately, albeit the second chapter makes up for that, and I will get to that in a moment. However, the first chapter does conclude with an essential description of what reputation is and what it means: "Reputation is something you are given by others, you do not choose it, others assign it to you so its quality is a reflection of how they see you. You can of course influence how others see you by your behaviour, but your reputation is earned as a consequence of actions. It is a secondary feature that can become part of your identity among stakeholder." Reputation is earned by what you do, and how you do it, and nothing holds more true than walking the walk after talking the talk. The fact that Garry Honey is founder of Chiron, a strategic communications agency, is evident throughout the book. He knows how to communicate and how to turn a complex matter into easy-to-understand figures and diagrams. That - in my opinion - is the most useful part of this book, and makes it as applicable in boardroom presentations drawing up strategies as it is in shopfloor workshops instigating the value of reputation into each and every member of the staff. This is not just a book, it is a set of tools. Perhaps I'm carried away here, but I really did enjoy reading this book.

Does your organization have a good or bad reputation, and who takes responsibility for it? Whether viewed as an intangible asset or potential liability, damage to reputation can be costly. In the private sector loss of investor confidence can dent corporate value; in the public sector loss of public trust can lead to political change. How can anyone protect reputation from damage? These are just some of the questions answered by the guide, designed for business leaders. Also covered is a debate about whether reputation is an operational or strategic risk, whether it should be noted in a risk register, and of course how best to measure reputation value. This guide will show you how to: -Identify the value of your reputation and mitigate risk of damage to this value. -Measure your reputation as an intangible asset and part of intellectual capital. -Manage the drivers of reputation effectively within your organization. -Report reputation risk management to inspire confidence among stakeholders. Reputation risk is relevant to not just Directors of Risk but also Communication, Compliance, and Personnel. Whatever your interest in the subject, A Short Guide to Reputation Risk provides a shorthand route to understanding the context and key features of this subject.

' - many illustrations in this book. That - in my opinion - is the most useful part of this book, and makes it as applicable in boardroom presentations drawing up strategies as it is in shopfloor workshops instigating the value of reputation into each and every member of the staff. This is not just a book, it is a set of tools. Perhaps I'm carried away here, but I really did enjoy reading this book.' --Jan Husdal, husdal.com About the Author Garry Honey is a visiting senior fellow specialising in Reputation Risk. He has a background of 30 years in industry as both a Marketing Director and Strategy Consultant. He is interested in how organizations, both private and public, manage reputation among diverse stakeholder groups. Measuring Reputation for regulatory compliance is one facet of this, as is defining the risk element of reputation in non-financial terms for the risk industry. As an intangible or soft risk, reputation has an impact on consumer behaviour and trust. It is the nature of this link that requires further research.