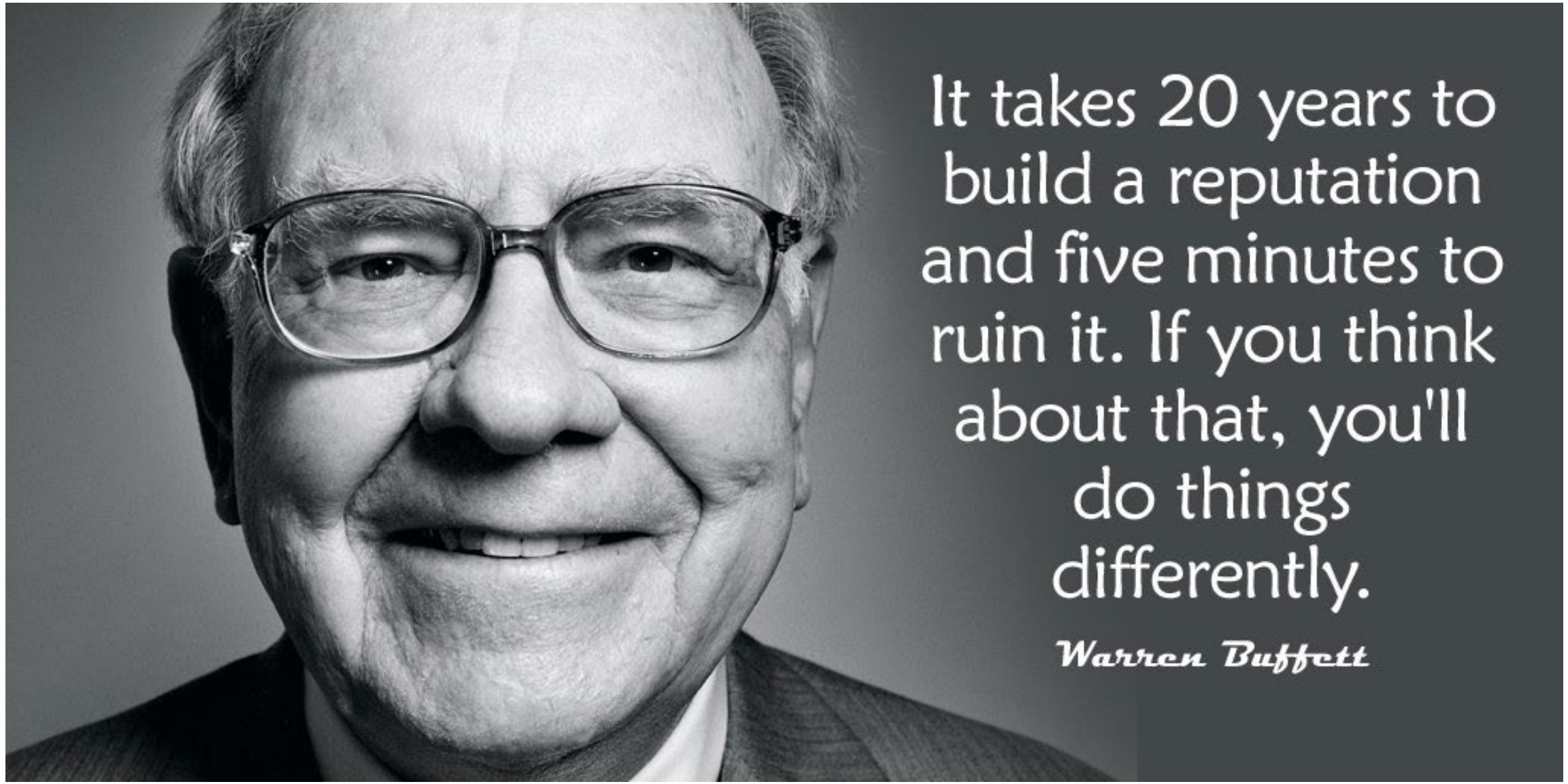


15-minute masterclass

Building Reputation

Steve Leigh
Director





It takes 20 years to
build a reputation
and five minutes to
ruin it. If you think
about that, you'll
do things
differently.

Warren Buffett

What's reputation worth?

- 28% of company value
- £1.7 trillion of the value of UK listed businesses (* research by QCA)

The logo for the Quoted Companies Alliance (QCA) is displayed on a red rectangular background with a white diagonal line running from the bottom-left corner to the top-right corner. The text "QUOTED COMPANIES ALLIANCE" is written in a bold, white, sans-serif font, stacked in three lines: "QUOTED" on the top line, "COMPANIES" on the middle line, and "ALLIANCE" on the bottom line.

**QUOTED
COMPANIES
ALLIANCE**



Reputation
enables good
things to
happen

- Loyal customers
- Lending and funding
- Goodwill when things go wrong
- The best people
- New opportunities
- Attention and 'buzz'

Time to treat
reputation as
an asset



Understand it



Measure it



Protect it



Improve it

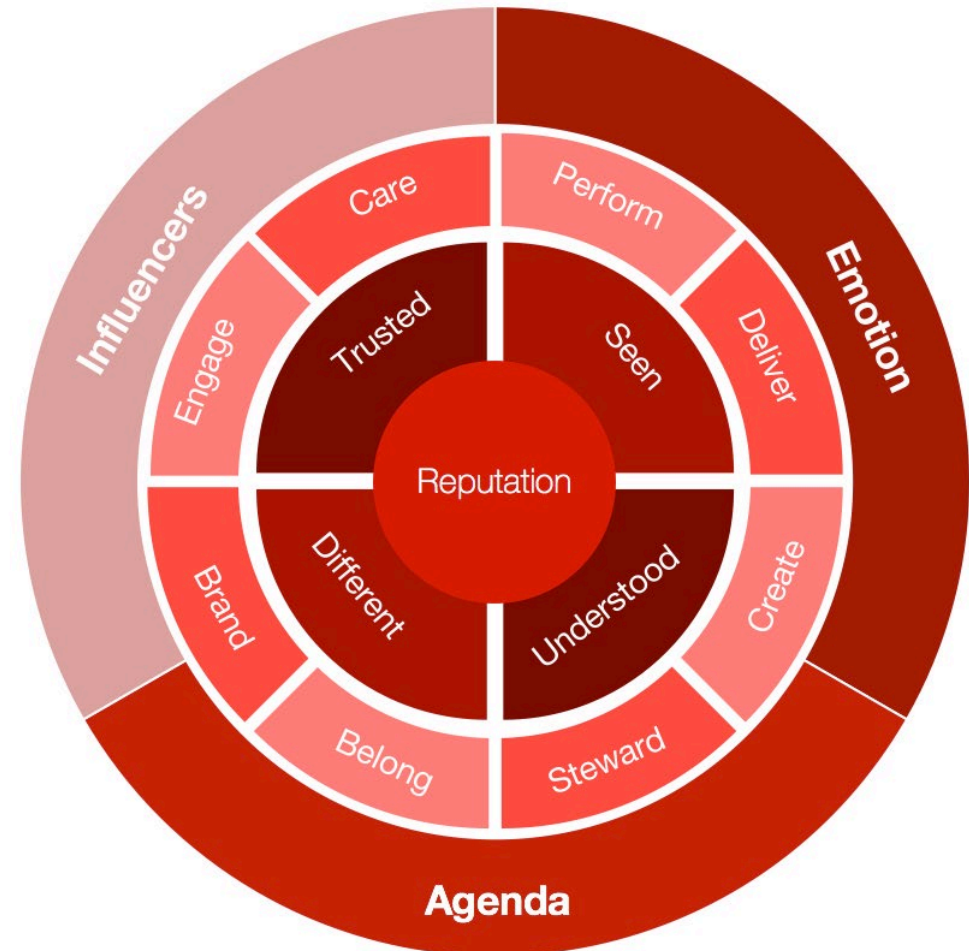


What is reputation?

Put simply...how others see you

A framework for reputation

- Signal
- Attributes
- Drivers



Managing reputation: using the framework



1. See your current reputation



2. Shape the reality



3. Strengthen external reputation



4. Track change and monitor risks

Which best represents the true reputation of the gift cards and gift vouchers sector?

MARKET GROWTH OF **11.74%**
YEAR ON YEAR GROWTH OF **10.73%**

MailOnline

Shoppers warned against buying 'rip-off' Christmas vouchers that expire in APRIL, as a fifth more complain about gift cards than a year ago

Telling our story
