

PUBLIC RELATIONS

Corporate Reputation, Trust & Stakeholder Management

A two-day programme in corporate reputation & stakeholder trust, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This executive-level course focuses on building, maintaining, and defending organizational reputation assets. Participants will learn how to align stakeholder perceptions with enterprise reality to generate resilient brand equity.

What participants will learn

- 01** Reputation Capital: Build measurable corporate goodwill that cushions the business during market turbulence.
- 02** Stakeholder Alignment: Identify and prioritize multi-stakeholder expectations across investors, customers, and employees.
- 03** Trust Frameworks: Implement structured systems to track and manage organizational trust over time.
- 04** Integrated Governance: Sync corporate purpose with operational execution to eliminate authentic messaging gaps.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Group exercise: Developing a comprehensive corporate reputation enhancement roadmap for your organization.

Detailed programme

Day 1: Understanding Corporate Reputation & Trust Dynamics

01 The Value of Corporate Reputation in a Transparent World

- Quantifying non-tangible assets, trust dynamics, and modern corporate citizenship.

02 Stakeholder Expectations & Value Co-Creation

- Mapping expectations across employees, shareholders, regulators, consumers, and local communities.

03 The Trust Architecture Matrix

- Implementing trust measurement models to evaluate organizational integrity and reliability.

04 Strategic Purpose & Operational Authenticity

- Aligning brand promises with corporate behaviors to avoid reputation gaps and greenwashing risks.

Detailed programme

Day 2: Reputation Defense & Equity Building

05 Continuous Reputation Risk Management

- Proactive scanning techniques for emerging enterprise risks, societal shifts, and industry headwinds.

06 Thought Leadership as a Reputation Engine

- Position C-suite leaders and key subject experts to enhance corporate authority and goodwill.

07 Measuring & Reporting Reputation Capital

- Establishing quarterly reputation indexes, trust scorecards, and board-level reporting.

08 Reputation Blueprint Masterclass

- Group exercise: Developing a comprehensive corporate reputation enhancement roadmap for your organization.

How you will learn

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TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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