

REPUTATION MANAGEMENT INDEX

“Managing reputation requires both an understanding of its drivers and a method of measuring changes in it.”

(Chartered Institute of Management Accountants)



MEASURING REPUTATION EFFECTIVENESS A KEY CHALLENGE FOR LEADERS

Reputation risk is an increasing area of concern for boards, company and government leaders. However, identifying, understanding, mitigating and then managing reputation risk remains an imperfect science.

Many factors contribute to a positive and strong reputation. Trust, engagement, transparency, integrity, accountability, and respect.

The foundations of a great reputation exist when those who matter most are clear on your purpose, are connected to what you stand for and trust that your actions match your words.



BRAND REPUTATION WITH THE PEOPLE WHO MATTER MOST

Bastion Reputation Management and Bastion Insights have joined forces to develop the Reputation Management Index (RM Index), a brand reputation and relationship index that measures your communication effectiveness and reputation with those who matter most to you.

Unlike ranking systems that focus on general population and industry data that rank your organisation against others, RM Index focuses specifically on you and your stakeholders to truly measure the effectiveness of your communication and engagement.

How closely your actual reputation aligns with your perceived reputation determines the health and strength of relationships with employees, customers, partners, media, governments and the wider community.

The RM Index provides a diagnostic that allows corporate affairs and business leaders to calibrate their communication strategies and build strong, truly trusted, long-term relationships.

HOW IT WORKS

THE RM INDEX IS MEASURED
ACROSS THREE SIMPLE STAGES:

STAGE ONE / WHO

Identify relationships
that matter

Map these to create
interview sample

Who owns/manages
the relationship



STAGE TWO / WHAT

Relationship
framework: trust,
value, satisfaction,
power

Sample and prompt
questionnaire

Qualitative interviews



STAGE THREE / HOW

Diagnostic tool

Audit existing
communication and
engagement strategy

Map relationship data
to communication
effectiveness

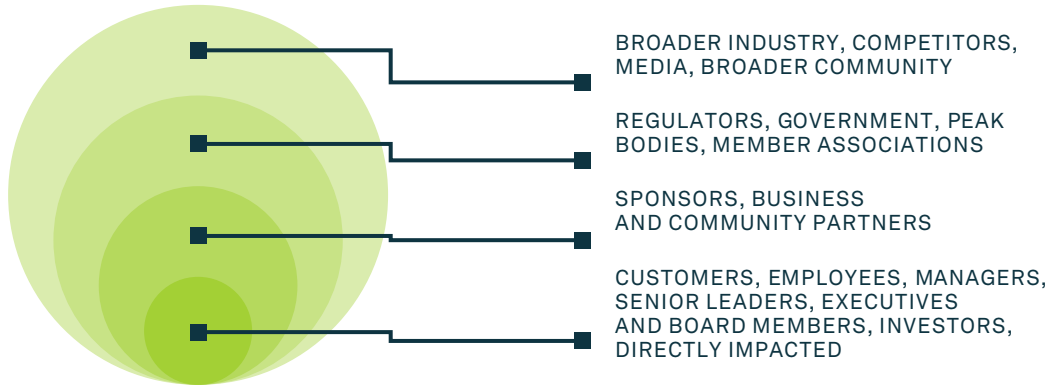
01

STAGE ONE / WHO MATTERS

IDENTIFYING THE PEOPLE YOUR ORGANISATION CARES MOST ABOUT

The RM Index focuses on your brand’s relationship with your stakeholders. We work with you to ensure the hygiene of your contact databases, relationship management structures and communications channel management.

An initial audit of this information is then used to build a sample of interviewees to participate in the study at varying levels of organisational seniority to ensure a cross section is gained. All interviews will be conducted by senior qualitative researchers by phone or face to face (depending on location).



BROADER INDUSTRY, COMPETITORS, MEDIA, BROADER COMMUNITY

REGULATORS, GOVERNMENT, PEAK BODIES, MEMBER ASSOCIATIONS

SPONSORS, BUSINESS AND COMMUNITY PARTNERS

CUSTOMERS, EMPLOYEES, MANAGERS, SENIOR LEADERS, EXECUTIVES AND BOARD MEMBERS, INVESTORS, DIRECTLY IMPACTED

02

STAGE TWO / WHAT MATTERS

A FRAMEWORK FOR STRONG RELATIONSHIPS

This stage is designed to analyse the drivers of strong relationships. We do this through qualitative exploration, uncovering examples of what strengthens and what dilutes a relationship. The RM Index measures relationship across the four dimensions proven to be key to positive relationship management of trust, value, satisfaction and power:

Qualitative interviews provide engagement insights that we can then track over time to provide a measurable report to enable leaders, executives, boards and managers to track the effectiveness of their communication and engagement efforts in strengthening their relationships over time.

- **Trust:** this involves measures of integrity, competence, dependability
- **Value:** this involves measures of perceived value and desire for longevity of the relationship

- **Satisfaction:** the degree of satisfaction with the relationship
- **Power dynamics:** The degree to which parties agree on who has the rightful power to influence. Although some imbalance is natural, stable relationships require each to have some control over the other.

03

STAGE THREE / HOW

DIAGNOSTIC TOOL FOR COMMUNICATION EFFECTIVENESS

The final stage of the RM Index focuses on analysing the findings of the qualitative research with the brand’s existing communication and engagement strategy. This analysis includes reporting and recommendations for how the relative strength or otherwise of relationships aligns with communication efforts.

- Resonance of existing corporate narrative and key messages
- Effectiveness of communication channels in engaging key audiences
- Extent to which formal communication activities reflect the experiences of stakeholders with the brand
- Extent to which internal processes and relationship management structures facilitate positive relationships and reputation outcomes

ABOUT US

The team behind the Bastion Reputation Index comprises highly experienced communication strategists and researchers, whose combined expertise ensure the robustness of both the study and the key strategic recommendations.

Bastion[™] Reputation

Bastion[™] Insights

BASTION REPUTATION

Bastion Reputation offers corporate affairs, issues and crisis communications that helps organisations to build, maintain, protect and strengthen their reputation.

BASTION INSIGHTS

Bastion Insights delivers market research and insights that seek to improve the experience of brands, products and society.

Bastion[™]

PART OF BASTION AGENCY

Bastion is an integrated, full-service marketing and communications agency founded in 2009. We are Australasia's largest independent agency, with an ambition to achieve the same feat in the USA. Our 300+ staff work across our offices located in Melbourne, Sydney, Gold Coast, Los Angeles, Newport Beach, New York City, Wellington and Auckland. We also hold agency partnerships in 10 Asian markets.

We offer a breadth of specialist capabilities across the communications spectrum including market research, brand and creative, advertising, corporate and change communications, PR and social media, digital and customer experience (CX), sponsorship and experiential, film and content production, merchandise, Asia marketing and communications, data analytics and panel management.

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