

Organizational reputation: meaning and measurement

A research partnership opportunity

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Why reputation matters

- If managed well is it a valuable asset
- Make organizations more resilient
- Source of stakeholder loyalty/value
- Relevance for organization, strategy, communications.



Why is reputation important?

- “What is the value of organizational reputation?” has become a central question.
 - Recognized as an important intangible asset
 - Recognized that a significant proportion of the value of organizations today lies in intangible, off-balance sheet assets such as reputation (Srivastava, 1998).
 - A positive reputation predisposes stakeholder segments to think, feel and to behave more positively towards an organization (C.J. Fombrun, 1996; Bromley, 2001; Gotsi & Wilson, 2001).
- Reputation as important to *non-profit* as well as *for-profit* organizations.

But ...

- Lack of agreement on definition and key components
- Lack of agreement about role of key components in building organizational reputation
 - Relationship between components
- Lack of agreement on how to measure reputation and its components and the contribution they make
 - Existing instruments and theory are inadequate
- Points to need for clarification, definition and development of new management tools.

What do we mean by organizational reputation?

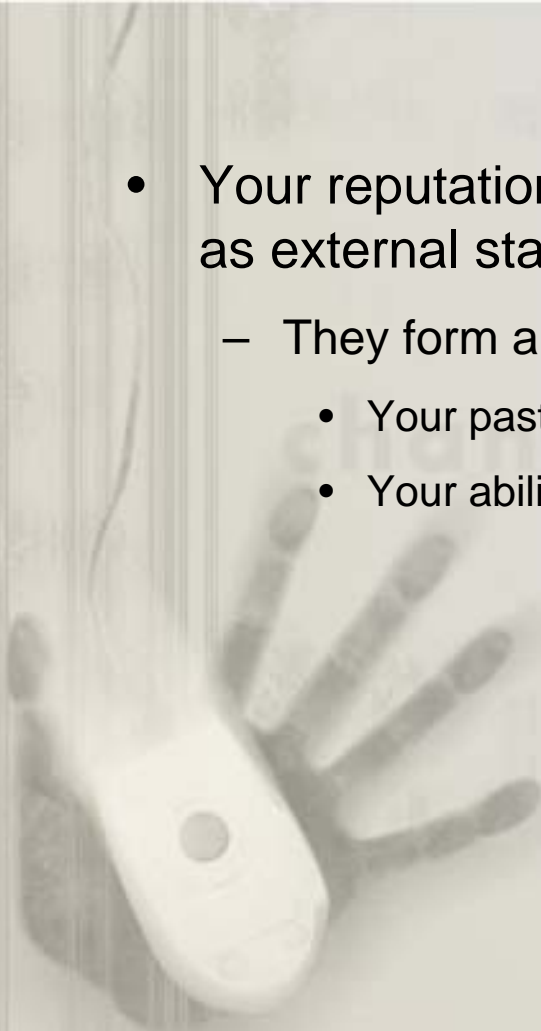
A working definition

Organizational reputation is that inventory of value which predisposes relevant stakeholder segments to think, feel and to behave more positively towards the organization.



Why are stakeholders important?

- Your reputation reflects your standing relative to internal as well as external stakeholders groups
 - They form a “collective assessment” that reflects:
 - Your past behaviour and outcomes
 - Your ability to deliver valued results to multiple stakeholders.



Our goal

From an *organizational management perspective*, to provide effective reputation measurement tools.



The opportunity

- Develop
 - Comprehensive, validated tool for effective reputation measurement and management
 - New insights into the measurement and management of your reputation.



The opportunity

- Economies via Foundation for Research Science and Technology (FRST) funding
 - Matched funding by Government
- Access to knowledge and technology to improve your organization's reputation
- Communications strategies for your organization.



The opportunity

- Work with leading edge techniques and processes:
 - Text analysis using neural networks and semantic structures
 - Neural computing and self organizing maps to characterize constructs
- Develop better tools to manage your reputation more effectively.



Sources of value

- Excellence of the partners
- Relevance and originality of the research project
- Potential to build knowledge, insights and social benefits for NZ
- Significance of the linkages between your organization and AUT.



Delivered benefit

- An analysis of the reputation of your organisation
- Summary of research in the form of an individual report
- Briefing for leadership/staff
- Implementable findings for monitoring and managing your reputation
- Opportunity for longer-term relationship.

About Stephen Lloyd



- Former JWT and McCann-Erickson World Group Asia-Pacific VP
- Assignments include UK, New Zealand, Japan, US
- Director-in-charge of Nestle, Gillette, Coca-Cola, Kellogg's, Kraft, Johnson & Johnson, Bristol-Myers Squibb and Air New Zealand
- Directs the organizational reputation programme at AUT where he is completing a PhD on the subject
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