



Reputation and
Issues Management

**SHORT COURSES
FOR PROFESSIONALS**

Reputation and Issues Management



Course overview

Reputation and Issues Management is a one-day training course about how to manage corporate reputation strategically in communication and stakeholder engagement. Topics include strategy, current models and approaches to reputation and issues, and the practical side of key concepts such as authenticity and ethical business practice. You will learn how to promote and defend your organisation's reputation by taking a strategic approach to reputation and issues management.

LEARNING OUTCOMES

After this course, you will be able to:

- Understanding of what reputation and issues management is and involves
- Take a strategic approach and demonstrate value to/ engage the organisation
- Understand the need for engagement and authenticity in a “bottom up”
- Navigate reputational issues in social media
- Appreciate the implications of corporate responsibility both for communications professionals, but also for the wider organisation

Who should attend?

This is an advanced-level course designed for learners in senior roles, aspiring to mastery and innovation. Learning is pitched at a level to help you to synthesise best practice and direct strategic implementation.

This course is recommended for senior communicators who are looking at building a strategic approach to reputation and issues management for their organisation.

Course agenda

Reputation management

This module covers universal principles, concepts and modern best practice underlying reputation and issues management.

- Reputation drivers
- Shaping online perceptions
- Different tools for stakeholder mapping
- Outside in and inside out perceptions

Authenticity

This module examines the components and content of reputational value in the current communication environment, with a focus on authentic practices.

- The role of corporate responsibility
- Shaping your organisation's reputation
- Authentic communications
- Creating and living corporate values

Stakeholder engagement

This module covers the practicalities of reputation management through multiple communication channels, including in challenging situations.

- Managing reputations and perceptions in different circumstances
- Building confidence and trust
- Engaging with stakeholders in a crisis
- Tools and examples for bridging the “perception gap” with stakeholders

Issues management

This module covers issues management from a big-picture perspective: the role of reputation as an organisation’s social “licence to operate”.

- Understanding your organisation’s reputation drivers
- Managing risk and reputation for your organisation
- Creating a strategic issues management system within your organisation
- Applying a strategic approach from group to local level



Training at ISOC



About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are senior industry professionals

**ISOC courses are fun, stimulating,
interesting, and designed around
practical skills that you can put to
work straight away**



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Approved Centre from Pearson

LONDON

- ✉ london@isoc.com
- ☎ +44 (0) 20 3876 7910
- 📍 13 Grosvenor Place
London SW1X 7HH
United Kingdom



DUBAI

- ✉ dubai@isoc.com
- ☎ +971 (0) 44 46 48 24
- 📍 Training: Media One Hotel
Office: 408 Loft 2C, Media City
PO Box 502176, Dubai, UAE



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www.isoc.com