

Issue and Reputation Management

Turning cross-cultural complexity into high-performance vitality

ISSUE AND REPUTATION MANAGEMENT

The global environment today is characterized by rapid and dynamic technological developments, swift shifts in political, social and economic conditions, and varying needs, agendas and expectations of multiple stakeholders in different cultural settings. It is not possible to accurately predict all the resulting opportunities and risks that can have an impact on organizations by constantly scanning, monitoring and analyzing the internal and external environment. Highlighting strategically relevant issues and reputational trends has become a vital element in company behaviour, particularly for organizations operating across several cultural environments. Although organizations often possess the abilities required, strategic issue and reputation management is rarely implemented as an integrated and focused strategic function and process. Strategic issue and reputation management fills this gap as an instrument of strategic management. It forges systematic links between operational activities, strategic planning, risk management, trend analysis, corporate governance and corporate communication.

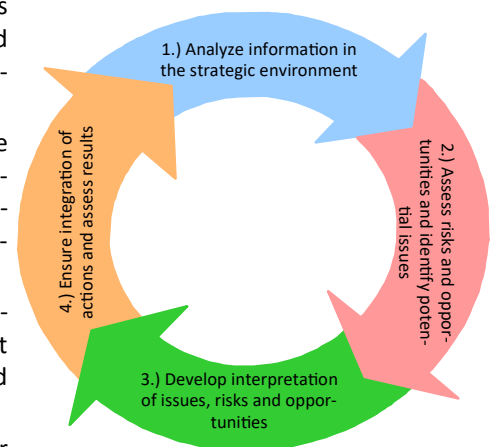
THE EURASIA COMPETENCE APPROACH

EurAsia Competence's proprietary cross-functional and cross-cultural issue and reputation management concept and process (from information to integration) allows your organization to identify potentially neglected, misinterpreted, or mismanaged issues in internal and external communications. This minimizes risks and adds value to the organization's governance and performance. At the same time, proactive or early recognition of opportunities through strategic issue and reputation management increases the competitiveness of the organization.

EurAsia Competence's strategic issue and reputation management concept (from "I" to "I") is not an isolated measure applied to avert specific crises. It is an ongoing strategic process deeply embedded in your organization's structure and competences that improves the ability to maintain and expand its sphere of effective action. It is built on EurAsia Competence's proprietary comparative theory of culture¹ which ensures the professional integration of issue and reputation management in a cross-cultural context.

EurAsia Competence sets up the strategic issue and reputation management concept from "I" to "I" as a continuous loop (see figure) of four activities in close cooperation with your organization:

- Collect, evaluate and analyse relevant **information** on emerging issue and reputation management risks and opportunities. The process should cover relevant areas of the internal and external environment (politics, economics, society, ecology, technology).
- Assess and assign priorities for emerging issue and reputation management risks and opportunities in the environment, e.g. **identify** stakeholders and define issues or scenarios for future developments.
- Develop an **interpretation** of the issue and reputation management risks and opportunities, craft options for action plans, propose strategies and tactics.
- Elaborate policy statements and an agenda for change. Ensure **integration** of implementation across the organization. Assess effectiveness of the results.



*EurAsia Competence's strategic issue and reputation management process
(for details contact EurAsia Competence)*

FACT SHEET

¹See Roth, Hans Jakob (2013). Kultur, Raum und Zeit. Baden-Baden, Nomos Verlag

EurAsia Competence provides hands-on and customized strategic and operational support to the management of private enterprises and governmental and non-governmental institutions, enhancing organizational performance and value creation for clients operating in Europe and Asia. EurAsia Competence coaches, supports, and trains boards of directors, executive teams and project teams to integrate cross-cultural competences and gain competitive advantages for clients' organizations.

Our team of experts for Issue and Reputation Management:



Peter Sorg, Partner
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 International and interdisciplinary technology business strategy and business development management; Building critical mass entities and high performance organizations; Strategic assembly and M&A transactions; Corporate change management and leadership programs; Corporate strategic issue and reputation management



Hans J. Roth, Partner
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 Thorough theoretical and practical knowledge in cultural differences and their influence on company strategy and management; Broad experience with European companies and their challenges in the Asia-Pacific region and vice versa; Broad experience in public and private education in intercultural competence; Broad experience in risk management/control in public and private institutions

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YOUR BENEFITS

- You are supported in formulating and implementing a tailor-made state-of-the-art issue and reputation management concept in cross-cultural environments
- You can set up efficient and effective monitoring of the internal and external environment for trends, developments or events that might lead to issues and risks for your corporate reputation
- You can isolate, evaluate, analyze and assess those topics which are relevant
- You can integrate all activities necessary to address issues, communicate intentions and decisions and implement actions with the necessary leadership

EURASIA COMPETENCE SERVICES IN ISSUE AND REPUTATION MANAGEMENT

Setting up new issue and reputation management systems

For clients looking to build up a strategic issue and reputation management system, EurAsia Competence provides customized support in design, introduction, and implementation to ensure the concept and process are properly incorporated into the organization. EurAsia Competence also offers professional services in the selected areas of the issue and reputation management loop sketched out above. Our expertise in strategic intelligence and analysis of cross-cultural environments makes EurAsia Competence an ideal partner when it comes to interpreting strategically relevant issue and reputation management risks and opportunities.

Evaluating existing issue and reputation management capabilities

An issue and reputation management assessment provides an evaluation of the aims, processes, structures and instruments that the organization has in place for strategic issue and reputation management. It examines in particular the links between issue and reputation management and other strategic management instruments to assure that it cuts across functions and different cultural regions as required. The results of the evaluation are presented in a discussion with the client and in the form of a written report.

Seminars and workshops

Strategic issue and reputation management seminars and workshops (1-4 days depending on breadth and depth) are designed for supervisory boards, chief executive officers, senior management and other members of the organization to raise awareness of the importance and functions of issue and reputation management. General seminars (1-2 day) are useful for transmitting information and exchanging experiences. Specific seminars (2-4 days) support the organization as it moves ahead to implement issue and reputation management or wants to examine and discuss specific aspects of the process.

OTHER EURASIA COMPETENCE SERVICES

- Strategy and organizational development
- Leadership and change
- Cultural due diligence
- Coaching for boards, executive teams and project teams
- Assessment, education and training of individuals and teams

EURASIA COMPETENCE TARGET GROUPS

- Public and private companies
- Government institutions
- NGOs
- Professional associations and foundations