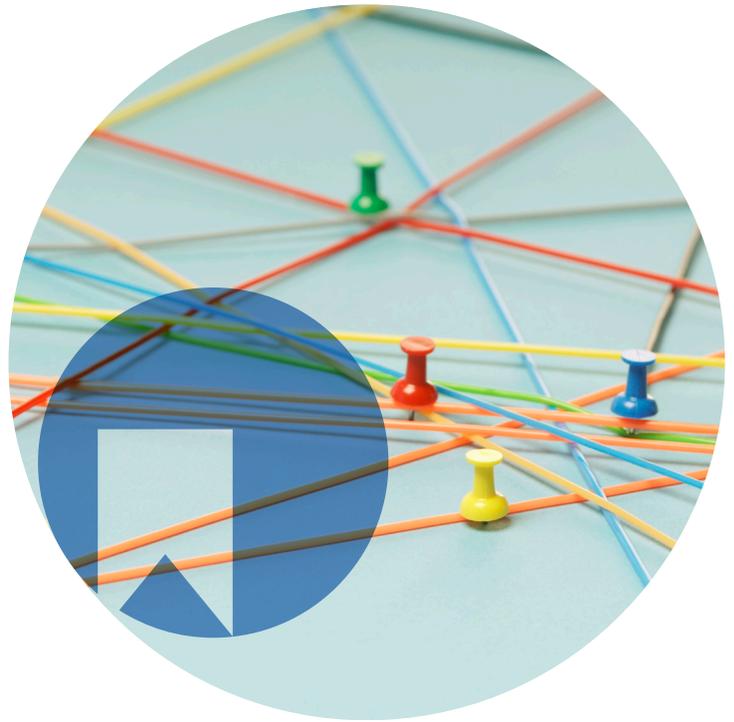


# Reputation Management

*Working at the Intersection of Brand and Reputation*



Reputation is a fundamental quality of every organization - what stakeholders believe about it, expect from it and say about it to others. But many businesses continue to manage their brands and reputations in separate silos. This disconnect between brand and reputation creates a barrier to success and growth - and in some cases, a destructive force. It's the central issue every business must address today.

Our expansive global team recognizes this issue - and understands the evolving new "third space" where brand and reputation intersect. And by using insights grounded in our proprietary - and customizable - Authenticity Gap, we are able to look at stakeholders holistically across brand and reputation, creating the authentic engagement organizations need.

## WHAT WE DO

*While we can adjust to your specific situation, we bring deep expertise across the diverse disciplines that affect your reputation, including:*

- *Industry leadership positioning*
- *Crisis and issues management*
- *Employee change management*
- *Financial communications*
- *Executive communications*
- *Corporate responsibility*
- *Market expansion*
- *Corporate communications*

## OUR APPROACH

In an age of information overload, companies need a new approach to creating meaningful, productive conversations with their stakeholders – whether it's with employees, consumers, society or any of the myriad audiences important to an organization. At FleishmanHillard, we call it authentic engagement. To stay current with a business landscape in constant motion, our team has evolved its offerings and approach to help clients effectively anticipate reputational risks and take advantage of emerging opportunities.

We've established teams that specialize in all the diverse disciplines that affect the brand-reputation space. Complementing these teams are our proprietary Authenticity Gap insights, which look at the gap between what an audience expects and what it experiences. This shapes our counsel and ensures clients make the most of opportunities.



Reputation  
Management



### CONTACT

For more information about FleishmanHillard's reputation management expertise, please visit [fleishmanhillard.com/reputation-management](http://fleishmanhillard.com/reputation-management). And to discover unique industry insights on reputation, please visit [centeronreputation.com](http://centeronreputation.com).

  
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*The power of true*