

Stakeholder reputation management master class

This acclaimed 2 - day Master Class gives a delegate a sound and thorough grounding in Stakeholder Management, engagement, communication and relationship building. It comes highly recommended by previous delegates - See endorsements <http://goo.gl/23p2Z>

This two day training course is the only one of its kind in Southern Africa. It was developed to bridge the gap between stakeholders and organizations wanting to develop and enhance their reputations.

Since its inception in 2006, the Stakeholder Reputation Master Class has received many accolades and became established as the must-attend course for industry experts looking to share best practices about stakeholder management and building company reputation.

This two -day course shows business leaders and managers how to establish and maintain positive, mutually beneficial stakeholder relations and comply with Section 8 of the King Code 3 on Corporate Governance.

It examines amongst many things the steps, hints and practices necessary to build lasting collaborative relationships, which should ultimately result in a better reputation.

Based on a synthesis of ideas from community relations, marketing, strategic communication, reputation and stakeholder management, organizational change, sustainability and CSI thinking, it offers an integrated framework, as well as practical tools for developing new kinds of collaborative relationships. An organisation reputation is its greatest asset and risk in today's knowledge economy.

A favorable reputation benefits an institution, because it contributes to an institution becoming the first choice of customers, investors, suppliers and employees. It also helps enhance competitive advantage, by differentiating the company in the marketplace. A favourable reputation with customers creates a degree of brand equity, since people are more likely to be loyal to reputable companies. Similarly a favourable reputation with employees can help attract better staff, spur productivity and enhance profitability.

This reputation is derived from the way stakeholders perceive the organisation, how they think, feel or act towards it. It is therefore vital that organizations interested in developing and building their reputational capital; pay careful attention to how they are perceived and; that they manage the relationships with their various stakeholders like a strategic resource.

Stakeholders offer organisations both opportunity and threat. For instance if an institution has a good reputation with stakeholders they may give the organization more latitude to operate. On the other hand a poor reputation with the regulators may result in laws being passed that can make it more difficult for an institution to operate.

What international research have shown is that there is a lot that organisations can do to positively influence the process of creating good images in stakeholders minds. Building positive and lasting relationships should be a key organisational function and strategy.

The management of and interaction with stakeholders therefore needs careful attention if an organisation wants to maximise its opportunities and minimise threats in dealing with stakeholders.

"Any organisation that values its good name, integrity and trust in it by their stakeholders must remain aware and up to date of who their stakeholders are, and what their changing needs and preferences are" said Deon Binneman, course facilitator.

This course will take the delegate from theory to practice, offering the opportunity to question and pre-plan for better reputation management practices and stakeholder management in their organization. It also contains best practice to

develop and implement a stakeholder reputation management engagement and communications plan.

Learning Outcomes

At the end of the course delegates will:

Understand the what, how and why of effective stakeholder reputation management

Understand why and how reputation is derived from the way an organisation is perceived by its various stakeholders

Be able to make a business case for enhanced reputation management practices and stakeholder management in the organisation.

Understand the benefits and some of the pitfalls in dealing with stakeholders

Have developed ideas for a practical and systematic approach to dealing effectively with the overwhelming demands and expectations of stakeholders.

Be able to develop a robust stakeholder engagement and communications plan for the institution

Leave the course with specific ideas and action steps that will improve their sense of personal and professional focus and control and which will have a profound impact on the way their organisation is viewed by stakeholders.

Have gained exclusive insight into what has worked for other organisations and learn about international best practices when implementing stakeholder management frameworks and strategies.

Be able to explore new ways and emerging ways that can help deliver on the promise of building, sustaining and protecting an organisation's reputation

Contents

Here is a partial list of what will be covered:

Stakeholder Profiling - The Identification of key stakeholders. How to determine which groups or persons are vital and under which circumstances

Identifying Stakeholders' needs, issues and concerns

Stakeholder engagement: Practical methods. Overcoming conflicting agendas. Tools for promoting a consistent, open, balanced dialogue

Stakeholder Feedback and Inclusion methods

Current approaches to stakeholder assessment, measurement and reporting including a discussion on Stakeholder Metrics.

Involving stakeholders in decision making processes and generate trust and improved relationships amongst stakeholders

Developing and implementing a Stakeholder Management plan for the organisation- Tips and structures

Stakeholder Communication - The importance of developing a strategic communications plan

Exploring ways to enhance relationships with various stakeholders - targeting the media, employees, customers, suppliers, government and activists

Recommended Participants

This course is ideal for those executives and managers responsible for managing corporate reputation and business relationships as a strategic resource. It will be of particular relevance and use to:

Stakeholder Relations Managers

Corporate Affairs, Corporate Communication and Public Relations Managers and practitioners

Marketing, Customer Service, Channel and Supply Chain Managers

HR and other staff experts responsible for relationship management with stakeholders

CEO's, CFO's, Executives and Managers who are required to handle reputation and stakeholder matters

This is what some of the delegates that have attended the Master Class had to say:

Duration

Total Course duration: two Days: 8.30 - 5.00pm

Fees

R7950 exc. VAT per delegate (Payable within five days of date of invoice) *Early Bird Registrations must be settled within 5 days. Early Bird price = R6350

R8950 exc. VAT per delegate (Pricing for organisations who pay 5 - 30 days plus)

R6350 exc. VAT per delegate - NGO's and Associations

R6750 exc. VAT for three delegates or more from the same business unit

Terms and Conditions apply.

How to Register:

Payment must be received PRIOR to attendance. Fees include handouts, meals, and refreshments, secure parking and benchmark information and top notch facilitation.

If you are interested to attend, please note that places are on a first come, first-served reserved basis as only a limited number of participants are accommodated each time.

To register: Call 011 475 3515 or e-mail reputationeducation@icon.co.za for a registration form or download form from the website.

If you are really keen to enhance your stakeholder and reputation management competencies, then enroll for the next class by completing a registration form and faxing it to 0866 129 566. I will then send you the tax invoice for settlement.

Date: 19 September 2013 to 20 September 2013

Time: 08:30 - 16:30

Venue: Apollo Conferencing Hotel, Randburg, Johannesburg

Cost: See above - Early Bird special available

More info:

www.apollohotel.co.za/

For more, visit: <https://www.bizcommunity.com>