

ENHANCE YOUR CORPORATE REPUTATION WITH A POSITIVE NEWS FLOW



Global corporate reputation management is a key challenge in today's business world

RANKINGS & AWARDS (R&A) play a vital role in the development and management of a successful corporate reputation – they deliver a clear message on your performance in areas such as employer attractiveness or sustainability, impacting strongly on the way your company is perceived by its stakeholders. RANKINGS & AWARDS transfer complex topics into a simple and powerful message, defining whether your company is seen as ahead of the curve – or behind it.

- ▶ **Strategic R&A Management raises your profile and generates a flow of positive news where needed**
- ▶ **If left unmanaged, negative ranking results can spoil your corporate communication strategy**



Benefits of systematic RANKINGS & AWARDS Management

- Generate positive news & enhance reputation**
 - ▶ win awards, enter into and improve current rankings
 - ▶ celebrate your accomplishments both internally and externally
- Shape your profile & tell your story**
 - ▶ position your company and top executives in key media
 - ▶ differentiate yourself from peers and competitors
- Manage expectations & avoid risks**
 - ▶ become enabled to explain results and to provide answers
 - ▶ develop effective action plans to improve your company's performance
- Measure your outcome & benchmark against peers**
 - ▶ track your ranking performance over time
 - ▶ benchmark your performance with both industry and cross-industry peers

The RANKINGS & AWARDS universe

- ▶ In the past 12 months, media in the UK, the US and in continental Europe published more than 500 rankings and even more awards.
- ▶ Today, the media publish rankings and awards in almost all reputation areas including innovation, sustainability, product quality and transparency.
- ▶ Major stakeholders – such as investors, business customers, consumers, and corporate management – increasingly view key lists as legitimate performance benchmarks and ask for results.
- ▶ More and more blue-chip companies are setting up strategic ranking management practices to improve and leverage results.

Sources include: Sustainability's "Rate the raters", SRC research, PR Week's "CEO Survey"

Our definition of RANKINGS & AWARDS Management

R&A Management is a systematic approach to managing all rankings, ratings, indices, and awards that reflect a company's performance and image. Since 2005, SRC experts have helped companies across Europe and the US to enhance their reputation by identifying, managing, and leveraging the most important RANKINGS & AWARDS.

Our services are completely scalable to any short-, mid- or long-term goal and respective budget.

- Our tailor-made services include:**
 - ▶ **specific explanations to rankings and ranking results**
 - ▶ **status analysis on your company's performance vs. that of your peers**
 - ▶ **action plans with achievable targets and full support in the implementation of action steps**
 - ▶ **internal and external communication to leverage positive results**

Poor results? Unknown eligibility? Unclear methodology?



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