Managing Reputational Risk with Unbiased Stakeholder Intelligence

The Board

The Corporation

Ensures that
corporate behavior
meets defined values,
values that reflect
both stakeholders'
and the public's
expectations.

Assesses
reputational
risk
temperature
via ERM
systems,
reading
human
reactions
+
connections
between

risks.

The Public

Has expectations, that
 (if the corporation
 does not measure up
 to or disregards) can
 quickly escalate to a
 costly corporate
 reputational crisis.