

WHAT A LEADER SHOULD KNOW

2nd edition

REPUTATION: WHAT IS EVERYONE TALKING ABOUT?

The dictionary defines reputation as the “beliefs or opinions generally held about someone or something.”

At Argos, we consider reputation as a formula used to create value. We understand it as **the result of what we do, what we say, and, most importantly, what different audiences think of us**. When there is a positive image, we can say we have achieved everyone's appreciation, choice of purchase, recommendation, trust, or other supportive behaviors.

It is an indisputable fact that an organization's reputation is essential for its success, and is also one of **its most valuable assets for competitiveness**.

In fact, a positive reputation is built every day from many different directions. Some of the most visible faces of a company are the leaders of an organization, a trend that is increasing with the evolution of the digital world. Leaders with a good reputation, help to represent a form of trust, especially in times of challenge or crisis. This is where their vision and intervention with different stakeholders can make a difference.



WHAT ARE THE FEATURES OF A REPUTATION?

- Strategic vision, leadership, and management skills
- Commercial and Brand strategies
- Innovation
- Sustainability (social and environmental)
- Talent management (pride)
- Corporate governance, ethics, and trust
- Financial results



Good leaders are essential in building a positive reputation daily in all processes and with all stakeholders, not only the media.

8 RULES FOR BUILDING AND MAINTAINING A POSITIVE REPUTATION

- 1. Strategic coherence:** You cannot build your reputation on assumptions. The facts speak for themselves.
- 2. Know and listen** to the stakeholders' expectations.
- Value **experiences, referrals, and recommendations** of employees, users, and stakeholders as sources of information for the strategy and ongoing improvement.
- 4. Assume responsibility:** When faced with difficulty, we must recognize our responsibility and adjust processes accordingly.
- Be clear about the company's **purpose and vision** by going beyond the sale of a product or service provided.
- 6. Exemplary conduct, transparency, and sustainability:** More and more people are demanding compliance from companies on these three fronts.
- 7. Empathy** with the environment and context.
- 8. Have crisis management plans** and prepare the organization to face them.



HOW MUCH DO YOU KNOW ABOUT CORPORATE REPUTATION?



WE CHALLENGE YOU TO FIND OUT THROUGH THIS TEST!



SOURCES:

- <https://www.estudiodecomunicacion.com/la-reputacion-principal-intangible-empresarial/>
- <https://branward.com/branderstand/brand-reality-marca-vs-reputacion-de-marca/>
- <https://www.luisamaram.com/diferencia-entre-marca-y-reputacion/>

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