

People Will Talk: The Hidden Power of Reputation

Do you know how to change the reputation of a person/company?

Do you know the secret of how to build the positive reputation of a person/company?

Introduction

Evolutionary approaches have done much to identify the pressures that select for cooperative sentiment. This helps us understand when and why cooperation will arise, and applied research shows how these pressures can be harnessed to promote various types of cooperation. In particular, recent evidence shows how opportunities to acquire a good reputation can promote cooperation in the laboratory and applied settings. Cooperation can be promoted by tapping into forces like indirect reciprocity, costly signalling, and competitive altruism. When individuals help others, they receive reputational benefits (or avoid reputational costs), and this gives people an incentive to help. From an individual perspective, success is built on a foundation of character, communication, and trust. To accomplish our goals, people must believe in us. The Power of Reputation offers businesspeople an action plan for creating the kind of reputation that generates trust, inspires confidence, and provides a professional advantage. It is proven the power of reputation, the questions now – Do you know how to manage the Power of Reputation.

Program Objectives

This program aims to:

- Provide tools to evaluate the current reputation
- Provide strategies to plan to manage reputation

Learning Outcomes

After completing this program, the participants should be able to:

- Evaluate the internal and external reputation of the organisation/people
- Apply tools to conduct reputation mapping of the organisation/people
- Plan and executive strategies to eliminate bad reputation and sustain the good reputation

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Human resource personnel, marketing personnel, financial personnel, senior management, corporate communication officers, politicians and anyone who cares about their reputation.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Reputation, What is it About?</p> <p>In this module, the participants would look at reputation, the importance, the function of reputation, and the impact of reputation on the organisation. The participants would understand the component of both online and offline reputation.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Reputation Management: A Glance</p> <p>Reputation management is the effort to influence what and how people think of a brand or person when viewed online. Put another way, the character is who you are reputation is who other people think you are. Today reputation is based mainly on artificial intelligence systems rather than the first-person experience. This module provides the</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Who Controls Your Reputation?</p> <p>The participants would review the internal factors and the external factors that affect the reputation. From this module, the participants would identify the “people” in control of your reputation. The participants would learn how to construct a reputation table in this module.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Reputation Assessment: The Methodology</p> <p>This is a practical workshop where participants would learn how to do an assessment of reputation based on the review, online information, open-source information, social media data and big data analytic</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Perception as Fundamental of Reputation</p> <p>In the module, the participants would learn in-depth about perception. For example, the participants would learn the method of formation perception, how to manipulate perception and the method to dispute the perception.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	Bias as Key of Reputation

	What you see does not reflect the whole real scenario. This module shares with participants how to manage biases that affect reputation, including overconfidence, self-serving bias, loss aversion, framing cognitive, narrative fallacy, anchoring, and confirmation bias.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	Build up Your Reputation This is a step-by-step exercise to help participants to build up their face to face and online reputation. The participants would be given a 10-point checklist to boost the reputation.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	Strategic Plan to Boost Positive Sustainable Reputation The participants would learn the short term and long term strategy to build the reputation. The participants would also create a tactile plan to execute the reputation creation.