

Corporate Reputation

A strong and resilient reputation helps achieve short-term and long-term business objectives. FTI Consulting's corporate reputation experts design and execute multi-stakeholder campaigns that build and enhance positioning and help elicit action among key stakeholder groups. We use a campaign approach to help organisations define and promote their corporate narrative, elevate the values underlying their brand, and protect those values when threatened by both internal and external challenges.

WHY FTI CONSULTING?



Identify and engage third party validators and detractors



Change perception about specific business issues or a broader corporate narrative



Redefine how a company is perceived by key stakeholders



Enhance the leadership profile of CEOs and other executives



Ensure you take credit for good work you are doing



Show an authentic commitment for social purpose and doing good



Increase volume and quality of coverage and conversation



Elevate participation in macro issues affecting your industries and sectors

OUR APPROACH

We understand the intangibles that affect a company's valuation, reputation, and ability to achieve business objectives. Our experience and relationships, and our proven approach helps clients manage their corporate reputation and grow their business.

FTI Consulting's approach to corporate reputation relies on two fundamental principles: protecting and promoting your business value.

- We support clients through moments of change by developing programs that protect their ability to operate and position them for long-term business success.
- We help clients get credit for good work they are doing and enhance their position among their peers, employees, communities and customers.










OUR SERVICES

We work with an array of clients in these core areas of Corporate Reputation Management:



PROJECT & STAKEHOLDER MANAGEMENT

FTI Consulting works in partnership with corporate advisory and legal teams to advise the best means of engaging with stakeholders to achieve project and commercial aims. Our role is to:

 <p>Provide top level stakeholder advice with specialist government, media and industry insight.</p>	 <p>Develop tailored stakeholder engagement strategies to achieve client's unique aims.</p>	 <p>Undertake targeted stakeholder research and analysis.</p>
 <p>Provide media management advice and implementation.</p>	 <p>Provide community engagement advice and implementation to understand and manage local and special interest groups, including indigenous groups.</p>	 <p>Develop briefing materials, media statements and other materials as appropriate.</p>
 <p>Undertake campaign development and implementation where required.</p>	 <p>Liaise with and support legal teams where required.</p>	 <p>Develop and execute issues management plans where required, including media and government liaison.</p>



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