



The RepTrak™ System

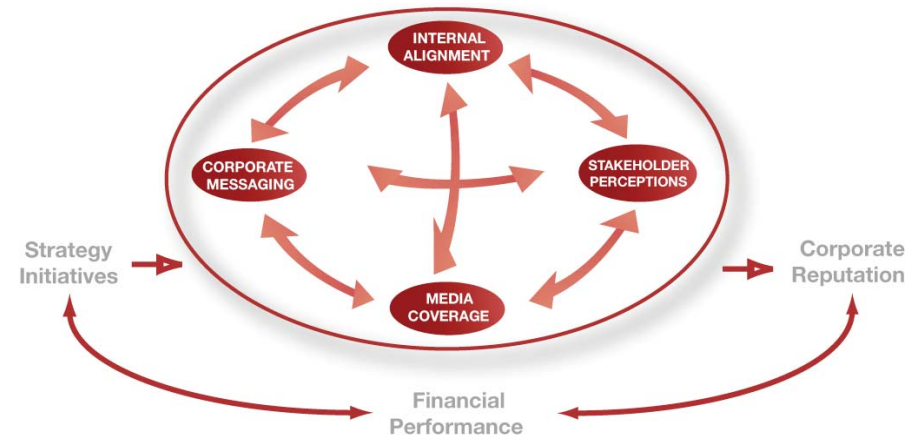
The RepTrak™ System

Reputation Institute (RI) has been studying the dynamics of corporate reputations since 1997. Our extensive international fieldwork shows that your company's reputation is influenced by:

- Stakeholder Perceptions: The personal experiences that produce more or less favourable regard for your company
- Corporate Messaging: Your company's corporate communications and initiatives
- Media Coverage: How the media is covering your company and what it is choosing to write about when it references you and your peers
- Internal Alignment: The company's employees strategic alignment

RI's RepTrak™ System is designed to provide executives with a cutting-edge toolkit to track and analyze their reputations systematically.

To manage your company's reputation effectively, you have to measure it. To measure it, you have to understand it. Do your stakeholders see you as you want them to? Is your media coverage in print, online, and in broadcast consistent with what you are saying about the company? Are you communicating messages that matter—those that drive supportive behaviours from stakeholders? Knowing the answers to these questions is crucial if you are to manage your company's reputation effectively and contribute to building the economic value of the investments you make in establishing stakeholder relationships.





The RepTrak™ Scorecard

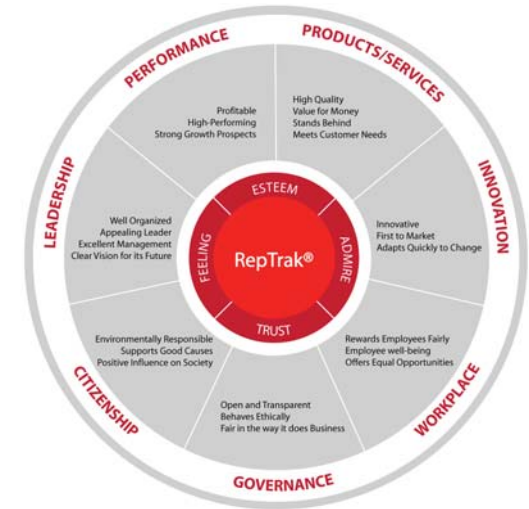
The integrated RepTrak™ system relies on the RepTrak™ Scorecard – a tool that tracks 23 key performance indicators grouped around 7 core drivers that research has proven to be effective in getting stakeholders to support the company in their purchasing and investment decisions:

1. Performance,
2. Products,
3. Leadership,
4. Citizenship,
5. Governance,
6. Workplace, and
7. Innovation.

Adopting the RepTrak™ System

Adopting the RepTrak™ System makes it possible for your company, not only to track stakeholder perceptions and media coverage, but to assess the effectiveness of its communications. The RepTrak™ System consists of three core products that can be used separately or as an integrated system. They all take point of departure in Reputation Institute's standardized RepTrak® Scorecard:

1. *RepTrak™ Monitor* – tracking and analysis of stakeholder perceptions, including employees, consumers, and investors.
2. *Media RepTrak™* – tracking and analysis of your company's media coverage from print, online, and broadcast sources.
3. *RepTrak™ Messaging* – tracking and analysis of your company's corporate communication and stakeholder messages.
4. *EcQ® -The Employee Alignment Monitor* – assessment of how aligned employees are in supporting your company's strategic direction.



About Reputation Institute, Reputation Institute is the leading international organization devoted to advancing knowledge about corporate reputations. Through systematic research and analysis, Reputation Institute helps companies build comprehensive strategies and make operational decisions that are designed to align stakeholders with corporate objectives and create tangible economic value. Reputation Institute's global network of local offices, associates, practitioners, and academics regularly produces thought leadership about corporate reputations that is shared in our conferences and workshops, and gets featured in our newsletters and in our peer-reviewed quarterly journal, *Corporate Reputation Review*.

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