

Do you know what is building and breaking down your reputation?

 By [Chris Moerdyk](#)

28 Nov 2017

My clients usually contact me about their corporate reputation only once some sort of assault has been made on their brand - which is fine, but also a bit late.

No company or public figure in South Africa is safe from a reputation attack so its worthwhile investing in time and effort earlier rather than later to be able to nip danger in the bud.

One of the people I talk to a lot about measuring and protecting corporate reputation is Regine le Roux, a highly experienced and very energetic young woman who runs a very successful company called Reputation Matters.

Says Regine: "Your corporate reputation consists of the perceptions that your stakeholders have of you, based on their relationship with your organisation. Key stakeholders, including employees, customers or members, are vital to the success of your organisation. The [King IV Report on Corporate Governance in South Africa](#) recognises the importance of a stakeholder inclusive approach in good corporate governance: it requires measuring the quality of stakeholder relationships and acting to improve them. Reputation goes beyond branding and it is more than communication."

Have you measured your reputation? Do you know what is building up or breaking it down? I can confidently recommend Reputation Matters which specialises in reputation research. They use their unique, scientific research tool, the [Repudometer®](#), to take your reputation to the next level!

Reputation Matters can be contacted at: info@reputationmatters.co.za or have a look at their website www.reputationmatters.co.za

ABOUT CHRIS MOERDYK

Apart from being a corporate marketing analyst, advisor and media commentator, Chris Moerdyk is a former chairman of Bizcommunity. He was head of strategic planning and public affairs for BMW South Africa and spent 16 years in the creative and client service departments of ad agencies, ending up as resident director of Lindsay Smithers-FCB in KwaZulu-Natal. Email Chris on moerdykc@gmail.com and follow him on Twitter at [@chrismoerdyk](#).

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