

SIFA | REPUTATION REPORT

A bespoke and in-depth stakeholder research and insights programme, enabling deeper understanding of stakeholder support and reputation drivers; embedding stakeholder engagement and reputation within organisations as an ongoing strategic and commercial discipline.

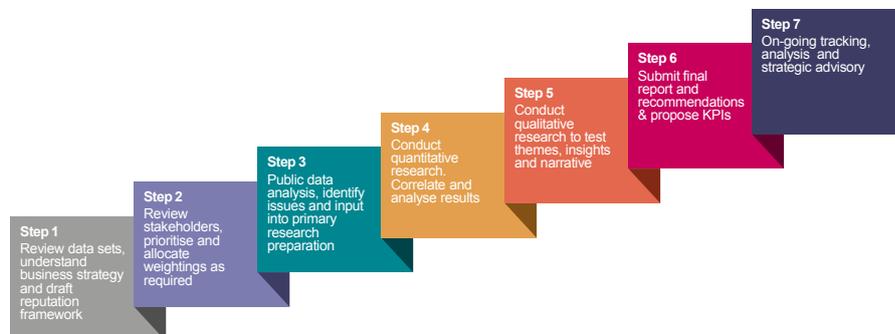
SIFA Strategy specialises in the creation and management of reputation programmes and stakeholder engagement, analysing and presenting quantitative and qualitative results and recommendations, proposing KPIs, providing ongoing measurement and advising on related strategic issues.

Benefits

- Tailored, flexible and internally-driven
- Creates uniform scores for key reputation drivers across multiple stakeholder groups
- Analyses important non-tangible assets including social, cultural and behavioural drivers
- Integrated approach, unifying all stakeholders
- Easily embedded into business strategy and planning
- Provides actionable insights and recommendations
- Enables ongoing tracking and analysis
- Supports generation of KPIs

A seven step programme

Our system and approach are based on a proven model created and delivered within a global FMCG business over four years, and adheres to accredited research standards and principles. The full report and analysis can be delivered within 8-12 weeks of commencing research.



Reports & recommendations

The SIFA Reputation Report includes:

- Detailed breakdown of issues and themes impacting on reputation
- Detailed insight into views of different stakeholder groups
- Analysis of business drivers
- Recommendations to improve stakeholder engagement and support
- Summary for Board action
- Metrics with which to propose KPIs
- Advisory on structure and coordination of ongoing tracking
- Relevant peer benchmarking, as appropriate

Selected outcomes influenced by Stakeholder Management & Measurement

- Restructured strategic model to incorporate new stakeholder group
- Advertising strategy reformatted
- Review of 10-year corporate strategy
- Identification of operational and behavioural change for commercial improvement
- Review of internal communications and training
- Establishment of dedicated reputation unit within the organisation
- Repositioning of corporate narrative and messaging
- Board and Executive remunerated on reputational performance
- Revised approach to financial results reporting
- Identification of stakeholder support post acquisition
- Post crisis reputation building



Other SIFA Research products

SIFA Stakeholder Scorecard & Scorecard Plus

The Stakeholder Scorecard is easy to implement and provides insight for multiple stakeholders across pre-determined key drivers of support for a company, as well as favourability, momentum and peer comparison scores. It can be regularly updated, can inform business decision-making and can be used for internal and external reporting requirements.

The Stakeholder Scorecard Plus is a tailored scorecard which allows an organisation to either use the pre-determined performance criteria of the Stakeholder Scorecard and add extra questions specific to the business, or create a fully bespoke quantitative survey testing reputation, culture and behaviour across stakeholders. The Scorecard Plus enables an added bespoke layer of analysis to the Scorecard, providing a more in-depth measurement and understanding of stakeholder support for your organisation, with peer and sector comparisons.

For further information

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