



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

P.O Box 21457-00100

Nairobi - Kenya

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Trust by Design: Building Strong Institutional Reputation

Duration: 5 days

On-Site

01 Who Should Attend

- Communications and public relations professionals
- Corporate affairs and public affairs specialists
- Media and stakeholder engagement professionals
- Governance, compliance, and integrity professionals
- Risk and crisis management professionals
- Public policy professionals
- Government spokespersons
- NGO and civil society leaders
- Regulatory and oversight institutions

02 About the Course

The **Building Institutional Reputation and Public Trust Training Course** is designed to equip public institutions, government agencies, judicial bodies, legislatures, regulators, and other organizations with practical strategies for strengthening institutional credibility, reputation, transparency, and public confidence. The course examines how institutional reputation is built, maintained, measured, and protected, particularly in environments where organizations face increased public scrutiny, misinformation, crises, and rapidly changing stakeholder expectations. Participants will develop practical approaches to strategic communication, stakeholder engagement, transparency, reputation management, crisis response, and trust-building.



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03 Workshop Objectives

- Understand the fundamental concepts of institutional reputation and public trust and their intrinsic link.
- Learn about the key drivers and components that contribute to a strong institutional reputation.
- Master methodologies for assessing an institution's current reputational standing and identifying vulnerabilities.
- Develop proficiency in designing and implementing proactive reputation management strategies.
- Explore best practices for fostering transparency, accountability, and ethical conduct within an organization.
- Understand the critical aspects of stakeholder engagement and managing diverse public expectations.
- Learn about robust strategies for crisis communication and protecting reputation during challenging times.
- Identify the critical role of consistent, authentic communication in building and maintaining public trust.
- Develop skills in leveraging digital platforms and social media for positive reputation building.

04 Module Topics

Module 1: Foundations of Reputation & Trust

- ??? Defining institutional reputation: its components, value, and fragility
- ??? Understanding public trust: its drivers, dimensions, and the impact of its erosion
- ??? The link between organizational values, ethical conduct, and reputation
- ??? The "reputation economy" and its implications for all institutions
- ??? Case studies of organizations that have successfully built and lost trust



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Module 2: Assessing Reputational Standing

- ??? Methods for reputation auditing: surveys, media analysis, stakeholder feedback
- ??? Identifying reputational assets and liabilities
- ??? Mapping key stakeholders and understanding their perceptions
- ??? Monitoring digital footprint and online sentiment analysis
- ??? Risk assessment for potential reputational threats

Module 3: Strategic Reputation Management

- ??? Developing a proactive reputation management plan: goals, strategies, tactics
- ??? Aligning organizational actions with stated values and mission
- ??? Building a culture of integrity and ethical decision-making
- ??? Communicating purpose and impact to various audiences
- ??? Benchmarking against industry leaders and best practices

Module 4: Transparency, Accountability & Ethical Leadership

- ??? Implementing policies and practices that promote transparency
- ??? Establishing robust accountability mechanisms within the institution
- ??? The role of ethical leadership in fostering trust and setting the tone
- ??? Whistleblower protection and internal reporting systems
- ??? Navigating conflicts of interest and ensuring good governance

Module 5: Stakeholder Engagement & Relationship Building

- ??? Identifying and segmenting key internal and external stakeholders
- ??? Developing tailored communication and engagement strategies for each group
- ??? Building long-term relationships based on mutual respect and understanding
- ??? Managing stakeholder expectations and addressing concerns proactively
- ??? The importance of active listening and responsive communication