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the **sustainability**
forum

6th International Sustainability Leadership Forum

8/9 September 2005

Thesis 1:

Direct “reputation management” tries to address the symptoms rather than the cause of an eroding reputation and is based on a limited understanding of reputation and its drivers.

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Thesis 2:

Reputation is the totality of perceptions formed by stakeholders on the basis of a variety of factors.

Thesis 3:

Most drivers of reputation can be captured in existing management systems.

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Thesis 4:

The perception of a company's performance and behaviour is shaped by its relationship with stakeholders.

Thesis 5:

Corporate governance and sustainability have a strong influence on reputation.

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Thesis 6:

Reputation creates a cross-functional challenge at the general management level in balancing conflicting expectations of different stakeholders.

Thesis 7:

Clear principles of behaviour must be adhered to across all company activities.

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Thesis 8:

Meeting high standards in governance and sustainability and adhering to principles of behaviour require certain competencies that should be embedded in a company's culture.

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Thesis 9:

Reputation provides the basis for a strategy of differentiation requiring a credible balance between contents and communication.

Thesis 10:

The “paradox” of reputation exists.