

How prepared is your organization to strategically manage reputation in 2016?

Statement	Agree	Disagree	Unknown
1. My organization has a formal strategic planning process.			
2. Leadership formally communicates key objectives/strategies to internal managers on a regular basis.			
3. Leadership has regular and timely access to a dashboard with key performance metrics and risks associated with achieving the strategic initiatives.			
4. Executive leadership and cross-functional leaders throughout my organization proactively monitor the data feeding into the dashboard and conduct regular reviews.			
5. My organization has identified risks that span across the entire enterprise to assess potential interrelated risks that might trigger reputational consequences.			
6. The number and complexity of threats/risks facing my organization have changed in the past three years.			
7. My organization explicitly links identified reputational risks with core business strategies.			
8. My organization has experienced significant financial or operational “surprises” in the past three years.			
9. My organization has assigned reputation risk management authority and responsibility to a senior executive or committee. (Reputation Risk Champion)			
10. Leadership discusses and agrees on the organization’s “risk appetite” (the degree of overall risk it is willing to assume).			

How confidently were you able to assess these statements? Any answers with a “disagree” or “unknown” should be explored. Take a look at our [blog posts](#) on the topic or give us a call at 314.469.3500 to discuss ways we can partner with you to improve your risk management efforts.



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