

CORPORATE
EXCELLENCE



CENTRE FOR REPUTATION LEADERSHIP

CORPORATE EXCELLENCE

Centre for Reputation Leadership

Get to know us

More than a decade of reputation and intangible asset management

Professionalization • Rigor • Innovation • Networking



Description

- Category aimed at **all those organizations** who wish to develop alongside our Foundation R+D+I projects, activities and training.

Benefit description

LEADERSHIP

- Visibility as part of the «Corporate Excellence Innovation and Knowledge Network» in the foundation's communications.

PROJECTS

- Cooperation in research in the field of intangible assets of common interest for both parties: joint development of R+D+I projects and joint projects.
- Joint development of models and tools for the management of intangible assets.

APPLIED KNOWLEDGE

- 20% discount on subscriptions to the Corporate Excellence Knowledge Center.
- 10% discount on Corporate Excellence Library's publications
- Development of co-branding documents, studies and reports.

ACTIVITIES

- Development of joint activities.
- Participation and collaboration in corporate Excellence Annual Conference
- 10% discount on public and paid activities and events developed by Corporate Excellence
- Access to discounts in Corporate Excellence activities.

CORPORATE EXCELLENCE ACADEMY

- Joint development of training activities specializing in intangibles and special discounts for Corporate Excellence network business members.
- 10% discount on seminars and in-company training programmes on Corporate Excellence Academy training:
 - «The Global CCO» program
 - «Reputational RiskManagement»course
- In company formation (ad hoc).

RELATIONAL ECOSYSTEM

- Unlimited peer to peer encounters.

*Joining this Program creates no rights or obligation of any kind of economic nature for any parties involved, except in the case of R+D+I projects and/or joint training programs, for which development conditions shall be agreed between both parties



CORPORATE EXCELLENCE CENTRE FOR REPUTATION LEADERSHIP

JOIN US

Intangible economy is also an economy of cooperation, co-creation and generosity. Corporate Excellence - Centre for Reputation Leadership is an initiative open to all organizations and society as a whole.

In order to keep making progress towards excellence and to offer better knowledge on the management of intangibles, we invite you to cooperate with us by joining any of our specially designed categories for organizations and institutions that wish to become leaders in this new economy.



**Company
TRUSTEE**
Corporate Excellence
Centre for Reputation Leadership



**Corporate
MEMBER**
Corporate Excellence
Centre for Reputation Leadership



**SUPPORTER
PREMIUM**
Corporate Excellence
Centre for Reputation Leadership



SUPPORTER
Corporate Excellence
Centre for Reputation Leadership



**INNOVATION &
KNOWLEDGE PARTNER**
Corporate Excellence
Centre for Reputation Leadership



**FELLOWSHIP
PROGRAM
LEADER**



CORPORATE EXCELLENCE CENTRE FOR REPUTATION LEADERSHIP

Corporate Excellence - Centre for Reputation Leadership is a **non-profit business foundation** dedicated to promoting the professionalization and integral and integrated **management of organizations' intangible assets and resources** in order to contribute to the development of strong brands, with a good reputation and capable of competing in global markets.

MEMBER COMPANIES

TRUSTEES



ASSOCIATED COMPANIES



OUR AREAS OF WORK



Reputation & Reputational Risk



Purpose, Alignment & Corporate Brand



Communication



Responsible Business and Governance



Social Intelligence and Public Affairs



Advanced Metrics



Learning & Publishing



CORPORATE EXCELLENCE CENTRE FOR REPUTATION LEADERSHIP

LINES OF WORK

With the purpose of generating knowledge and making organizations aware of the importance of the excellent management of key intangibles, our activities focus on the following working lines.

THOUGHT LEADERSHIP

KNOWLEDGE CENTRES

Intangible management resource platforms

R&D+I PROJECTS

Research projects, management models and tools

OBSERVATORIES

Identifying, following and monitoring trends

BEST PRACTICE CASES

A platform for sharing success stories and best practice case studies

CORPORATE EXCELLENCE LIBRARY

Preparation and publication of relevant materials

CONTENTS

References, best practice cases, manuals...

RESEARCH CENTRES AND CHAIRS

Generating knowledge together with universities and business schools

CORPORATE EXCELLENCE ACADEMY

Classroom and online education programmes

ACTIVITIES & NETWORKING

PANEL DISCUSSIONS AND CONFERENCES

Plan of activities on advances intangible assets management

WORKING GROUPS AND STRATEGIC REFLECTION

Collaborative space for professionals from member companies of Corporate Excellence - Centre for Reputation Leadership

ALUMNI CLUB

Network of professionals who took part in our courses



Leading by reputation

www.corporateexcellence.org

Would you like to be part of the Corporate Excellence network?

Contact us and we will provide you with all the information you need

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