

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 **large and medium companies with national and international activity (over 5.000 employees)**.
- It includes a number of **contents, activities, projects and specialized training in intangible assets** that enable the cooperating organization to improve the excellent management of their key intangibles.

## Benefit description

### LEADERSHIP

- Proponer e influir sobre las líneas estratégicas de la fundación.
- Visibility and usage of the logo «Corporate Excellence Cooperating Company» that accredits cooperation with Corporate Excellence – Centre for Reputation Leadership.

### PROJECTS

- Participation in R+D+I projects and joint projects.
- Special discounts on management models and tools developed under the foundation's innovation and knowledge network.

### APPLIED KNOWLEDGE

- Unlimited subscriptions to the exclusive Knowledge Centre for foundation members.
- Unlimited subscriptions to the foundation's Intelligence & Knowledge Service.
- Development of good practice cases (assuming direct costs).
- A yearly report on global trends and relevant strategical intangible issues.
- Unlimited subscriptions to a monthly newsletter specialized in intangibles, exclusively for the foundation's membercompanies.
- Free sample of Corporate Excellence Library's publications and 20% discount on the purchase of additional copies.

### ACTIVITIES

- Unlimited subscriptions in-person or online to: open good practice meetings, themed and/or project monitoring meetings and to cooperation and networking meetings.
- Unlimited subscriptions to the Yearly Corporate Excellence Manager's Meeting
- Special discounts on activities by the foundation's knowledge and innovation network.
- Unlimited participation in peer-to-peer meetings and collaborative workgroups.

### CORPORATE EXCELLENCE ACADEMY

- 3 free yearly passes to the online programme «Introduction to corporate reputation management» and 20% discount on additional subscriptions.
- 20% discount on seminars and in-company training programs and Corporate Excellence training.
  - «The Global CCO» program
  - «Reputational RiskManagement»course
- Unlimited access to the foundation's masterclasses
- Special discounts on the foundation's knowledge and innovation network's Training Programs.

### RELATIONAL ECOSYSTEM

- Unlimited meetings that encourage co-creation and networking.
- Access to a network of leaders, professionals and international experts.



# 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](http://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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