

our purpose

We're going to tell you the reason why we get up every morning.

At Corporate Excellence - Centre for Reputation Leadership we share a dream: to create a better world through more committed, more responsible and more authentic organizations. We want to learn and share what we know. It's an ambitious goal, but our purpose is clear and we neither lack the desire nor the energy.

Although our journey may be long, we've already walked a long way with the support of the best academics, consultants, associations and leading organizations and we've managed to build throughout these years a global knowledge ecosystem on intangible asset and resource management that is unique in the whole world. How? Through advanced analysis, training programs, academic and business document tracking and meetings with professionals, masterclasses with international experts that help us feed from their best practice cases and to be able to give good counselling to our companies and easily introduce them to the state of the art of eight key areas: brand, sustainability and responsible business, good governance, public affairs, metrics and talent.

We are a team of curious minds, eager to know what are the new trends, best models, tools and frameworks to advance in the excellent management of intangibles. And although we analyse everything, what really interests us is people. We are totally convinced that the excellent management of intangibles is nothing else but placing people at the centre of decision-making. Furthermore, we dare say that a business project's sustainability depends on how it relates to its stakeholders and its ability to create ethical, social, economic and environmental value, sharing it in a balanced way with all those stakeholders in all the environments it takes part in, acts and operates.

But we don't do all this work by ourselves, we do it thanks to the generosity and support of all those professionals from our member companies and our Scientific Board and wide network of experts, universities, business schools and consultancies. Without them, Corporate Excellence - Centre for Reputation Leadership wouldn't exist. Their ideas and the quality of their work motivates us and allows our purpose us to grow in every way. Together, our dreams make much more sense: we're helping create better companies that will work to build a better world. Business that deserve the respect, admiration and trust of their stakeholders.

For us, there's no better purpose than this. We've summarized it by setting the goal we want to achieve: Leading by Reputation.