

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 **small and medium companies, professional services (over 1.000 employees) and institutions.**
- It includes a number of **contents, activities, projects and specialized training in intangible assets** that enables the participating organization to improve in the excellent management of their key intangibles.

## Benefit description

### LEADERSHIP

- Visibility as a «Premium Corporate Excellence Supporter» and usage of a specific logo identifying your cooperation with Corporate Excellence – Centre for Reputation Leadership as a Premium Supporter.
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### APPLIED KNOWLEDGE

- Unlimited subscriptions to the Corporate Excellence – Centre for Reputation Leadership's monthly paid newsletter.
  - 15 % discount on Corporate Excellence Library's publications.
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### ACTIVITIES

- 15% discount on all paid Masterclasses by Corporate Excellence – Centre for Reputation Leadership . • Access to special discounts on activities carried out by organizations part of the foundation's
  - innovation and knowledge network.
  - Access to Corporate Excellence Annual Conference.
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### CORPORATE EXCELLENCE ACADEMY

- 2 yearly subscriptions to the online training program «Introduction to corporate reputation management» and 10% discount on additional subscriptions.
  - 10 % discount on seminars and in-company training programmes and on Corporate Excellence Academy training:
    - «The Global CCO» Program -«Reputational RiskManagement»course
    - «Corporate Reputation» master's
  - Access to special discounts on training programs promoted by organizations that are part of the foundation's innovation and knowledge network.
  - In company formation (ad hoc).
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### RELATIONAL ECOSYSTEM

- Unlimited peer to peer encounters.



# 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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