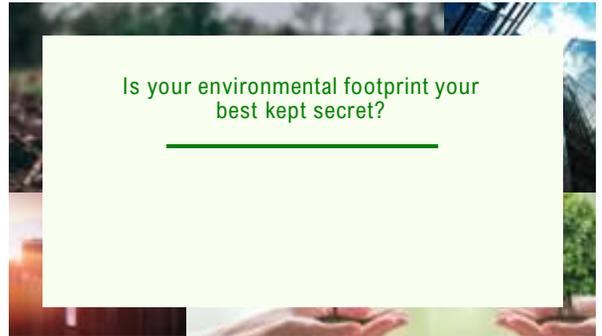
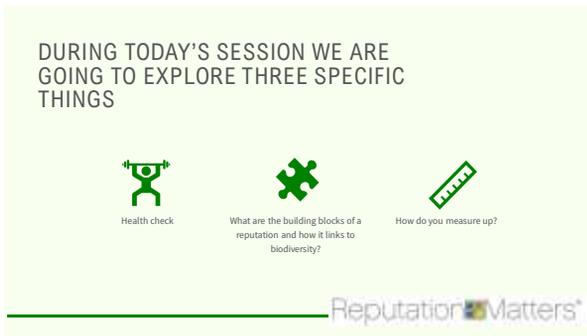




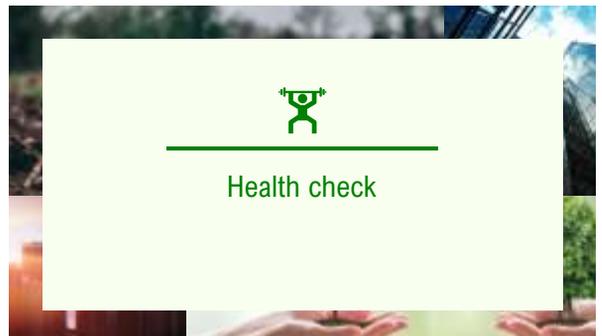
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## What does reputation mean to you?

*"Consistency is key.  
You are either consistently good, or consistently bad, either way you are  
building a reputation for yourself" ~ Regine le Roux*

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## Why is it important?

*"...corporate reputation is an invaluable asset with an appreciable impact on a company's bottom line. On average, global executives attribute 63 percent of their company's market value to their company's overall reputation." The study notes that reputation matters to the board of directors, the CEO, and a broad set of stakeholders. \*Weber Shandwick study 2020*

\*<https://www.webershandwick.com/news/corporate-reputation-2020-everything-matters-now/>

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## How fit is your reputation?

I went for a run this morning but I came back after two minutes because I forgot something...

I forgot I'm out of shape and can't run more than two minutes



Reputation Matters®

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## A balanced approach is important...



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Building a business case for biodiversity should be a priority for your company: from a governance, compliance, financial and stakeholder engagement perspective.

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Yes...but where do we start...?

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What are the building blocks of a reputation and how it links to biodiversity?

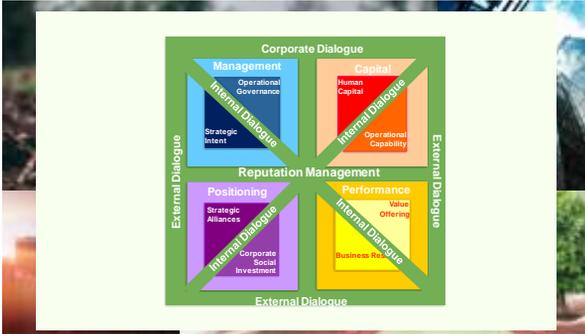
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Give yourself a score out of ten for each of the following

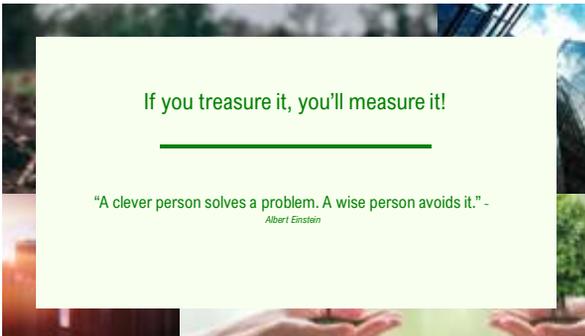
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Get in touch!

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