

1 Great reputations are not accidental	2 Good corporate reputation pays, bad reputation costs	3 Reputation royalty are no longer invincible	4 Stop the bleeding quickly	5 CEOs must be the first line of defense	6 COMMUNICATE IN HEAVY DOSES — PEOPLE ARE HUNGRIEST FOR INFORMATION WHEN TIMES ARE TOUGH		7 Instill a sense of urgency	8 CEO apologies or regrets are expected
9 Banish two words — “no comment”	10 A cover up is worse than the crime	11 Monitor employees’ vital signs	12 Think of stakeholders as your electorate	13 Don’t underestimate your competitors or critics	14 Abandon any bunker mentality— make leadership accessible		15 Do not always turn the other cheek	
16 Enlist your board’s experience	17 “SUNLIGHT IS THE BEST DISINFECTANT” (AKA: TRANSPARENCY IS THE BEST CURE) — U.S. Supreme Court Justice Louis Brandeis		18 Shift focus from what has happened to what should happen next	19 To stabilize reputation, massive intervention is required	20 Show concern for those affected	21 Don’t believe your own propaganda	22 Reduce internal expectations and deadlines temporarily	23 Keep an eye out for crisis fatigue from your team
24 Break recovery into easy to manage pieces	25 Reputation is easiest to quantify when it is eroding or lost		26 Ask for Lessons Learned from those who have stumbled	27 Start up the research engine — measure consistently	28 Be prepared for the worst-case scenario	29 Be there or be talked about	30 Buy unflattering domain names ASAP	
31 Think of employees as embedded journalists	32 Nearly all reputation loss is self-inflicted	33 Reputation halos blind companies to their inner demons	34 Learn from failure. Don’t waste a crisis	35 The public is much less forgiving today	36 Reputation damage does not discriminate	37 Expect coverage on raw news, rumors and innuendo	38 Hire right	39 Don’t wait for a crisis to learn humility
40 Every crisis has its own rhythm	41 Sometimes it’s not the crisis but how leadership responds to crisis that harms reputation	42 Declare amnesty for those who tell you what went wrong	43 Spend more time listening than talking	44 Make your recovery values-based	45 No reputation is bulletproof	46 THE RIGHT CULTURE IS THE BEST PROTECTION		47 Safeguarding reputation is inexhaustible
48 Enhance reputation by the company you keep	49 Don’t let the Internet’s allure blind you	50 “Google is a reputation management system, not a search engine” Clive Thompson	51 There is no magic digital eraser	52 Don’t shut out the blogosphere	53 Take the high ground when managing reputation online	54 The CEO is the company’s reputation guardian		
55 Guard against complacency	56 Corporate web sites are digital ground zero for reputation-building	57 “If you lose dollars for the firm by bad decisions, I will be understanding. If you lose reputation for the firm, I will be ruthless.” Warren Buffett		58 Scarlet letters do not fade on the Internet	59 Pursue a course of purposeful reputation management	60 Risk-free communications are hard to come by	61 Break the rules when you have to	62 Personalize the recovery story
63 Reputation recovery comes with no completion date	64 “Hope is not a plan.” Former CEO Dave Barger, JetBlue	65 Be careful of early success — it can be your friend or foe	66 Hire a battle-tested communications officer if you have to	67 A half truth is a whole lie — Proverb	68 Make signs of progress visible	69 Be alert. Look out for blind spots		
70 Reaffirm people’s belief in themselves	71 Recovery is the strategy of small steps	72 Inoculate your reputation by building a reservoir of goodwill	73 Review “near misses”	74 Credentialize yourself with the right scorecards	75 Change in perception takes time to catch up to reality	76 RESTORING REPUTATION IS AN EPIC VOYAGE FULL OF SMALL VICTORIES AND INCREMENTAL DEEDS		77 Embrace your fans or Advocates. Engage your Badvocates
78 EMBRACE YOUR LUCK	79 You can’t go from zero to hero in 12 months	80 Prepare for the “gotcha” media moment	81 Use all inline media assets — online + offline	82 Multiply all your bad news by 10 or even 100	83 Don’t forget that we all live in glass houses — there are no secrets	84 Seize the shift — be aware of shifts in business and perceptions		
85 Good corporate citizens recover faster	86 INSTILL AND INSPIRE A COMMON PURPOSE		87 Every person and company is indexed somewhere	88 Recognize the permanency of the campaign — crusade daily	89 Reputation recovery takes at least four years	90 Corporate responsibility is more than a bandage to be applied when injury occurs	91 Use the “R” word (recovery) judiciously	92 Second chances are rarely a matter of luck
93 Use social media to identify emerging distress signals	94 Your digital fingerprint is eternal		95 Reputation restoration is a marathon, not a sprint	96 Spin gold from clay — turn crisis into opportunity	97 Don’t leave your reputation up to the roll of the dice	98 Expect surprises around every corner	99 FIND THE UPSIDE	