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COURSE BROCHURE

Reputational Risk Identification and Escalation Training Course

31 January – 4 February 2027
Doha

Reputational Risk Identification and Escalation Training Course

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Reputational Risk Identification and Escalation is a 1-week training course for risk managers, communications leads, compliance officers and board secretaries, built around a named work product: the Reputational Exposure Escalation Map. Trust can now be lost within hours through a supplier scandal, a staff conduct failure or a viral complaint, so organisations need a disciplined way to spot and route reputational signals early. This reputational risk course is delivered by Jupiter Prime Training.

Why Reputational Risk Identification and Escalation Matters Now

Three forces shape reputational exposure today. Online sentiment outruns formal reporting lines. Investors and employees judge conduct and supply chain ethics, not only results. Boards must treat reputation as a consequence of every other risk. Reading these signals early keeps customer and partner trust; reacting late costs contracts, staff and scrutiny. The course rests on recognised enterprise risk management principles, described in general terms.

Who Gains Most from Reputational Risk Identification and Escalation

- Risk professionals who show how operational, conduct and supplier events become reputational damage.
- Communications and public affairs specialists who track sentiment and decide when a story needs a response.
- Compliance and ethics officers who handle misconduct and whistleblowing cases with public visibility.
- Board and committee secretaries who prepare papers, minutes and escalation notes for directors.
- Procurement and third-party oversight staff who assess suppliers and partners whose behaviour reflects on the organisation.

A risk, communications and compliance trio attending together gains most.

Reputational Risk Identification and Escalation Capabilities

Participants treat reputation as an outcome of other exposures and route each signal to the right decision maker.

- Map the drivers of reputational exposure across conduct, operations, suppliers and digital channels — risk owners and the executive committee
- Assess stakeholder expectations and the gap between promise and behaviour — communications and strategy leads
- Calculate impact and likelihood scores for reputational scenarios — the risk committee
- Design early warning indicators with thresholds and named owners — the second line of oversight
- Specify escalation triggers, timelines and board briefing formats — directors and board secretaries
- Build a response and recovery playbook that protects stakeholder trust — the crisis team and spokespeople

Key Reputational Risk Identification and Escalation Terms

- Reputational risk — the chance that an event, behaviour or decision changes how stakeholders judge the organisation and alters their support.
- Expectation gap — the distance between what stakeholders expect and what the organisation does.
- Reputational driver — an underlying exposure, such as misconduct or supplier failure, that can trigger harm.
- Early warning indicator — a measurable signal, such as complaint volume, tracked against a threshold.
- Escalation trigger — a condition that obliges a manager to raise an issue within a set time.
- Stakeholder salience — the weight a stakeholder group carries, judged by its power, legitimacy and the urgency of its claims.

Reputational Risk Identification and Escalation Day by Day

Day 1: Reputation as a Consequence of Other Risks

- Reputation Value Chain — Linking Trust to Revenue, Talent and Licence to Operate
- Expectation Gap Analysis — Where Promises and Behaviour Diverge
- Stakeholder Salience Grid — Ranking Groups Whose Judgement Matters Most
- Case Reviews From Banking and Energy — Patterns Behind Trust Collapses
- Risk Appetite Statement for Reputation — Setting Tolerance Boundaries

Day 2: Tracing the Sources of Exposure

- Conduct and Culture Signals — Misconduct Reports and Speak-Up Data
- Operational Failure Scenarios — Outages, Safety Incidents and Service Breakdowns
- Third-Party Exposure Review — Supplier, Agent and Partner Behaviour
- Digital Sentiment Listening — Social Channels, Reviews and Online Complaints
- Driver Inventory — Capturing Exposures in the Risk Profile

Day 3: Scoring and Watching the Signals

- Impact Scales for Reputation — Media Reach, Stakeholder Reaction and Duration
- Likelihood Judgement — Combining Evidence With Expert Opinion
- Scenario Stress Testing — Severe but Plausible Reputational Events
- Early Warning Indicator Design — Thresholds, Owners and Review Frequency
- Sentiment Dashboard — Presenting Trends to Risk Owners

Day 4: Escalation and Board Oversight

- Escalation Trigger Matrix — Who Is Told, How Fast and by Whom
- Role Split Across Business, Oversight and Audit — Clear Accountability
- Board Briefing Note — Framing Reputational Exposure for Directors
- Response Playbook — Holding Statements, Spokespeople and Decision Rights
- Recovery Measures — Rebuilding Trust With Affected Stakeholders

Day 5: Practising the Reputational Exposure Escalation Map

- Driver Inventory Refresh — Applying Day Two Sources to a Live Case
- Scoring Calibration Exercise — Testing Day Three Scales in Groups
- Simulated Escalation Drill — Running the Trigger Matrix Under Time Pressure
- Peer Challenge Panel — Questioning Indicators and Board Messages
- Reputational Exposure Escalation Map — Completing Drivers, Scores and Routes

Applying Reputational Risk Identification and Escalation After the Course

- Lead a driver inventory session with conduct, operations and procurement owners to record and score the main reputational exposures.
- Agree an escalation trigger matrix with the communications and compliance functions and test it through one tabletop drill.

Reputational Risk Identification and Escalation Questions FAQ

What is reputational risk identification and escalation, and why does it matter now?

It is the discipline of spotting the events and behaviours that can change stakeholder trust and routing them quickly to decision makers. It matters now because sentiment spreads within hours and boards must show oversight.

Which roles gain most from reputational risk identification and escalation training?

Risk managers, communications leads, compliance officers and board secretaries gain most. Procurement staff also benefit, because supplier behaviour often causes reputational damage.

How does reputational risk identification and escalation differ from a reputation management course?

A reputation management course centres on brand and media relations. This reputational risk identification and escalation course treats reputation as a risk outcome: you trace its drivers, score them, set early warning indicators and agree how and when issues reach the board.

What do you bring back from reputational risk identification and escalation training?

You bring back a completed exposure map listing reputational drivers, their scores, the indicators that watch them and the escalation route for each. Risk, communications and compliance teams can maintain it together.

Reputational Risk Identification and Escalation: The Way Forward

The Reputational Exposure Escalation Map first informs which reputational drivers deserve board attention this quarter and which stay with line managers. Risk owners, communications leads and board secretaries use it to agree indicators and response roles. After its first use, revisit the stakeholder salience rankings, as the groups that matter shift with new markets and partnerships.