

# Reputation

## Communications & Media

What people have experienced and heard — held by them, not by you.

**Reputation is the collective judgement of an organisation formed over time from behaviour, experience and account.**

- Built slowly by consistent behaviour, not by messaging.
- Lost quickly, and asymmetrically: bad news travels further.
- Differs by public: staff, customers and regulators diverge.
- Acts as a buffer, buying time in a crisis rather than immunity.
- Cannot exceed what behaviour will support for long.

### LOOK FOR IT

An airline with a strong safety record is given the benefit of the doubt for one incident, not for a pattern.

**The practical implication: reputation work is mostly operational advocacy inside the organisation, not external messaging.**