

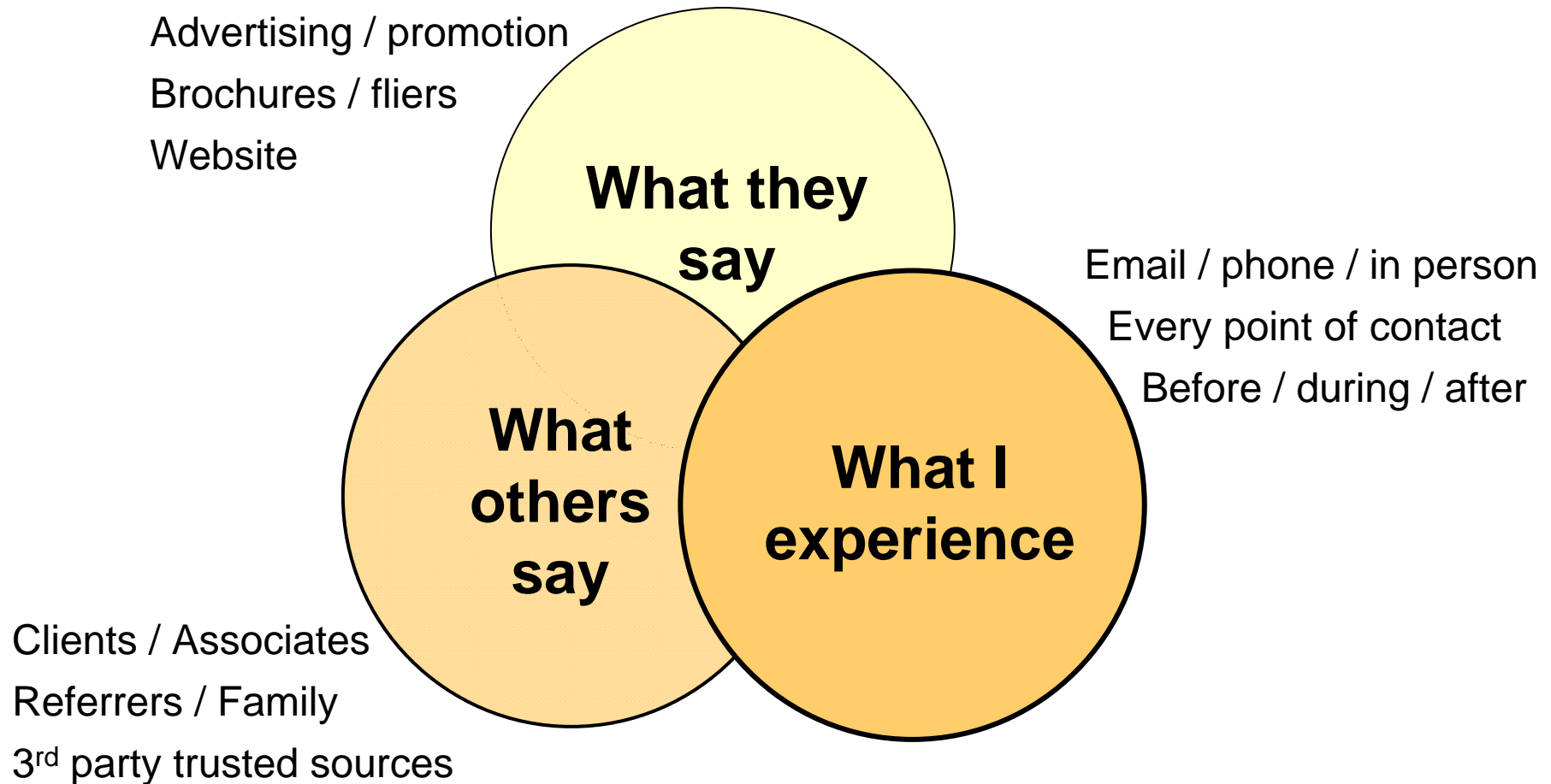
When The Going Gets Tough ...



**Leverage
Your
Reputation!**

ASENZ National Conference
2009

Reputation formation



Talk Talk



What are people
saying about **you**?

In 1 or 2 words

Raw and uncensored!

Desired?

Trust makers ... or breakers?



What are **your** critical
'Touch-points' re:

People?

Processes?

Partnerships?

Leverage your reputation



Identify 'low-cost / no-cost' reputation branding activities to help:

- ✓ Strengthen relationships
- ✓ Build trust
- ✓ Enhance your reputation

Wise words



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