

SITUATION:

- Board of Directors recognized importance of reputation to manage global firm and realized they had minimal corporate level information
- Client base of top executives (CEOs, CFOs, top fund executives) created hard to survey audience
- Reputation managed in individual departments with minimal overlap of metrics and information sources

360 INITIATIVE:

- Designed global assessment to simplify process and replace complicated multimillion-dollar effort existing within individual departments
- Continuous assessment of eight stakeholder groups focused on personalized invitations and relationship building to increase response rates among difficult to survey top executives

OUTCOME:

- Executive management now has consistent information for decision-making across all departments
- Launched expanded efforts in their recruiting and alumni programs to establish channels and create consistent company message to these key stakeholders
- Multiple corporate citizenship programs launched with campaigns to promote their visibility to key stakeholders