

Credibility Risk Assessment: Why? Why now?

Credibility Risk Management is the active, continuous, and ethics-based assessment and engagement with all stakeholders to safeguard and enhance the organization's credibility.

Reputation is the perception--good, bad, or indifferent--held by interested persons or groups about the organization's characteristics, achievements, and behaviors. Reputation is a value judgment.

A trusted reputation is a critical, intangible asset that allows the organization to pursue its mission.

To address threats and opportunities, credibility risk management requires dynamic strategies involving good corporate governance, social responsibility, accountability, and honest communication.

Risks are generated by policies and programs of the organization, by actions of individuals who belong to the organization, and by influencers outside the organization.

Regardless of where a risk is generated, most risks can be anticipated, its threats mitigated, and opportunities enhanced.

Communication alone cannot protect the organization's credibility. Organizations will maintain the public's trust by fulfilling its stated and implied promises and by combining its best work with strong ethics and values. Public and stakeholder trust is built, enhanced, or restored, in part, through effective communication, especially when perceptions of mistrust occur.

Credibility risk management is more critical than ever because of shifting cultural norms and technological changes.

CDC *RiskSmart*TM is a system to detect, assess and help the organization respond to the opportunities and threats inherent in its behaviors and communication. Organizations may have more or less risk tolerance but no organization will ever be free from risk nor should it pursue that as its goal.

