

Enhancing Corporate Reputation

 Programme Date
Sept 15, 2026

 Duration
3 Days

Mode of Delivery: Hybrid

 Programme Fee:
850,000



Overview

The desire to achieve and maintain a positive corporate reputation is a top priority for business leaders. This is so given their understanding of the beneficial consequences of this concept. CEOs and C-suite executives understand that a positive corporate reputation is a tool for achieving repeat purchases, meeting sales targets, enhancing market performance, increasing profitability levels, and boosting overall business revenue. CEOs are aware that a positive corporate reputation can help to attract investors, encourage shareholders to invest in their companies, lower the cost of capital, correlate with superior overall returns, enhance competitive ability, attract and retain talents, enable strong organizational identification by employees, and promote "inter-organizational cooperation or citizenship behavior". Business leaders routinely rely on it in making a variety of decisions across marketing, human capital development, corporate communications, sales, operations, production, and so on. CEOs and their lieutenants recognize that corporate reputation affects how various stakeholders behave towards their organizations. They are aware it is a major tool for achieving employee retention, customer satisfaction, and continued customer loyalty. Not surprisingly, CEOs see corporate reputation as a valuable intangible asset. CEOs and C-suite executives rely on a positive corporate reputation as a platform for sending positive signals to stakeholders about products and services compared to other firms within similar industries. The development of a favourable corporate reputation is strategic and critical for business leaders who use it as a tool for generating above-average returns for their organizations.

Learning Objectives and Benefits

Upon completion of this programme, participants will:

- Understand international best practices in corporate reputation from the perspective of the traditional attributes of reputation buoyed by how the critical roles of innovation, digital transformation impact heavily on corporate reputation management.
- Learn how the standards of organizational behavior in the context of ESG (Environmental | Social | Governance) impacts performance, decision making among socially conscious investors who screen potential investments and corporate reputation.
- Appreciate how ESG programmes create value over both the short term and the long term.
- Understand how to position ESG as a strategy within organizations and how this helps to build positive corporate reputation.

Who Should Attend

- Board Chairmen
- Chief Executive Officers
- Executive Directors
- Independent Non-Executive Directors
- Chief Financial Officers
- Chief Marketing Officers
- General Managers across all functions
- Directors across all functions
- Corporate Communication Directors
- C-Suite executives

Faculty

Professor Tayo Otubanjo
Mr Olu Akanmu

Reservations/additional Information

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