



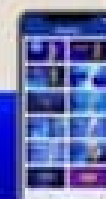


L'INVITÉ DE BONJOUR MARSEILLE

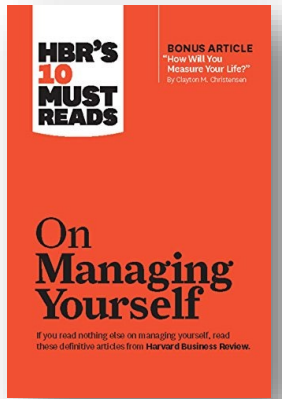
UNE AGENCE POUR FAIRE RAYONNER LA PROVENCE

Marseille : une quarantaine de mineurs isolés ont été accueillis dans l'église Saint-Ferreol ce mardi pour y passer la nuit (La Provence)

BFM
MARSEILLE
PROVENCE



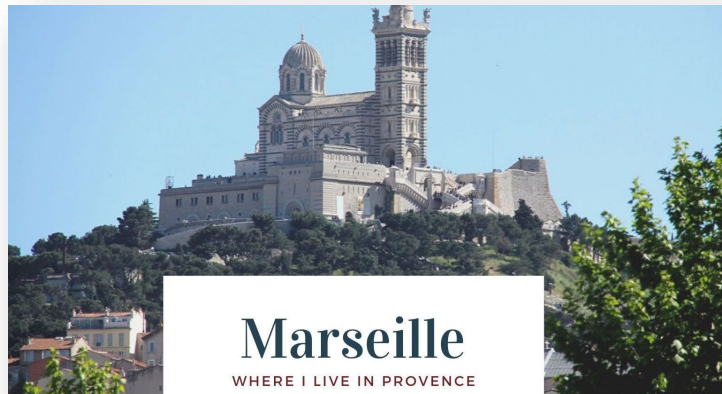
TÉLÉCHARGEZ
L'APPLICATION
BFM MARSEILLE
PROVENCE



Exams : students challenge with me

Marseille Provence e-Reputation

- Group workshop
- How to improve Marseille Provence E-Reputation ?



Managing Oneself : your E-Reputation

Individual work

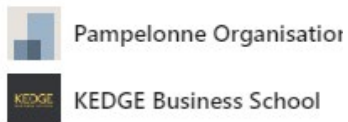
How to improve your student E-Reputation ?

SAe +Media Planning



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Global Sponsoring Director, B to B Marketing and International Relations Manager



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From Reputation to E-Reputation management

- E-Reputation : Reputation on line !
- E-Reputation = referencing + public relations + social networks + sensemaking
- We are social → on line scanning !



ROD MILLER
Best Selling Author & Local Marketing Expert

ONLINE MARKETING SUCCESS

THE COMPLETE GUIDE TO ONLINE REPUTATION
FOR SMALL & LOCAL BUSINESS



“Your Online Reputation is a
Critical Business Asset”

Rod Miller

Everything You Must Know About
Managing Your Online reputation

**Success in the knowledge economy
comes to those who know
themselves - their strengths, their
values, and how they best perform.**

Peter Ferdinand Drucker - managing oneself

MANAGING ONESELF

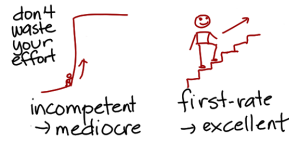


Managing Oneself

Peter Drucker
Harvard Business Review (1999)

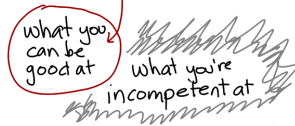
Sketchnoted by
Sacha Chua
sach.ac/managing1
Aug 22, 2013

What are my strengths?



Feedback analysis

- Write down the outcome you expect
- 9-12 months later, compare results
- Build on your strengths



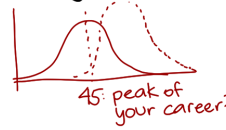
what are you good at?

what do you need to improve?

What unproductive habits are in your way?

- Intellectual arrogance
- Lack of follow-through
- Lack of manners

The second half of your life



Benefits:

3 ways to develop a second career:

- Start one by moving jobs
- Develop a parallel career. (e.g. part-time, consulting...)
- Be a social entrepreneur/organizer.

Take responsibility for relationships

Other people are individuals too. adapt to different strengths, ways of working, values.

Take responsibility for communication

What should I contribute?

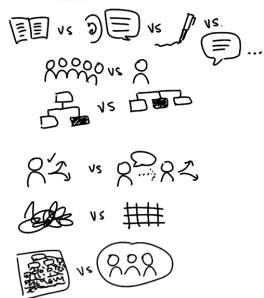
Plan: 18 months beyond: fuzzy

What does the situation need?



- What results have to be achieved to make a difference?
 - Hard to achieve (stretch)
 - But within reach
 - Meaningful
 - Visible
 - Measurable (if possible)

How do I work?



Don't try to change yourself. Improve how you perform.

Improve how you perform.

Avoid what you'll perform poorly.

What are my values?

What kind of person do I want to see in the mirror?

Are my org.'s values compatible?



Where do I belong?

Where do I not belong?

Know yourself so that you can say "Yes, but this way."

2019 Most Reputable Companies

GLOBAL
TOP COMPANIES

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