

FROM OLYMPICS TO
ONESELF
MANAGEMENT :
SOFT SKILLS AND
SPORT LIVE
EXPERIENCE



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

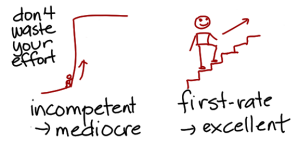
MANAGING ONESELF



Managing Oneself Peter Drucker Harvard Business Review (1999)

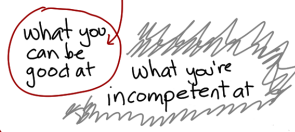
Sketchnoted by Sacha Chua
sacha.ac/managing1
Aug 22, 2013

What are my strengths?



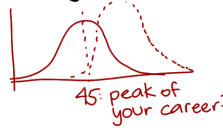
Feedback analysis

- 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: *prepare early!*

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

Take responsibility for relationships

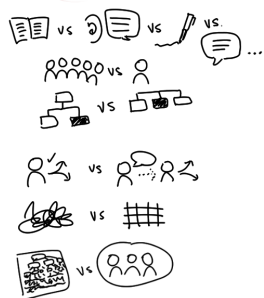
Other people are individuals too. adapt to different strengths, ways of working, values. *ask!*
Take responsibility for communication. *share yours!*

What should I contribute?

Plan: 18 months beyond: fuzzy

- What does the situation need?
- What is the greatest contribution I can make?
 - Strengths
 - way of work
 - values
- 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. 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."



The Strength of Weak Ties

Mark Granovetter
American Journal of Sociology



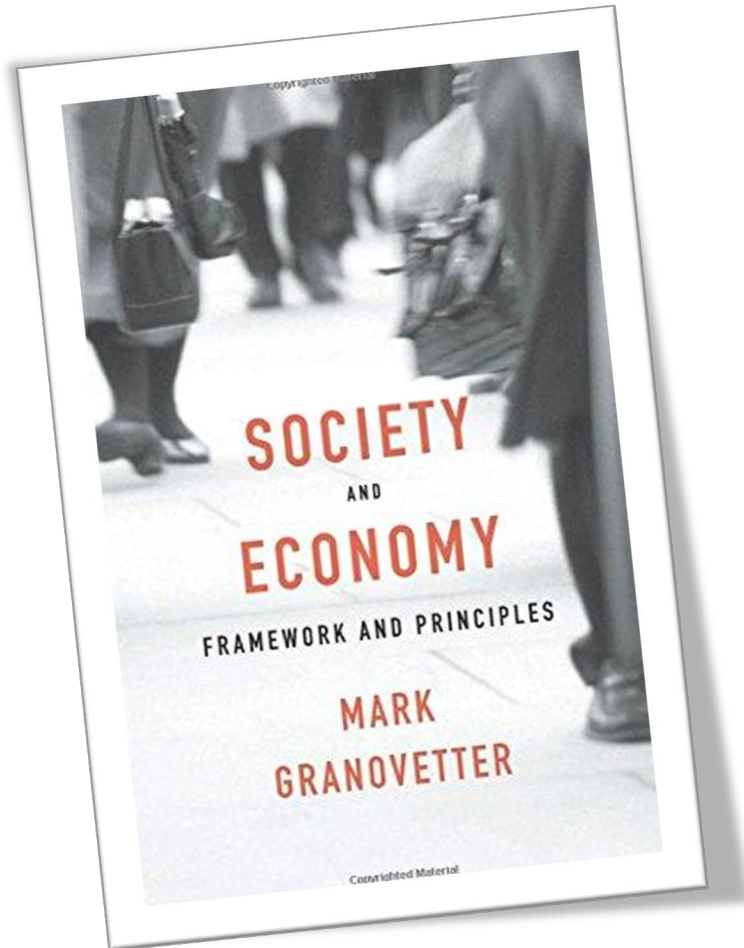
What is a weak tie?

- Strength of tie as a linear combination
 - F = Frequency of Contact
 - E = Emotional intensity
 - I = Intimacy (mutual confiding)
 - R = Reciprocal services

$$I_{ij} = w_1 F + w_2 E + w_3 I + w_4 R$$

- Granovetter leaves exact functional form and weighting “postponed for future empirical work”

INTERPERSONAL “TIES” EFFICIENCY (GRANOVETTER, 1973)

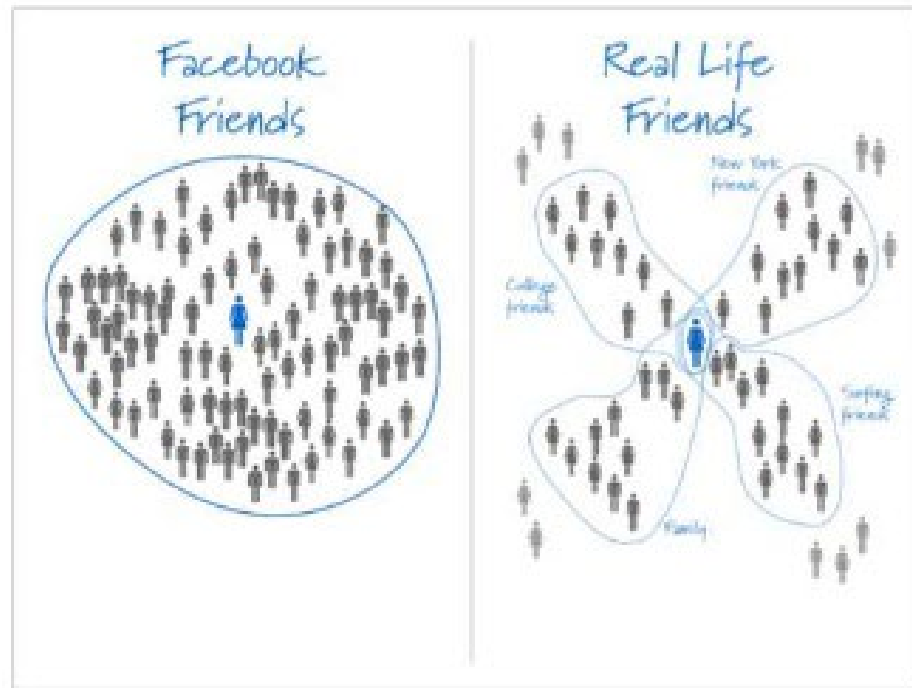


“The Strength of Weak Ties”, 4 criteria :

- ★ Relation duration
- ★ Emotional intensity
- ★ Intimacy
- ★ Services reciprocity between stakeholders

Strong and Weak Ties

- Our '**weak ties**' act as bridges. They connect us to other groups of people we would not know otherwise.



Luck is what happens . . .

**When
preparation
meets
opportunity**



Vince Lombardi



2019 Most Reputable Companies

GLOBAL
TOP COMPANIES

RepTrak®

Reputation Institute



ROLEX

What are 'reputations'?



Reputations are perceptions people have of an individual or organization, be it a company, a city, or a country. These perceptions form as a result of the personal experiences that people have, the messaging they see and hear, and the third party conversations they are exposed to.

BRAND

The unique promise
a company crafts
and makes to its
stakeholders



REPUTATION

The degree to
which a company
fulfills its promise
in the eyes of its
stakeholders

What's the difference between 'brand' and 'reputation'?

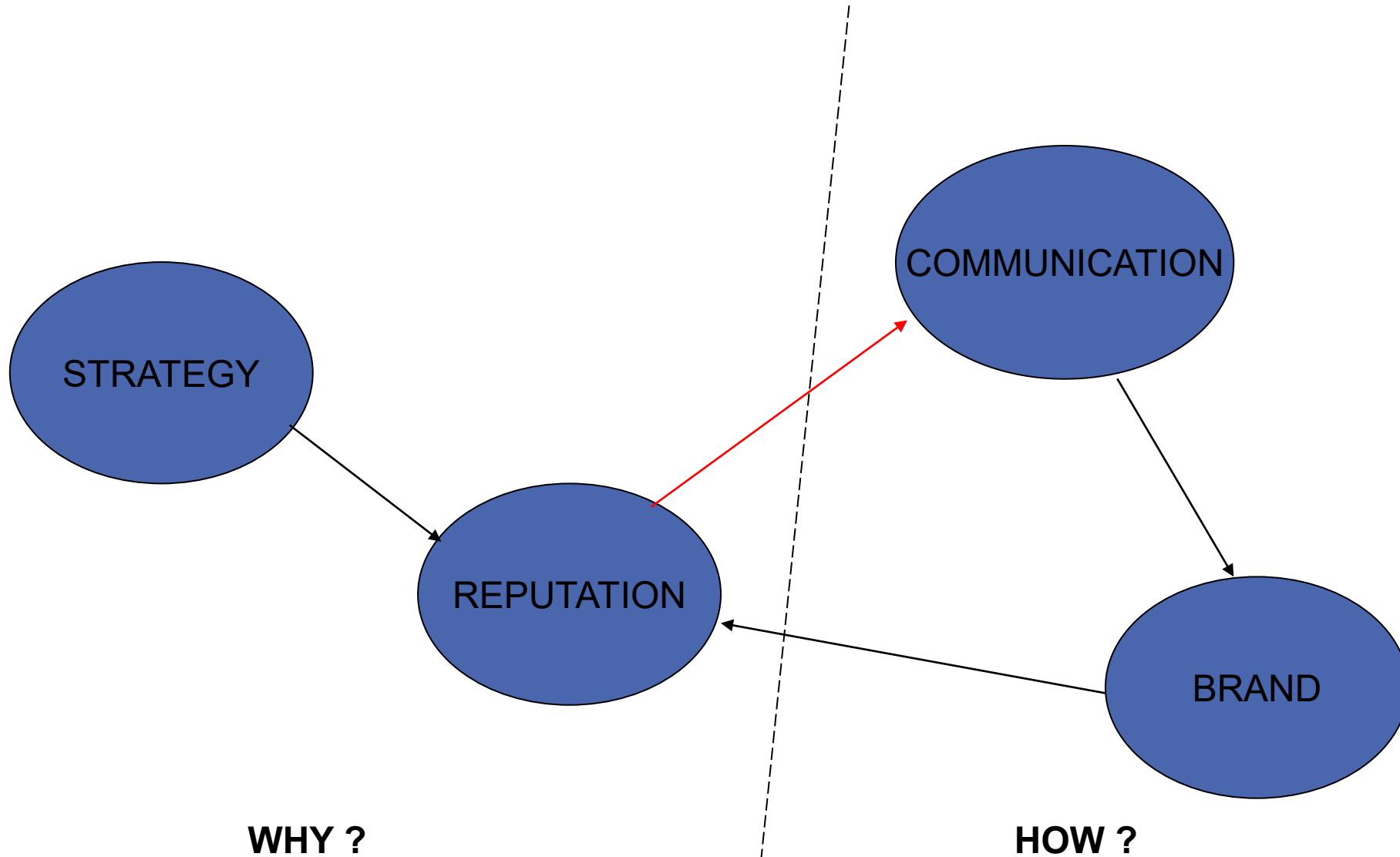


- **A brand is a promise. Making a relevant and distinctive promise helps to build a brand.**
- **A corporate reputation is built by fulfilling that promise to stakeholders. A company therefore owns its brand, but stakeholders own its reputation.**

**BRAND CONSTRUCTION IS
DIFFICULT IN THIS CONTEXT...
BUT :**

*Reputation construction and control can
stimulate and develop your commercial brand !*

Rethinking your communication !



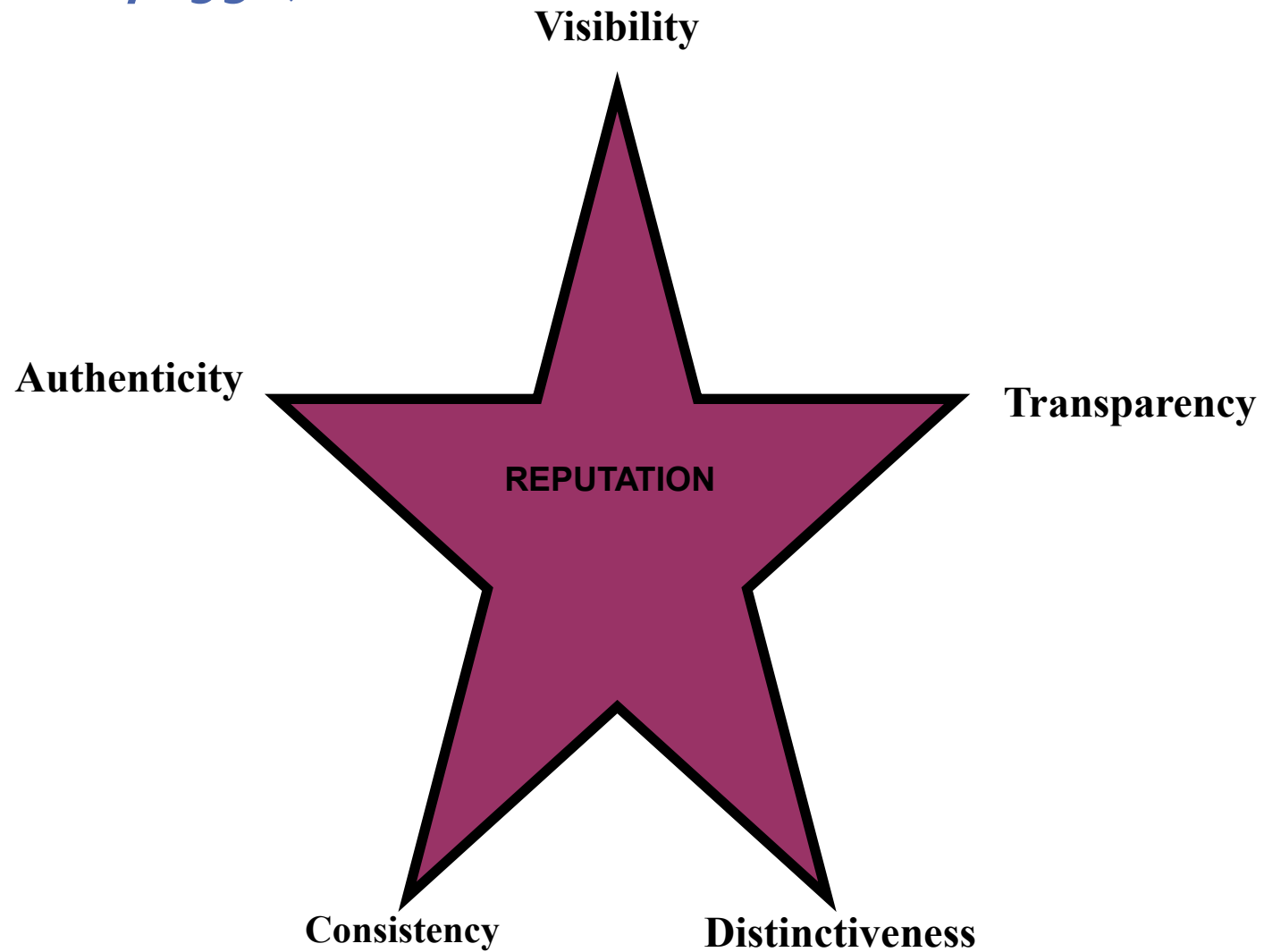
CORPORATE REPUTATIONS CAN BE MEASURED AND MANAGED

Reputation management

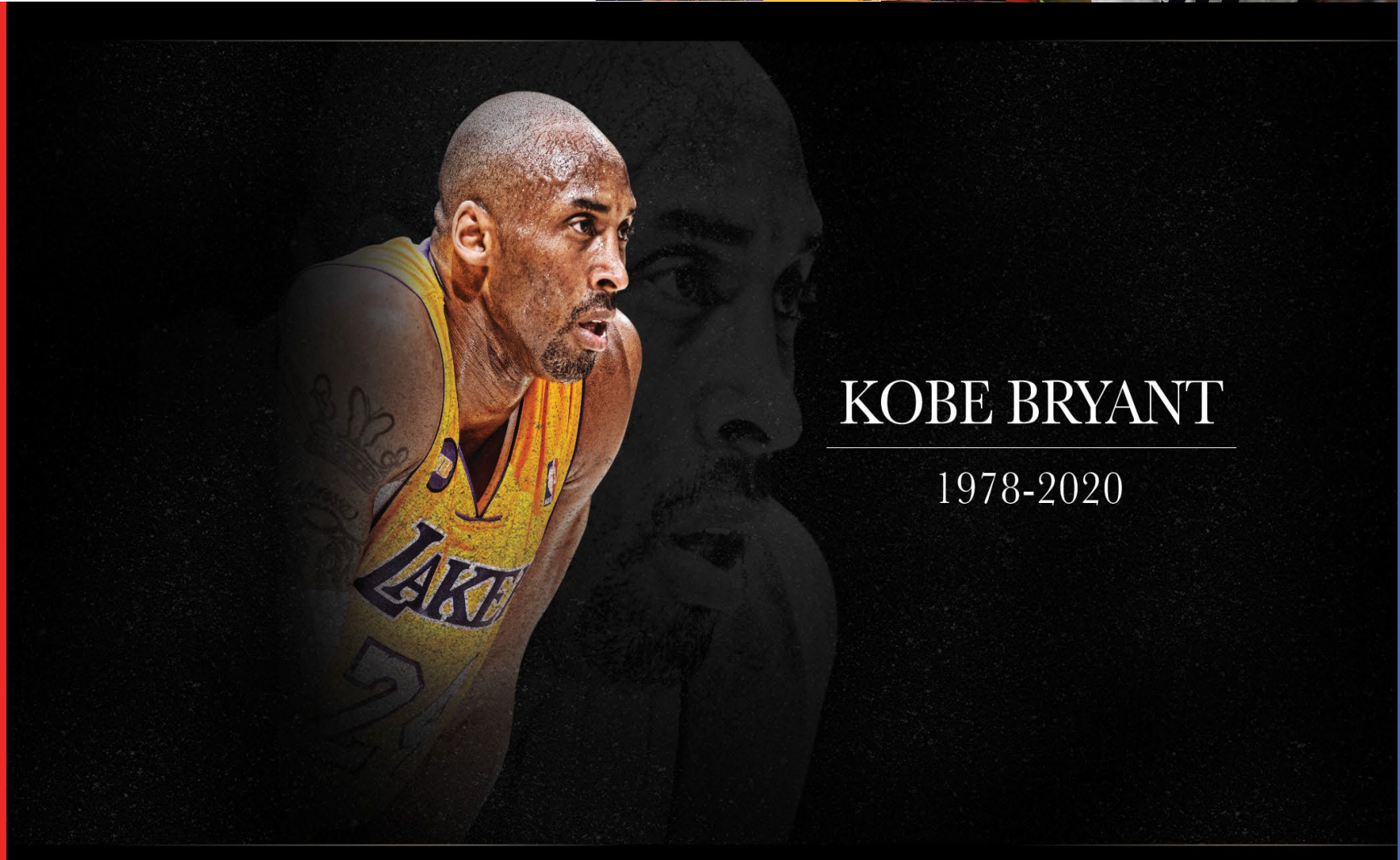
The Reputation Quotient

Reputation management

(Fombrun, 1996)

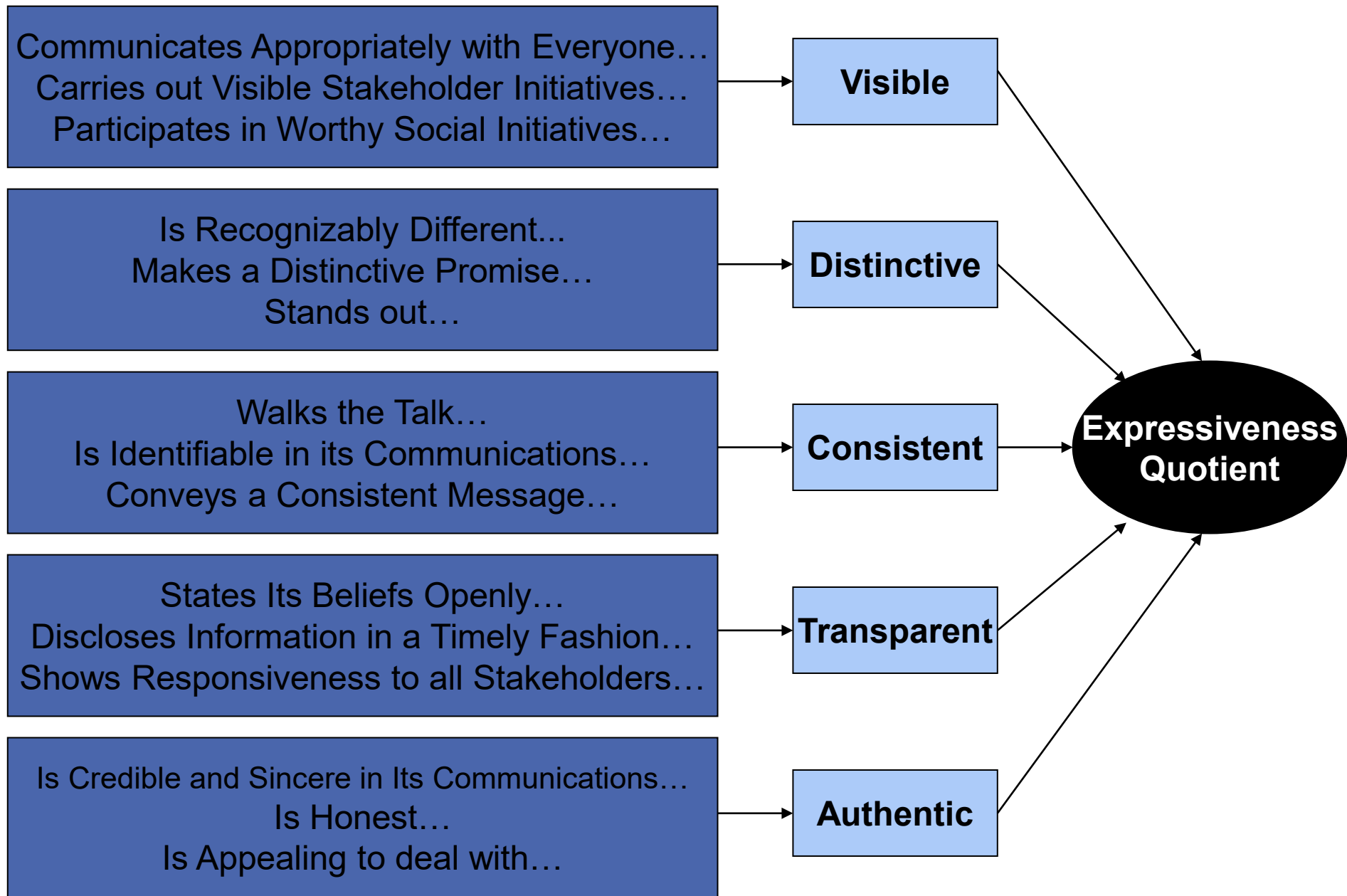












The expressiveness quotient (Fombrun and Van Riel, 2004)

**5 principles
Reputation Management**

**Roger Federer
1st Intemporal brand**

**Rafael Nadal
2nd Intemporal player**

**Novak Djokovic
3th Intemporal winner**

Be visible

Titles, **Sport & Business Centric**,
Sponsorship, sustainability

Titles, **Sport centric**, Sponsorship,
sustainability

Titles, **sport & politic centric**,
sustainability

Be authentic

Staff, Coach, Nadal Rivalry &
Friendship, Fundation

Family, Coach, Spain
Hardworking, Federer Rivalry &
Friendship

Serbia, Family, Staff,
Hardworking, Fundation

Be consistent

Be offensive based on **talent
becoming skills**

Be **dominant** physically using his
left-hand

Be a total player able to be a
« **destructive creator** » for all
players skills and surfaces

Be distinctive

Style, 8 Wimbledon, global fan
oriented

Fighting Spirit, 14 Roland Garros,
global fan oriented

23 slams, 10 Australian Open,
Mentalist & total player, brand
communities oriented

Be transparent

Clear on his **carreer** evolution and
choices to create the best **personal
brand** ever in tennis and in sport

On his **carreer** and his **preparation**
to be ready to win. On his
academy and future

**Not on tennis & politics choices –
not on his lack of brand power
versus nadal & federer**

Reputation management in action !



You have to
Create
Protect
Repair
your reputation

BREAKING
KYRIE IRVING
TRADED TO
MAVS



LES ECHOS.fr

Marseille : les relations sulfureuses de José Anigo

Par Paul Molga | 05/09 | 21:31 | mis à jour le 06/09 à 16:58
Le directeur sportif de l'OM traîne une réputation de « sale gosse » régulièrement alimentée par la rumeur. Son fils Adrien a été tué par balles jeudi dans le XIII^e arrondissement de Marseille.



Le fils du directeur sportif de l'Olympique de Marseille, José Anigo (en photo), a été abattu jeudi

Indeed bad reputation can affect brand development... (OM)

But don't forget your **resources reputation** !

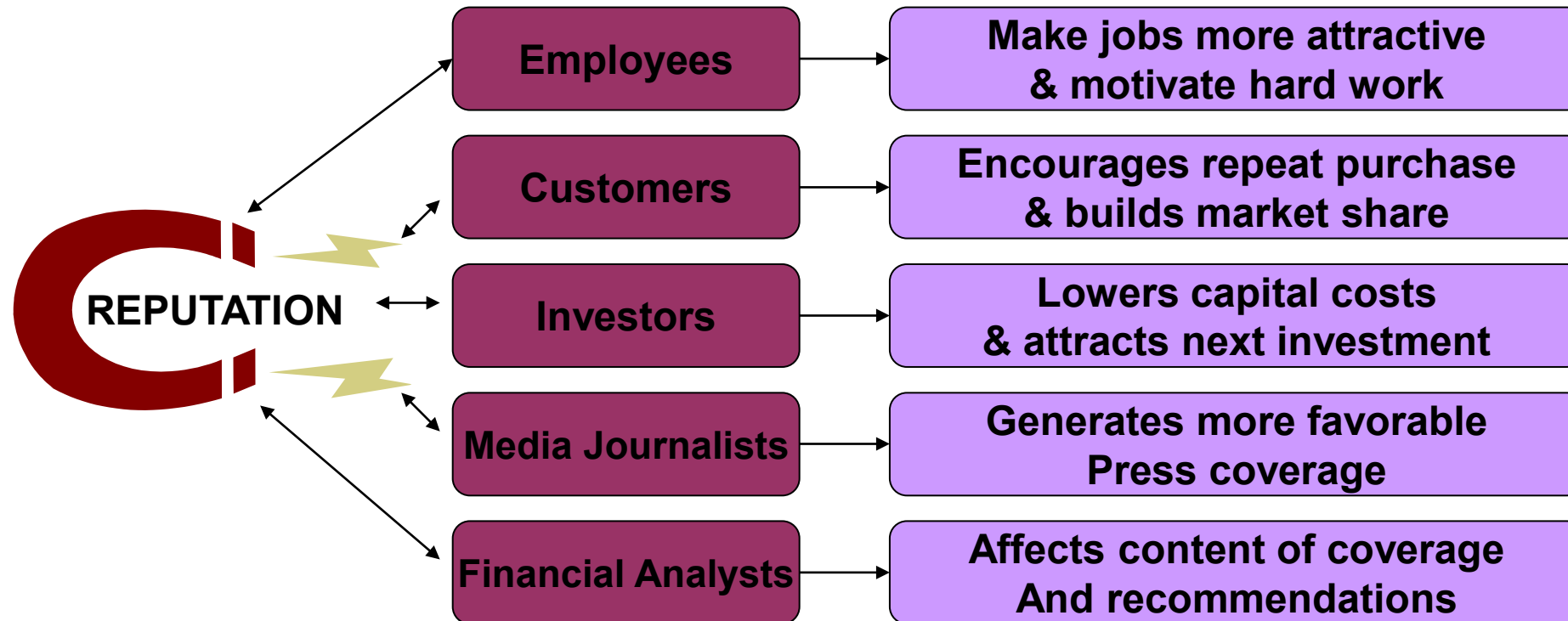
- ★ Sponsors Brand
- ★ PR and CEO celebrity
- ★ Local or cultural identity
- ★ Hospitality (stadium)
- ★ Your history !



**“Being Known” => not always “Being Good”
(Stade Français or NY Knicks cases...)**

Reputations are magnets : they help a company attract resources

(Fombrun and Van Riel, 2004)



Measure : reputation Quotient (6 dimensions and 20 attributes) (Fombrun and Van Riel, 2004)



Figure 3: Global RepTrak 100 Driver Weights 2015-2021

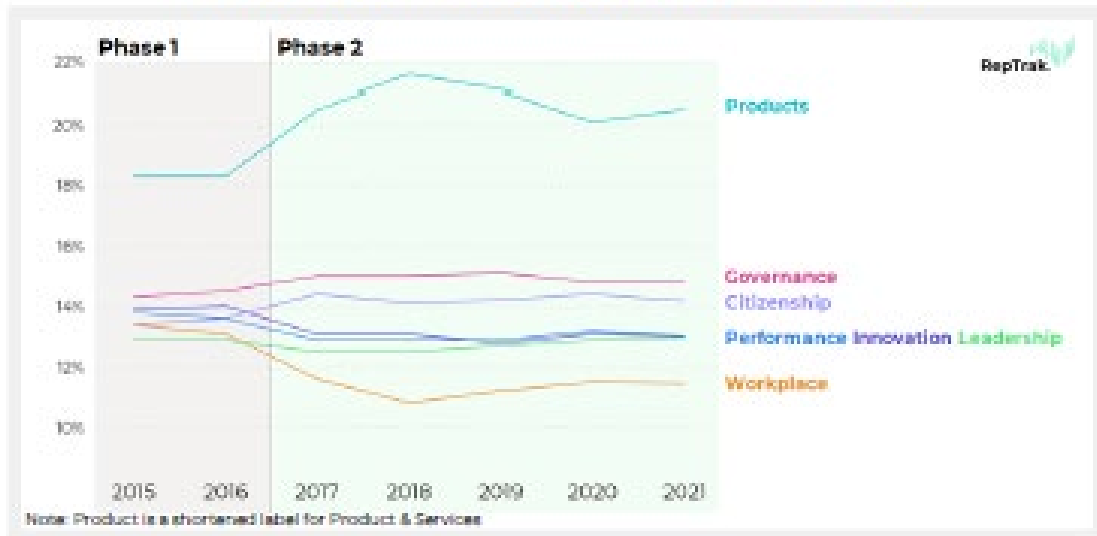


Figure 7: 2021 Global RepTrak 100 Driver Scores by Generation

Driver	18-25 GenZ	26-40 Millennials	41-55 GenX	56-64 Boomers	Overall
Products	74.5	76.1	76.6	76.9	76.1
Innovation	70.4	72.9	73.2	73.1	72.5
Workplace	68.3	70.3	69.8	69.4	69.6
Governance	69.1	71.1	70.6	70.1	70.3
Citizenship	68.0	70.2	69.8	69.5	69.5
Leadership	72.4	74.2	74.4	74.4	73.9
Performance	73.9	75.6	75.8	75.8	75.4

Figure 4: 2021 Global RepTrak Driver Weights by Industry

	Most industries	Automotive	Banks	Consumer Durables	Household Products	Media
Rank 1	Products	Products	Governance	Products	Products	Governance
Rank 2	Governance	Governance	Citizenship	Performance	Citizenship	Products
Rank 3	Citizenship	Performance	Products	Governance	Governance	Citizenship

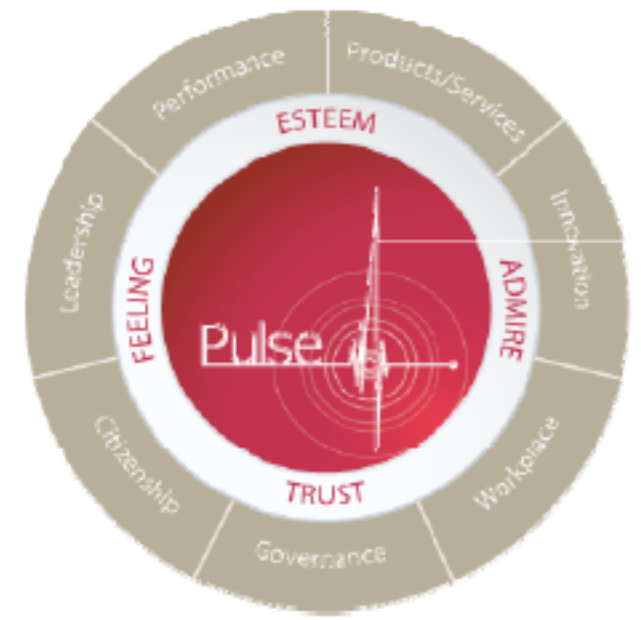
Note: Banks is a shortened label for Banks, Diversified Financials, and Insurance. Media is a shortened label for Media & Entertainment

How are Corporate Reputations Measured?

Reputation is Driven by Seven Dimensions
RepTrak™ measures them



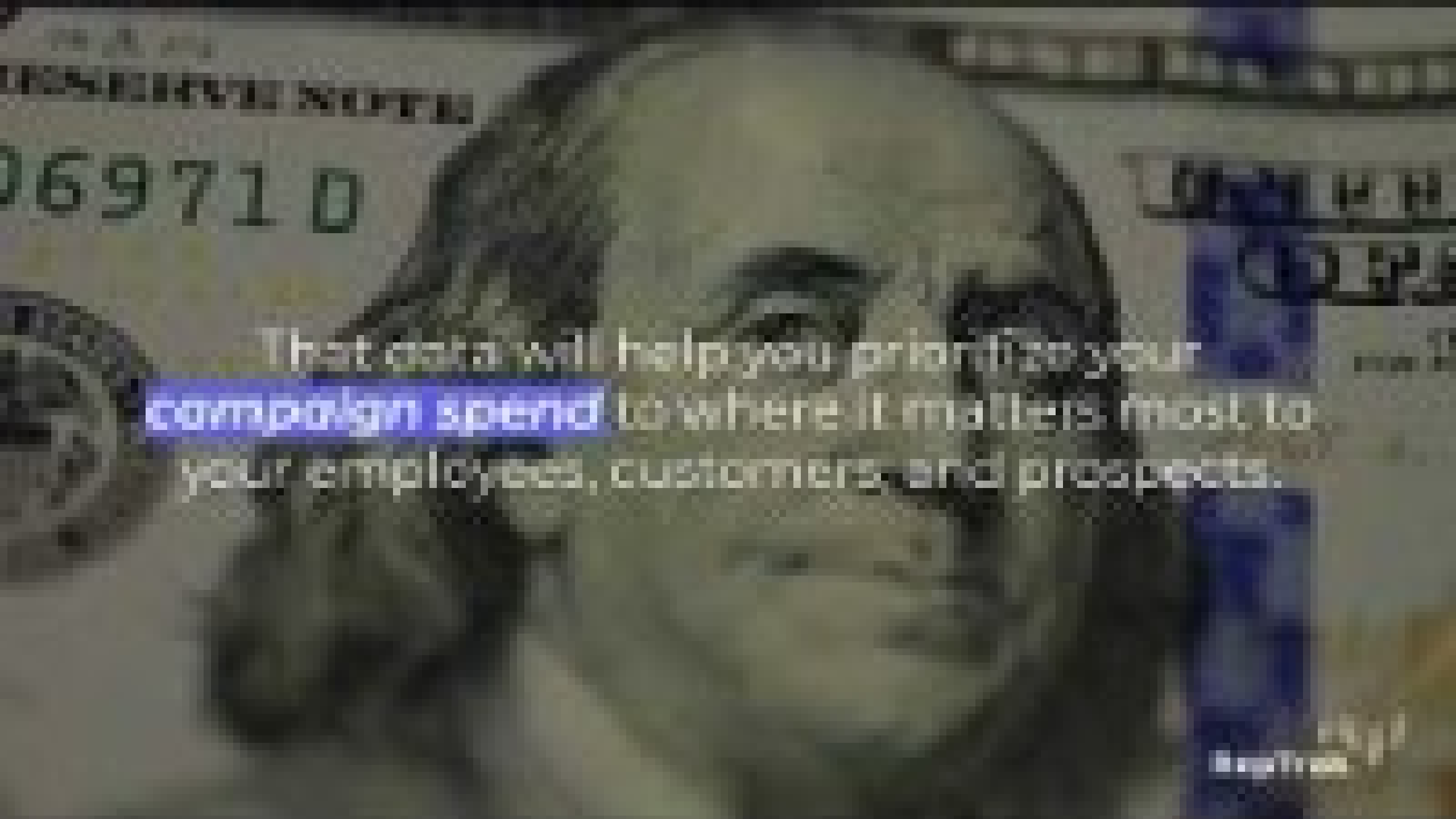
Emotional



Rational explanation
of the emotional

How are reputations created...





UNIVERSITY NORTH

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That data will help you prioritize your **campaign spend** to where it matters most to your employees, customers, and prospects.

Next Track

Transfer in the context of sports organizations



Your Personal Strategy

Managing Oneself ?

Weak Ties & Chance ?

5 dimensions of your Reputation ?

Soft Skills to make the difference ?