

# The Reputation Game

*"It takes 20 years to make a reputation - and 5 minutes to break it."*

Warren Buffett

*"I don't agree - you can destroy a reputation in 140 characters!"*

Peter Roper

## How do you manage *your* reputation?

- What are people saying about you - and your staff - when you're not there? Find out how to influence the 'grapevine'
- Social media: ban it or leverage its power? A simple social media policy will help you to control the power of instant messages.
- How do you measure your reputation? A matrix approach that will give you reputation management control.

### **Peter Roper FPSA**

Known as 'The Natural Speaker' Peter has spoken to 400,000 people in many countries.

His corporate background combined with nearly two decades of entrepreneurial business give him a unique insight into how business does - and doesn't - work.

Peter's experience has resulted in writing *Running on Empty* and co-authoring best seller *And Death Came Third* with Andy Lopata; and *The Reputation Game* with Lesley Morrissey .

Peter is an award-winning speaker and Fellow of the Professional Speaking Association



[www.peterroper.com](http://www.peterroper.com)

01299 272716