We are a non-profit ideas laboratory created to drive the professionalization and management of key intangibles

Corporate Excellence - Centre for Reputation Leadership is a non-profit business foundation that has spent more than a decade improving society through professionalization and excellent intangible management. As well as promoting the development of committed, responsible and authentic organizations. We generate shared knowledge from open collaboration and innovation among different social actors: large companies, universities and consultancies.

TRUSTEES

BBVA  CaixaBank  IBERDROLA

Naturgy  Santander  Telefonica

ASSOCIATED COMPANIES

abertis  Bankia  bankinter  CGMEX  CEPSA

Damm  DKV  Gestamp  iberCaja

Leroy Merlin  MAPFRE  quironsalud  GRUPO RED ELéCTRICA

Sabadell  SAMSUNG  SUEZ
OUR VISION
To become a technical and ethical leader in the world to strengthen integrated and comprehensive intangible management.

OUR PURPOSE
That all organizations should contribute to improving society through excellent management of their intangibles.

OUR AREAS OF ACTIVITY
- Reputation and reputational risk
- Purpose, alignment and corporate brand
- Communication
- Responsible business and good governance
- Contextual intelligence and public affairs
- Advanced metrics
- Reputation Leadership Academy

COLLABORATIVE KNOWLEDGE ECOSYSTEM
We have an advanced knowledge ecosystem reinforced by collaboration and co-creation alliances that has allowed us to progress in the field of intangibles, consolidate concepts, management models and indicators.

WHAT WE OFFER

Thought Leadership
- Knowledge Centres
- Good practice cases
- R&D Projects
- Corporate Excellence Library
- Observatories
- Research centres and chairs

Actividades & Networking
- Meetings and conferences
- Collaborative co-creation work groups
- Club alumni

Reputation Leadership Academy
- The Global Chief Communications Officer: Strategic reputation, brand and communication management
- Basic course in corporate reputation management
- Executive Programme for Reputational Risk Management
- In-company training

Universities and business schools
Develop and communicate the conceptual foundations to scientifically validate innovation.

Large companies and senior executives
Implement innovation to improve reputation management and key intangibles.

Consultancies
Implement innovation, they protect and extend its applicability.
HOW TO COLLABORATE WITH US?
Corporate Excellence - Centre for Reputation Leadership is an initiative open to all organizations and society as a whole. If you are interested in joining or collaborating, contact us:

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