

# Questions Business Leaders and Boards Should Ask About Company Reputation

Every minute of everyday organizations, institutions and individuals experience cyber or breach attacks and are digitally assassinated. Our digital world poses significant reputation risks and has profound effects on company boards and managements.

What can be done to the world's most powerful governments can certainly be done to you, your company or organization.

Digital assassins inflict instant havoc and substantial damage to brands, credibility, employee morale, infrastructure, reputation, sales and stock value.

Yet, we find many business leaders are not addressing all the issues necessary in today's digital and omnipresent communications world.

If your organization is attacked, are you ready to counter such disruption? Could you mount – particularly on a weekend or holiday – a well-rehearsed communications strategy that deals with instant digital and media reactions that everyone will see?

Following are questions business leaders and boards should ask about company reputation:

1. Has management calculated and evaluated the financial and legal risks of digital and cyberattacks, including protection of customer data and personal information? Have they negotiated current cyber insurance coverage?
2. Are rules governing data privacy and critical digital communications clearly understood and reviewed annually with the board and management?
3. Who in the C-suite owns this strategy and process? And what board committee oversees this issue?

4. Does the company engage daily data analytics software and media monitoring that include social media — powered by artificial intelligence (AI) technology? Who reviews, analyses and how often is this information distributed and to whom?
5. In the event of a hack or digital attack or other crisis, has management created a response team that includes IT, IR, legal, HR, communications, marketing, sales and other key personnel reporting to a single C-suite officer?
6. Does the company have ready access to outside communications, legal and IT counsel with substantial experience in digital and crisis to prepare and train executives in advance, as well as guiding them through an emergency?
7. Has this response team conducted rehearsals to build muscle memory with a decision tree of possible actions — and no less important, inactions? Is the team available to respond 24/7 as most attacks happen after hours on weekends or holidays ... when the least number of resources are available?
8. Considering extreme costs of attacks from disgruntled current, former or anonymous employees — does HR and management annually evaluate its process of vetting potential employees and exit interviews?

Torrenzano experienced professionals work on these and many other issues – planning and rehearsing clients – and working with legal counsel, security firms and insurance companies to advise the public response necessary when a reputation crisis occurs.

As a matter of fact, Torrenzano is the recognized provider for communications and reputation services in several insurance company policies.

For more information or to speak with us reputation management or high-stakes issues contact:

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