RESICONX · Resilience is Strategy | Wednesday November 18th, 2026, Divani Caravel Hotel, Athens

Reputation as a Resilience Asset

How Stakeholder Trust Supports Business Continuity

FocusBari
Human Understanding. Smarter Decisions.

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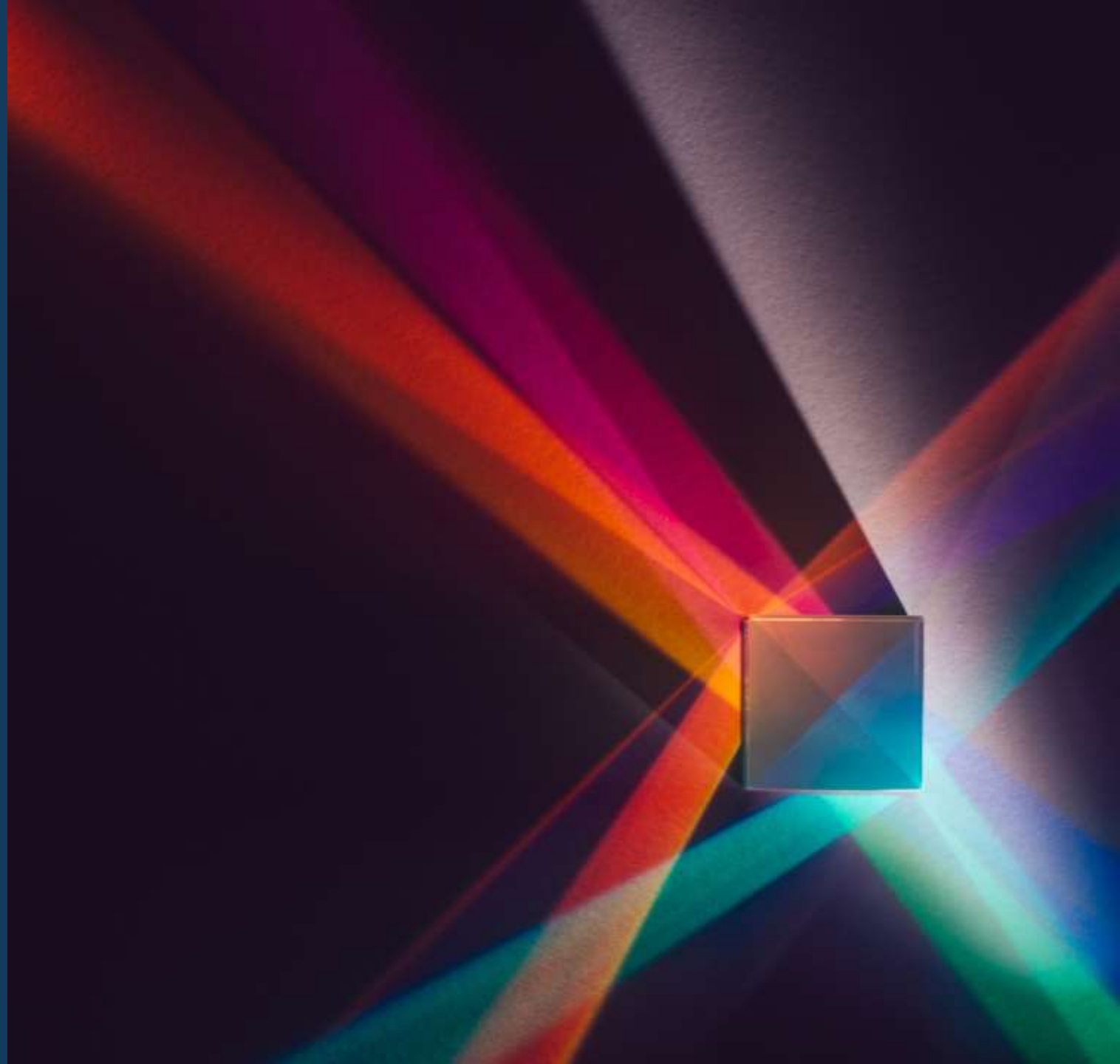
Business resilience has a human side

Plans keep operations running.
People and relationships help sustain confidence.



Same event. Different interpretations.

Stakeholders judge an incident through what they already know and believe about the company.



The story moves faster than the statement

Digital signals reveal emerging concerns. Stakeholder research shows where confidence stands.



A strong reputation can create room to respond.

Confidence earned over time can make stakeholders more willing to hear an explanation and wait for action.





Reputation changed the starting point

Prior trust gave her room to respond.
Measurement helped guide the response.

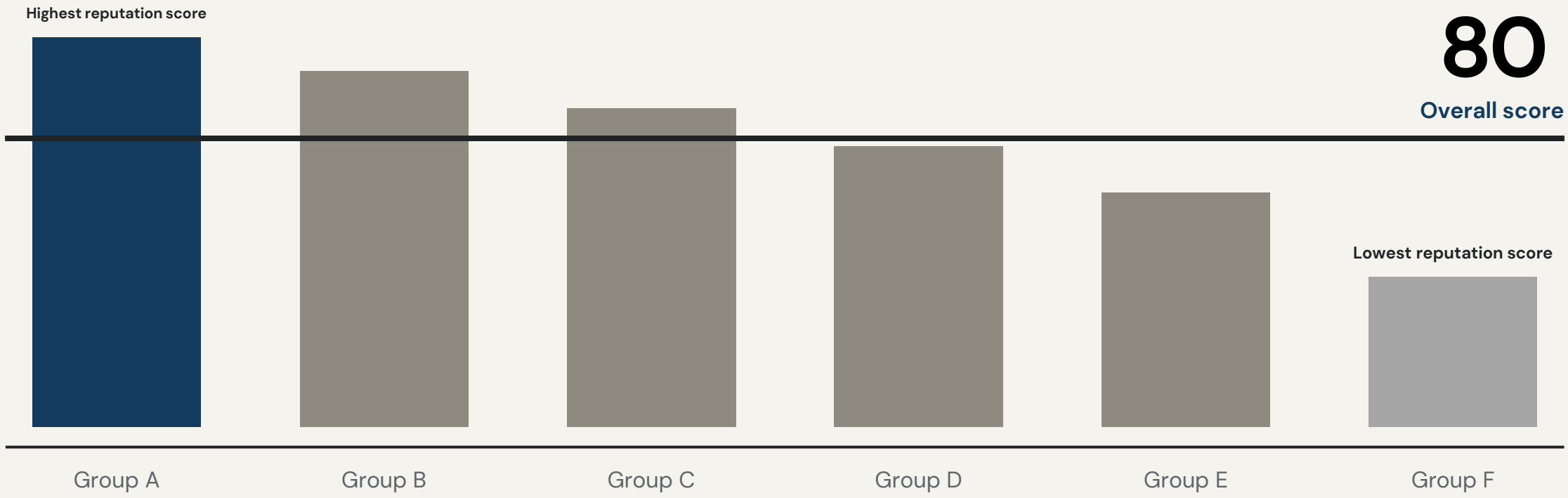
One company.
Different stakeholder perspectives.

ReputationERA measures how different groups see the company and what shapes their views.



A strong overall score can hide a stakeholder gap

Overall reputation: 80. General public and university students: more than 10 points below overall.

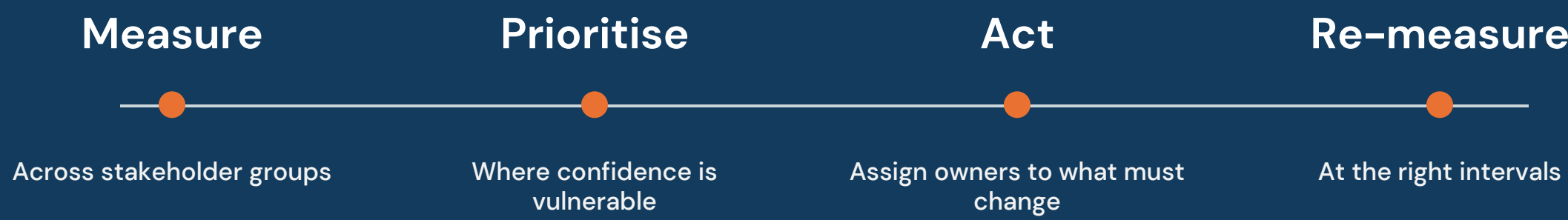


What do AI answers say about your company?

Visibility, narrative and sources now form another layer of reputation measurement.



Measurement matters when it guides action



A clear strategy: what to measure, among whom, and when.

A study moved from measurement to management

3

priority areas

2 of 3

no longer priorities after action

+2

Reputation Index points overall

10 of 12

stakeholder groups recorded an increase

The next wave showed progress.

If your continuity plans were tested tomorrow, would you know where trust is most vulnerable?

Resilience is built before disruption.

Reputation as a Resilience Asset:
How Stakeholder Trust Supports Business Continuity

Focus Bari & ERA Research & Consultancy | RESICONx 2026

Thank you!

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