Reputation Risk in the Age of Big Tech Training Course

Professional Development Training Course Outline

Category	Risk Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The omnipresence of Big Tech platforms and the accelerated news cycle have fundamentally redefined Reputation Risk in the 21st century. Corporate leaders now face an unprecedented landscape where a single misstep can instantly trigger a global viral crisis, amplified by algorithmic bias, deepfakes, and pervasive misinformation. Stakeholder capitalism and demanding public scrutiny, particularly regarding ESG (Environmental, Social, and Governance) factors, mean that a company's perceived ethical stance is as critical as its financial performance. Traditional risk management frameworks are now obsolete; protecting brand equity requires a proactive, real-time approach to Digital Vulnerabilities, integrating Social Listening and AI Governance into core business strategy to build Organizational Resilience against sudden, decentralized attacks.

Reputation Risk in the Age of Big Tech Training Course is designed to equip executives and practitioners with the advanced skills necessary to navigate the Geopolitical Fragmentation and regulatory complexity driven by Big Tech's influence. We move beyond basic social media monitoring to focus on Strategic Risk Modeling quantifying the financial impact of digital contagion and developing robust Crisis Communication protocols for the multi-platform age. By mastering Ethical AI principles, understanding the impact of platform accountability, and developing a culture of Proactive Transparency, participants will transform reputation risk from a threat to a source of Competitive Advantage, safeguarding long-term Enterprise Value and securing Stakeholder Trust in an environment defined by instant digital feedback and heightened scrutiny.

Programme Curriculum

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Introduction

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Course Duration

5 days

Course Objectives

Upon completion of this course, participants will be able to:

1. Quantify the financial impact of Digital Contagion and reputational damage on Enterprise Value.
2. Develop an AI Governance framework to mitigate risks stemming from algorithmic bias and automated decision-making.
3. Implement advanced Social Listening and Sentiment Analysis tools for real-time Threat Detection.
4. Design a multi-channel Crisis Communication strategy optimized for Platform Accountability and global reach.
5. Analyze and respond to reputation threats arising from ESG (Environmental, Social, and Governance) activism and Greenwashing allegations.
6. Formulate legal and ethical responses to Misinformation and Deepfake attacks targeting executive leadership.
7. Integrate Reputation Risk into the broader ERM (Enterprise Risk Management) and Cyber Resilience frameworks.
8. Master the principles of Proactive Transparency to build Stakeholder Trust and preempt criticism.
9. Navigate the reputational fallout from Geopolitical Fragmentation and cross-border regulatory actions
10. Conduct a Digital Vulnerability Assessment covering third-party suppliers, influencers, and employee conduct
11. Lead Post-Crisis Recovery with clear metrics for measuring the restoration of Brand Equity.
12. Protect corporate reputation from the influence of FinTwit and Reddit-driven market volatility.
13. Establish a Reputation Risk Culture that promotes ethical decision-making from the board level down to the frontline.

Target Audience

1. Chief Risk Officers (CROs) & Enterprise Risk Management (ERM) Leaders.

2. Chief Communications Officers (CCOs) & VP, Corporate Affairs.
3. Heads of Digital, Social Media, and Online Reputation Management.
4. Chief Legal Officers (CLOs) & General Counsel.
5. Board Members and C-Suite Executives.
6. Heads of ESG and Sustainability.
7. Investor Relations (IR) Professionals.
8. Cybersecurity & IT Governance Managers.

Course Modules

Module 1: The New Landscape of Big Tech Reputation Risk

- From traditional media relations to the algorithmic newsfeed and digital contagion.
- Drivers of Big Tech-related risk.
- The role of ESG and Stakeholder Activism in amplifying digital crises.
- Understanding the velocity and scale of viral crises and their impact on market capitalization.
- Case Study: The reputational fallout and regulatory response to the Facebook/Meta Whistleblower Allegations

Module 2: AI and Algorithmic Bias Risk

- Identifying Algorithmic Bias in internal and customer-facing AI systems.
- Developing Ethical AI principles and a formal governance structure to vet models.
- The risk of AI-enabled deception targeting executives and brand trust.
- Strategies for transparently communicating the use of AI to consumers and regulators.
- Case Study: Controversy over a major retailer's use of AI recruiting tools and subsequent claims of systemic gender or racial bias.

Module 3: Proactive Digital Vulnerability Assessment

- Mapping the corporate Digital Footprint across owned, earned, and third-party platforms.
- Advanced Social Listening and Sentiment Analysis for early-warning signals and Trend Spotting.
- Auditing Third-Party Risk.
- Assessing the risk posed by Internal Missteps.
- Case Study: The rapid escalation of the Domino's or Patiswiss social media crisis triggered by employee misconduct or a hostile public response.

Module 4: Crisis Communication in the Multi-Platform Age

- Building a Digital-First Crisis Playbook with clear decision-making triggers and communication channels.
- Principles of Speed and Transparency and the need for verified information in a 24/7 cycle.
- Drafting messages for different platforms.
- Managing the online narrative.
- Case Study: Analyzing United Airlines' viral Overbooking Vicissitude response to evaluate the impact of delayed and insensitive communication.

Module 5: Countering Misinformation and Deepfakes

- Defining and differentiating Misinformation, Disinformation, and Malinformation.
- Tools and techniques for Digital Forensics and verifying the authenticity of viral content.
- Legal and PR strategies for dealing with executive-targeting Deepfakes and malicious synthetic media.
- Working with platforms and regulators on content removal and de-platforming strategies.

- Case Study: A major financial firm's response to a viral misinformation campaign designed to trigger a run on its stock

Module 6: Regulatory and Geopolitical Risk Dynamics

- Understanding the reputational impact of major global regulations on consumer trust.
- Managing the Geopolitical Fragmentation risk: Operational decisions and the inevitable public backlash.
- Addressing allegations of Tax Evasion and lack of "paying your fair share" in foreign jurisdictions.
- The role of the Board in supervising regulatory compliance and ethical technology deployment.
- Case Study: The Google/Alphabet Project Maven employee protest and subsequent decision-making around ethical contract acceptance.

Module 7: Quantifying and Integrating Reputation Risk (ERM)

- Developing a Reputation Risk Heat Map using qualitative and quantitative data sources.
- Methods for Risk Quantification.
- Integrating reputation risk scoring into the overall ERM framework and corporate strategy planning.
- Key Reputation Metrics and KPIs
- Case Study: The Volkswagen Dieselgate scandal and the massive quantifiable, long-term impact on brand trust, regulatory fines, and market value.

Module 8: Building Organisational Resilience and Trust

- Shifting the corporate mindset from reactive defense to Proactive Transparency and Authenticity.
- The CEO's role as the chief communicator and embodiment of the company's Purpose-Driven Culture.
- Establishing a cross-functional Reputation Resilience Task Force
- Post-Crisis evaluation.
- Case Study: Johnson & Johnson's Tylenol Crisis as the gold standard of compassionate and decisive response to rebuild public trust.

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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