



**SOCIAL
INNOVATION
COMMUNITY**

TOOL TEMPLATE: REPUTATION TURNAROUND

References: Branding Toolkit for Changemakers

Sometimes our reputation is not what we want it to be and people recognise us for the wrong things, or not at all.

Complexity: Medium
Time required: 30 minutes
Material required: A4 papers, pen (optional: stickers, photos, markers, post-its)

What is it for?

Mapping out which actions build towards your desired reputation, and which detract from it. Creating an overview of what you need to do more of (or less of) in order to arrive at your desired reputation.

How to use it?

Look at your present situation (A) and your target situation (B). Map out what you are currently doing that contributes to building state A, as well as what contributes to reaching state B. Stop or scale down everything that contributes to A. Start or scale up everything that contributes to B.



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