

# Deon Binneman

The Reputation Go-To Guy



Business and Reputation Management speaker, facilitator, thought leader, and trusted advisor **DEON BINNEMAN** has been inspiring and challenging top international organizations and leaders in 17 countries to manage, build and protect their most fragile and vital asset – their REPUTATIONS - since 1996.

Whether it is about the value of reputation as an asset or risk to advice on how an organisation should respond to a crisis that can

destroy the reputation of an institution, Deon vows audiences with his well researched, hard-hitting and entertaining messages and insights.

**Deon has an extraordinary and systemic perspective.** He is considered among the most influential thought leaders on the management of corporate reputation with stakeholders and the mitigation of reputation risk.

He has an ability to communicate reputation and crisis issues into language that non-experts can easily understand and advises on all things reputation whether country, city, corporate, industry, profession, business or individual focused.

Deon focuses specifically on reputation management & leadership training, the training of Boards and Executives on how to manage reputation, crises, issues, safety, corporate responsibility (Governance #ESG) and stakeholder matters.

He also trains Consulting Practice owners and Business Development managers on how to market their professional and consulting services.

Deon has served numerous clients in all industries of the private and public sector for the past 25 years.

**This is what Deon has to offer:**

## **Superb Platform and Facilitation Skills**

Deon have spoken and facilitated at more than 125 global and local events, addressing audiences about Reputation related matters.

He has spoken at events such as the BCI 2017 in London, the Global and Southern African Institute of Internal Auditors annual conferences on four occasions, four times at the Compliance Institute's Annual Conference – asked back by popular demand – mostly on Reputation Risk and several others. (See Page 4 of this document for more details).

Organizers rate his services highly and he is renowned for working with them to achieve favorable outcomes (See [testimonials](#) on website – [www.deonbinneman.com](http://www.deonbinneman.com)).

## **Extensive Reputation and Crisis Management Consulting Experience**

Deon have provided trusted advice the past 25 years on a wide range of corporate reputation and crisis management matters inc. life safety crises, recalls, reputation risk and stakeholder issues including:

- Providing Strategic Advice to Statistics SA during the 2011 South African Census (The count of more than 53 million citizens) before, during and after the project.
- Providing Strategic Advice and crisis plan simulation training for ATNS – Air Traffic Navigation Services during the Soccer World Cup – which was SA's biggest sporting tournament to date (same scale as the Olympics).
- Providing Strategic Advice to SA's largest telecommunications company Vodacom on how to develop and embed a reputation risk profile dimension into their Enterprise Wide Risk Management system.
- Providing independent insight into Life Safety matters inc. the prevention of health & safety incidents for over 23 years.

## **Extensive Management Training, Lecturing and Facilitation Experience**

Deon facilitates a wide range of his own training seminars, courses and workshops covering subjects such as Managing Reputation, Mitigating Reputation Risk, Stakeholder Reputation Management, Crisis Leadership as well as Professional Services Marketing.

He has facilitated many different courses for clients on demand (See Pages 4 – 7 of the Training and Development Expertise list) and have lectured and facilitated on selected Senior Management Development programs at the GIBS – The Gordon Institute of Business Science on subjects such as Stakeholder & Relationship Management, UCT EDP, Monash University and the University of Johannesburg.

Deon have trained more than 800 executives in Stakeholder Reputation Management since 2006 and regularly conducts Crisis Management and Health & Safety related training. He is a (NOSA – SAMTRAC and ITIS) qualified Health & Safety consultant and auditor and has provided OHASA legislative and Incident investigation training services for an ISO 9000 Legal Compliance company for 23 years on a demand basis.

## **Multiskilled Knowledge**

He is multiskilled, a life-long learner, a voracious reader, and a graduate of Henley Management College (UK) and the Graduate Institute of Management and Technology and the Nelson Mandela University and hold qualifications in Public Relations, Strategic Management, Strategic Human Resources Management, Occupational Health and Safety and Governance, Risk and Ethics.

Deon have attended and completed more than fifty short courses ranging from NLP to critical thinking subjects and prides himself on his uncanny ability to stay up to date and informed about latest issues and developments.

He is professionally registered as a Chartered Public Relations Practitioner (PRISA) and as a specialist in Training and Development (SA Board for Personnel Practice) and is currently studying towards an international Silicon Valley Social Media Marketing qualification.

## **Thought Leadership**

Since 1977, Deon have had many articles published in international trade, business, and consumer publications and on websites; some of these with a focus on public relations or other professional topics, while others address topical issues of the day.

He was recently invited to be interviewed by the author and quoted in Dr Tony Jacques's new book – [Crisis Counsel: Navigating Legal and Communication Conflict](#).

He wrote the chapter on Consultancy Marketing for Professor Charles Fombrun and Mark D. Nevins book – [The Advice Business: Essential Tools and Models for Management Consulting](#) published by Prentice Hall.

Deon is the editor of his own newsletter, Powerlines – a Newsletter on Strategic Reputation insights which is read by more than 16, 000 international and local readers.

If you want to learn more about Reputation, visit the website <http://www.deonbinneman.com> for Deon's [blog posts](#) and insights. You can find more information about him on [Linkedin](#).

## **Deon's Past**

Prior to Deon's 25-year solo career, he worked as an Organizational Development Consultant and as a Corporate Affairs and Training Adviser to small businesses.

Deon also served in the South African Medical Services (Armed Forces) as a medical instructor and management support staff member at a variety of locations, including the Institute for Aviation Medicine.

**For References, please access several testimonials on the website.**

## Contact Details

Here are some things you could do:

1. Follow or Contact Deon on Twitter – <http://www.twitter.com/deonbinneman> - Deon tweets on reputation, strategic communication, OD and crises issues.
2. Connect with Deon via LinkedIn - <https://www.linkedin.com/in/deonbinneman>
3. Subscribe to Powerlines -his monthly newsletter via the website or via e-mail –Powerlines goes to about 16 000 readers worldwide.
4. Join his Stakeholder Reputation Group on LinkedIn.
5. E-mail [deon@deonbinneman.com](mailto:deon@deonbinneman.com) or [deon.binneman@gmail.com](mailto:deon.binneman@gmail.com) or call **mobile 083 4254318** or contact him via Microsoft Teams or Skype - deonbin, or via Twitter.

Just contact me with your training or speaker need!

# TRAINING AND DEVELOPMENT EXPERTISE

## Specialist Training - Own Developed Courses

The following masterclasses and training seminars I personally developed, and market and facilitate globally.

Some of these programs have been facilitated in countries like China, Australia, Singapore, Malaysia, and South Africa.

- Managing Your Company's Reputation (2 days)
- Stakeholder Reputation Management (2 Days)
- Reputation Risk Management – How to Manage and Mitigate Reputation Risk (2 Days)
- Stakeholder Reputation Risk Management (2 days)
- Real - Time Crisis Management & Communication workshop (2 Days)
- Developing an Integrated Crisis Management and Communication Response plan (2 Days)
- Cyber Crisis Response (1 day)
- Digital/Online Reputation including Social Media Marketing (4 days)
- Media Survival Skills (1 Day)
- Product Recall Crisis Management (1 Day)
- Strategic Employee Stakeholder Engagement (1 day)
- Market your Consulting Practice – a Marketing course for Professional service providers that focuses on using low cost/no cost techniques such as Public Relations (1 Day). The program is now in its 23rd year.
- Marketing Training Programs and Services (1 Day)
- Strategic Organizational Communication (4 Days)

See testimonials on website - <http://www.deonbinneman.com/> and click on the links of selected courses.

# **Keynote Speaking & Conference Facilitation**

I have spoken at, chaired, and facilitated workshop sessions at more than 125 international and national conferences in 17 countries inc. China, Australia, Malaysia, Singapore, and South Africa - including topics on reputation risk management, stakeholder management, crisis management, safety & security, strategic communication, and change.

I have been voted best speaker at many events and summits. I have addressed:

- The BCI 2017, the World's largest conference on Business Continuity in London, where I was one of four invited keynote speakers. I closed the conference speaking about Reputation Risk Mitigation.
- The TBLI - the world's largest conference on sustainable investment in Amsterdam, on reputation.
- The Global and South African conferences of the Institute of Internal Auditors on Reputation Risk on 5 occasions.
- The annual conferences of the Compliance Institute of Southern Africa on 4 occasions on Reputation risk.
- The Actuarial Society of South Africa on 2 occasions.

I have worked with some of the leading Conference organisations in the world, including MARCUS EVANS <http://www.marcusevans.com/> in 5 countries – China, Singapore, Malaysia, Australia, and South Africa).

## **Speaking on Corporate Reputation Management**

An Organisation's Reputation is its most valuable asset and greatest Risk according to numerous international surveys. In fact, studies now show that as much as 63% of a listed company's market valuation is attributable to its reputation. Another study showed that Reputation Risk is now the highest-order Risk that Companies face.

I speak and train on anything that build, protect, or can destroy a company's hard-earned reputation.

Some of my most requested speaking topics:

- Reputation: Why it Matters!
- Reputation: A Company's Biggest asset and yet, most volatile Risk
- Why Reputation is Rated the Number 1 Risk in the World
- Reputation Risk: What puts an Organisation's Good Name at Risk
- Personal/Professional Reputation: How to Do Things Quicker, Faster & More Elegant
- Reputation @ Risk – No Company, City, Country, or Person is Immune
- Reputation Protection Workshops - How to protect your Brand, Reputation & the Organisation's Good Name against Damage

### **Example: Reputation – Always at Risk**

*An institutions and individual's reputation are always at risk, and if you do not believe that, just google the topic. From personal scandals to business malpractice, the list of reputation risk failure is staggering. What is Reputation, and why should you protect it all cost? This riveting presentation does not just offer a timeline of disasters, but also prompts the audience to play a part in the protection of an institution's biggest, yet most fragile asset.*

## Lecturing Experience

I have facilitated on various development programs including:

- Understanding Corporate Reputation – Alexander Forbes EDP UCT Business School
- Stakeholder & Relationship Management – GIBS (University of Pretoria) – 3 years in a row for the Barlow Rand Group Senior Leadership Development Programme.
- Crisis Management - Executive Development programme, UCT School of Business.
- PRISA – Negotiation Skills for PR Practitioners and Effective Organizational Communication.
- Corporate Governance programs– GIMT and BOTI.
- OMD 3 (Organisation Management Development Professional Level 3) – Chartered Institute of Management Accountants (CIMA). OMD 3 syllabus covers the following key areas: - The interactive nature of management; Organisational change and development; Organisations and their behaviour, Environment and strategy, structure, systems and technology, people in organisations, and organisational development.
- Financial Accounting 1 for Public Relations students as well as How to write a PR Portfolio - Wits Technikon.

## **I am a Licensed Trainer for:**

### **BOTI (The Business Optimization Institute)**

I facilitate Governance, Risk and Ethics programmes for BOTI as when required. F2F or virtual based on client requirements.

Training projects completed:

- Conflict of Interest Training - Anglo American – Kumba Resources
- I designed and facilitated a 3 – day Reputational Due Diligence workshop for an international client from Japan
- Social and Ethics Committee Training for Board members
- Various short courses based on demand.

### **Intelligent Africa**

I facilitate Strategic Organizational Communication, PR & Crisis Communication Management 5 – day and Social Media for Marketing and PR Officers 5-day programs on behalf of Intelligent Africa in partnership with Southern Business School, now part of [STADIO Higher Education](#).

### **Scott- Safe (Occupational Health & Safety Legislative Training)**

I have been the lead trainer on an assignment basis for Scott-Safe (an ISO 9000:2008 licensed Compliance Company [www.scottsafe.co.za](http://www.scottsafe.co.za)) for the past 23 years and have worked with more than 300 leading organisations inc. Property Development & Pension Funds, Banks, Pwc, Murray and Roberts and other leading organizations, etc.

I facilitate legislative training virtually and F2F as follows:

- Health & Safety training For Senior Management
- Health & Safety training for OHSAS Representatives
- Incident Investigation and Reporting
- HIRA (Hazard and Incident Risk Identification)
- Property Compliance and Management of OHSAS committees
- Fall Risk Management (Working at Heights training)
- Fire Fighter Awareness & Evacuation Coordinator Training

I am also the backup agent (Planned Inspection Authority auditor) for Scott -Safe registered in terms of the Occupational Health & Safety Act.



# Courses Developed and/ or facilitated in-house

## Management Training Facilitation In-house

I have trained many management teams and have facilitated for companies in-house, workshops and problem-solving sessions covering:

- Executive Teambuilding sessions / OD Specific interventions (i.e. Change & Conflict sessions) - In 2019 I trained 750 managers of a large international mining group on the understanding and management of conflict of interest.
- Corporate Governance and Ethics
- Improved Service level agreements / Strategic planning sessions / Problem solving facilitation sessions / Observer roles in assessment centres.

Sectors – Furniture retail, FMCG, Manufacturing, Services and Professional Service Industries

## Business Skills and Entrepreneurship training

I have been involved in training design, research, training needs analysis and writing of business course material for more than 25 years. I am trained in Competency based training development methodology. At one stage I served as the chairperson of the SA Guild of Competency Development Practitioners.

I served as a contractor/ trainer for the Small Business Development Corporation for more than 20 years (now called Business Partners and Ntsika), facilitating their flagship product; “How to run Your Own Business” course (of which I was the one of the original authors). This 4-day course includes modules on business planning, marketing, cost-effectiveness, the three financial statements and viability issues, and has as its central theme – the compilation of a business plan.

I was the Business Curriculum designer and facilitator of several programs for NEMISA - the National Institute of Electronic Media. This program is sponsored by the Department of Communications. The programs are called Entrepreneurial Management and Essential Business Skills for Broadcasters. I have trained Nigerian broadcaster personnel and Community Radio station managers.

The program consisted of three-hour modules that included Business Fundamentals, Practical Business planning, The Marketing plan, Recordkeeping – A Discipline issue, Customer care and Relationship Management, being a Cost-Effective Employee, Financial Management for Broadcasters, Planning & Time Management, Problem solving & Decision making, The Management of Human Resources and Fundraising for Community Radio stations.

Other business courses I have either designed or facilitated include:

Financial Statements & Cost Reduction/ The Cost – Effective Employee/Marketing Skills for Managers (3 Days) /Selling Skills for Managers (3 Days)/Build your Department’s reputation internally (2 Days) – (subtitled How to market your department internally) (2 days) for a Bank /Run your department as a Business (1 Day)/Breakthrough Meeting Management (1 Day)/Street Smart skills for consultants – 1-day basic customer service orientation (1 Day)

## **Leadership Training**

- Effective Leadership / Managerial Leadership / Coaching of subordinates / Management of Human Resources / Teambuilding and Meetings / Management by Objectives
- Business Management for Safety Professionals (a 10-module course)
- The Line Manager as Coach (2 days)/Transforming Organisational thinking (1 day)/Managing Problem branches – a 1-day strategic Business plan workshop.

## **Management training**

- Mentorship & Training skills/ Performance Management /Quality Customer Service
- Basic Management Principles / Creative Problem solving / Effective Credit Control / How to audit a problem branch /Recruitment & Selection /Delegation & Control /Personnel Management / Train the trainer / Active Training Techniques / Dynamic Selling Skills

## **Self-Management training**

Communication skills /Time Management /Problem solving & Decision-making/ Interpersonal Communication /Self Development /Business Communication including writing skills.

## **Licensed Training – Licenses no longer active**

I was a licensed trainer for various products, but licenses collapse once you leave a company. Some of these companies are no longer trading.

However, the intellectual capital remains.

- Stratagem (Operational Finance, Productivity, Costs and assets and Business wise);
- FSA Contact (Interaction Management and Coaching);
- SBDC (How to Start your own Small Business training)
- Mandev (New ABC of Selling);
- Managerial Leadership (Advanced Management Development Program (2 weeks) and a Management Development program (2 weeks);
- NOSA - Health and Safety for Managers
- NOSA - Health and Safety for Representatives
- Van Greunen and Associates (Practical Management, Active supervision and Business is Business)