

Managing Executive Personal Brand & Corporate Reputation



05-07

May 2026



**Jumeirah Messilah Beach
Hotel, Kuwait**



09:00 - 16:00



ترجمة فورية



Presented by:

**Regine
Le Roux**

Founding and managing director
Reputation Matters
(Cape Town, South Africa.)



1

Strategic Procurement & Supply Chain
Excellence Workshop

2

Hyper-Accelerated Decision PMO
for C-Level Executives

3

Managing Executive Personal Brand &
Corporate Reputation

4

Design Thinking for Executive
LeadershipCX
Stage

Presented by:

Regine Le Roux

Founding and managing director
Reputation Matters
(Cape Town, South Africa.)

Our Repudometer® reputation score for 2023 is 91%

Building G.R.E.A.T.E.R reputations by quantifying your value.

Growth | Respect | Ethics | Authenticity | Trust | Excellence | Relationships

2024 Global Alliance World Public Relations & Communication ~ ESG Category WINNER

2024 PRISA PRISM, Corporate Citizenship, GOLD

2023 Stevie® Awards, New York, USA SILVER

2022 Rotary Club of Newlands, Vocational Award, Re.Bag.Re.Use

2022 ECCO International Communication Network Campaign: Re.Bag.Re.Use WINNER

2020 The SABRE Award for Superior Achievement in Measurement and Evaluation WINNER

2020 The SABRE Award Certificate of Excellence (Technology Sector)

2019 The SABRE Award for Superior Achievement in Measurement and Evaluation WINNER

2019 The SABRE Award for Associations WINNER

2018 The SABRE Award for Superior Achievement in Measurement and Evaluation WINNER

2018 The SABRE Award for Associations WINNER

2018 The SABRE Award Corporate Image Certificate of Excellence

2015 Rotary International: Double Paul Harris for Public Image

ReputationMatters®
Quantifying your value!

5

Leading Transformation with the
Curiosity Compass

6

Excellence Frameworks: Driving Institutional
Growth Through Measured Performance

7

Decision-Making Mastery: The Art
& Science of Confident Choices

8

Measurable strategies for Building
a Resilient Corporate Brand & Reputation

OBJECTIVE

Your personal brand is your leadership currency. Your corporate reputation is the legacy your organisation leaves behind. This three-day workshop equips leaders with the tools to align personal values, leadership behaviour, and organisational reputation in a way that builds trust, credibility, and resilience.

Through a blend of strategic theory and real-world application, this session will help executives lead with authenticity while managing perception both inside and outside the organisation.

WHO SHOULD ATTEND

This workshop is designed for C-suite executives, senior leaders, heads of communication, and professionals responsible for managing both personal and organisational reputations. It is ideal for anyone looking to strengthen their leadership presence, internal influence, and external brand perception.

MASTERCLASS AGENDA

DAY 1: BUILDING YOUR EXECUTIVE BRAND

Theme: The Power of Perception - Personal Brand Foundations

- Define your personal brand and leadership signature
- Audit your current executive presence (online and offline)
- Align values, visibility, and voice
- Understand how your behaviour influences organisational reputation

DAY 2: STRENGTHENING CORPORATE REPUTATION

Theme: From the Inside Out - Culture, Communication & Alignment

- What reputation is - and what it's not
- Overview of the Repudometer®: Ten dimensions of reputation health
- Measuring internal brand alignment and team engagement
- Crafting narratives that build trust and reputation

DAY 3: LEADING WITH RESILIENCE

Theme: Executive Brand Leadership in an Age of Crisis & Change

- Managing reputation through uncertainty
- Case studies: Leadership under pressure
- Navigating media, social platforms, and stakeholder scrutiny
- Response mechanisms: What to say, when to speak, how to lead

METHODOLOGY:

- Practical breakouts and self-assessments
- Real case studies
- Executive peer learning
- Two-way feedback and co-creation

Registration Form



The CXO Stage represents a significant leap in the world of training and development for employees, officials, and interested individuals from both the public and private sectors. The platform is dedicated to bringing together a distinguished group of experts and global speakers under one roof, with the aim of sharing knowledge and providing advanced training for specialists across various fields.

For more information about us kindly visit www.cxostage.com

PARTICIPANT DETAILS

Title: Ms Mr

Name 1# :

Job Title :

Email :

Mobile :

Title: Ms Mr

Name 2# :

Job Title :

Email :

Mobile :

ORGANIZATION INFORMATION

Organisation:

Contact Person:

Job Title :

Email :

Phone : Fax:

Mobile:

Country:

Website :

**Email or
Whatsapp it**

info@cxostage.com

+965 97772806

+965 99898928

3

Managing Executive Personal Brand & Corporate Reputation

05 - 07
May 2026

Jumeirah Hotel, Kuwait
 09:00 - 16:00
 ترجمة فورية

REGISTRATION FEES

Registrars	Fees / KWD	Discount
1 - 4	350	0 %
5 - 9	310	10 %
10 - 14	280	20 %
15 +	Ask about the sponsorship plan (with discounts up to 52%)	

The registration fee includes the following:

- 1- Masterclass materials.
- 2- Certificate of attendance signed by the instructor.
- 3- Coffee break and Lunch.

Replacements and representatives are allowed.

PAYMENT METHODS

1. Pay online via: conexkw.com

or myfatorah.com



2. Bank transfer to:

Account Name: Conex Kuwait Company

Bank: National Bank of Kuwait

Account Number: 2020951848

IBAN Number: KW03 NBOK 0000 0000 0000 2020 9518 48

Swift Code: NBOKKWKW