

## Strategic Reputation Assurance

*Long before COVID-19 underscored the need for effective risk management, there was evidence that the capital markets rewarded strong, strategic risk management efforts.*

Steel City Re employs principles of informational and behavioral economics to provide reputation risk management and insurance solutions. Steel City Re is an advisor to the Lloyd's of London syndicate, Tokio Marine Kiln.

### Reputation Value

Reputation value is a strategic power. Companies harness their reputation to sell more, faster, and at premium prices; and to obtain labor, vendor services, as well as capital on preferred terms. Reputation can help companies outperform competitors, deter activists, and assuage regulators.

Reputation value arises from stakeholders' expectations about governance and operations. Early in

<sup>1</sup> *The State of Corporate Reputation in 2020: Everything Matters Now.* **Weber Shandwick.** Jan 14, 2020.

<sup>2</sup> *ESG Is Increasingly Important in Credit Ratings, Moody's Says.* **Bloomberg,** Apr 14, 2020.

<sup>3</sup> *Institutional Investor Survey 2020.* **Morrow Sodali,** Mar 10, 2020.

<sup>4</sup> *The Future of Insurance is Happening Without Insurance Firms.* **The Economist,** Jul 20, 2019.

2020, it represented on average 76% of the market value of high performing companies according to their executives.<sup>1</sup>

### Reputation Risk

Reputation value is placed at risk when companies fail to meet stakeholders' expectations about governance and operations. The consequences of setting in motion angry, disappointed stakeholders are impaired strategic power, reduced cash flows, and stock price drops. Accordingly, reputation risk management is valued by credit analysts, equity portfolio managers and board members.

Hyperlink: [Reputation Value/Risk](#)

### Assurance Delivered

Steel City Re protects strategic power and cash flows. These benefits manifest as soon as clients substantially and publicly upgrade their enterprise reputation risk management apparatus, encompassing governance, leadership, controls, and insurances.

A strategic solution comprises assessment, implementation, and communication. Assessment yields suggested upgrades to the

reputation risk management apparatus, quantified loss financing strategies through captives, and strategic options for risk transfer. Implementation delivers concrete enhancements to the risk management apparatus. Insurances authentically substantiate the communications.

Steel City Re's innovative solutions rely on synthetic measures of reputational value and risk, which quickly enable reputation oversight, risk management and new parametric insurances.<sup>4</sup>

Hyperlink: [Steel City Re Services](#)

Steel City Re protects strategic power and cash flows with these solutions. Hyperlink: [Solutions](#)

### Strategic Spectrum

Hyperlink: [Governance for Boards](#)

Hyperlink: [General Counsel](#)

Hyperlink: [CFO and Treasury](#)

Hyperlink: [Enterprise Risk](#)

Hyperlink: [Risk Managers](#)

Hyperlink: [Captive Managers](#)

Hyperlink: [Strategic Marketing](#)

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