

el mundo

CAMBIÓ



**El origen del cambio es
LA HIPERCONECTIVIDAD**



Update

**Vivimos en la era del
UPDATE PERMANENTE**

¡La clave está en dominar la transformación!



PEOPLE INFLUENCE PEOPLE



TWEETS IN A MINUTE

44 676

UNITED STATES

871

BRAZIL

358

UNITED KINGDOM

223

TURKEY

105

*Con esta realidad
tenemos dos noticias*

**UNA BUENA
Y UNA MALA**



La buena es que los **MEDIOS** están en manos de la gente



La mala es que no hay más CONTROL

RBS boss leaves weeks after these Snapchat pictures were put on Instagram by his daughter



Lianna Brinded

Mar. 31, 2015, 5:12 AM  187,638



FACEBOOK



LINKEDIN



TWITTER



EMAIL

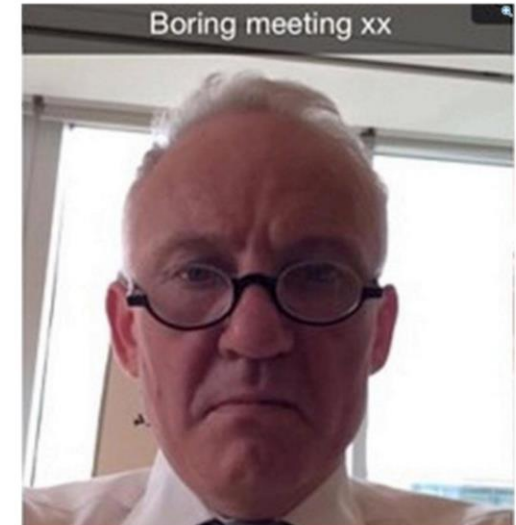


PRINT

Snapchat may have cost Royal Bank of Scotland chairman Rory Cullinan his job.

At the beginning of March, The Sun newspaper reported that Cullinan sent his 18-year-old daughter, Bridget, a series of messages from the Snapchat app, saying he was "bored" at work.

Snapchat puts a time limit on how long recipients can view and download photos, videos, or messages, but Cullinan's daughter took screengrabs on her phone and put them on the photo-



Snapchat / Instagram

Debemos aprovechar las 4

FUERZAS

del nuevo mundo

VELOCIDAD

**Estamos fuera
de la zona de
confort**

VELOCIDAD



Las acciones cayeron 8.9%

TRANSPARENCIA

**Estamos en una
vidriera en ropa
interior**

TRANSPARENCIA

 **Judd Legum** 
@JuddLegum 

Audi, new champion of women's equity at work, has no women on their board

Members of the Board

The Board of Management of AUDI AG, portraits of Board of Management members and information about their responsibilities within the Group.

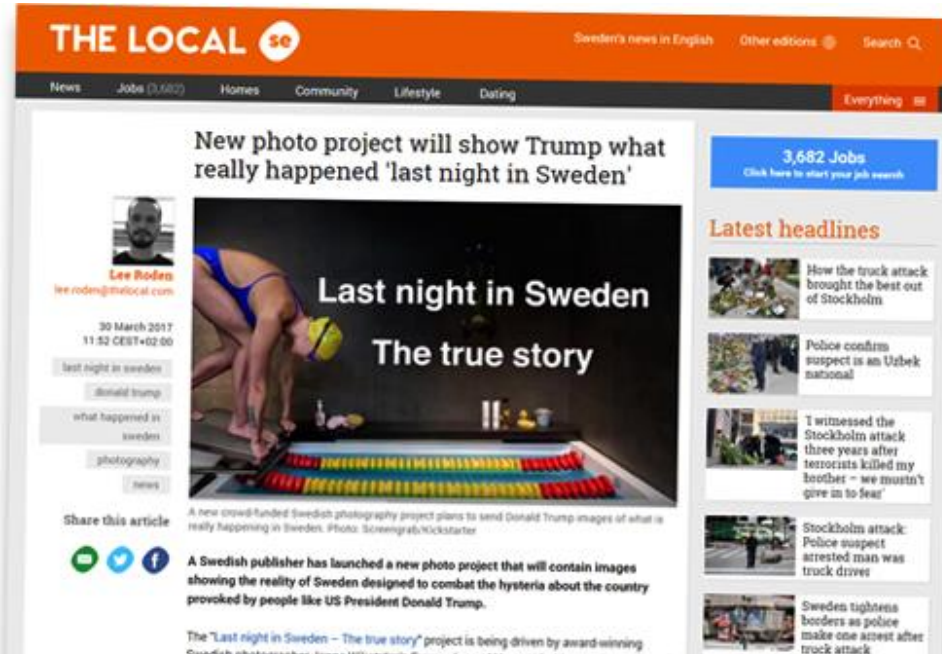
 Prof. Rupert Stadler Chairman of the Board of Management since 1.1.2007 Member of the Board of Management since 1.2.2003 1 to the portfolio	 Dr. Bernd Martens Board Member for Procurement since 1.9.2012 1 to the portfolio	 Prof. h. c. Thomas Sigi Board Member for Human Resources and Organization since 1.10.2010 1 to the portfolio
 Axel Strotbek Board Member for Finance and IT since 1.9.2007 1 to the portfolio	 Dr. Dietmar Vöggenreiter Board Member for Sales and Marketing since 1.10.2013 1 to the portfolio	 Prof. Dr.-Ing. Hubert Waltl Board Member for Production and Logistics since 1.4.2014 1 to the portfolio




COLABORACIÓN

**Todos vivimos
colaborando**

COLABORACIÓN



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News Jobs (3,682) Homes Community Lifestyle Dating Everything

New photo project will show Trump what really happened 'last night in Sweden'

Lee Roden
lee.roden@thelocal.se

30 March 2017
11:52 CEST+02:00

last night in sweden · donald trump · what happened in sweden · photography · news

Share this article   

Last night in Sweden
The true story

A new crowd-funded Swedish photography project plans to send Donald Trump images of what is really happening in Sweden. Photo: Screenshot/Nickstar

A Swedish publisher has launched a new photo project that will contain images showing the reality of Sweden designed to combat the hysteria about the country provoked by people like US President Donald Trump.

The "Last night in Sweden – The true story" project is being driven by award-winning

3,682 Jobs
Click here to start your job search

Latest headlines

- How the truck attack brought the best out of Stockholm
- Police confirm suspect is an Uzbek national
- I witnessed the Stockholm attack three years after terrorists killed my brother – we mustn't give in to fear
- Stockholm attack: Police suspect arrested man was truck driver
- Sweden tightens borders as police make one arrest after truck attack

CONCIENCIA SOCIAL

**No podemos hacer nada
sin pensar en el impacto
de quienes nos rodean**

CONCIENCIA SOCIAL



Black Propaganda
@ZuluPanther

Follow 

Black people all over the world have decided we're done with #Dove soap. It's time white supremacy feels our wrath right in it's pockets.



1:09 PM - 8 Oct 2017

113 Retweets 147 Likes



Se acabó la era de la
INVISIBILIDAD

**La tecnología nos hizo
transparentes a todos**

**El público reclama transparencia:
Siempre quiere saber más,
no admite el
“sin comentarios”**

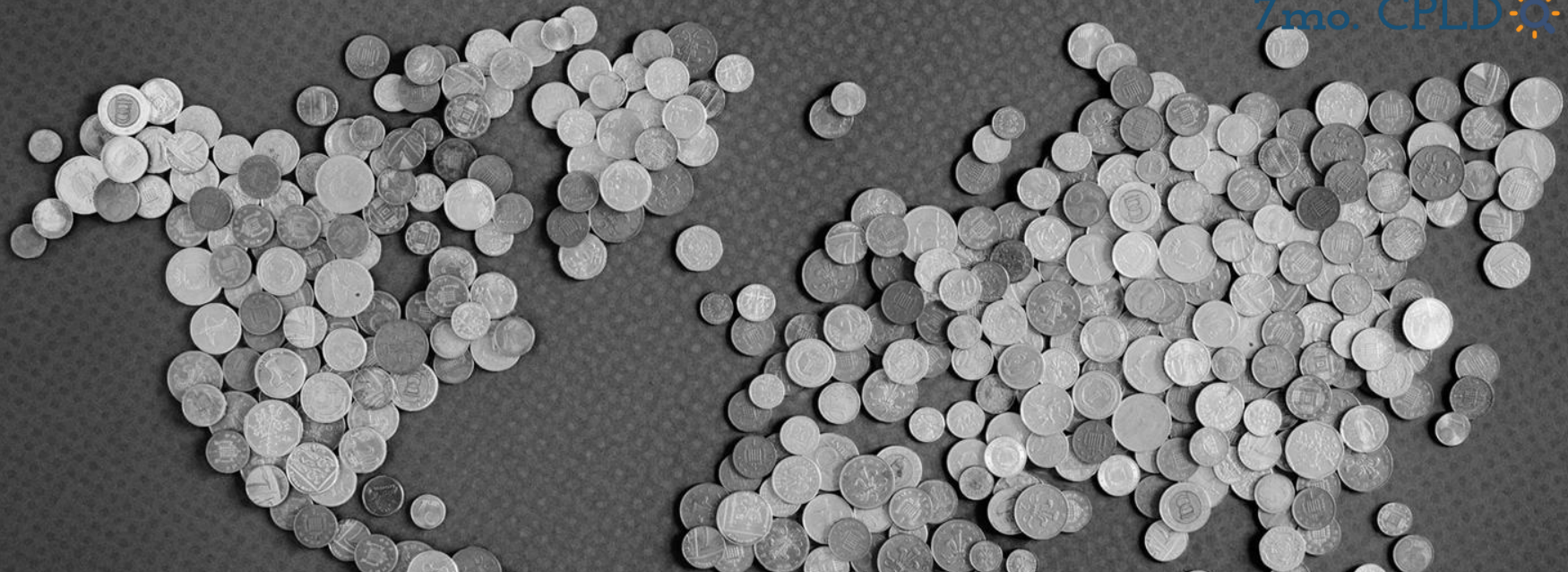
El mayor activo que tenemos es
LA REPUTACIÓN

Es la forma en la que una empresa, organización, marca o ejecutivo es visto por sus audiencias clave.

**La reputación es una variable
que incrementa o disminuye el
valor del negocio.**

**“Construir una
buena reputación
TOMA 20 AÑOS
y solo 5 minutos para
arruinarla.”**





Se debe tratar a la reputación como un
ACTIVO FINANCIERO

**En este nuevo contexto,
nuestra forma de manejar las crisis
TAMBIÉN CAMBIÓ**

ISSUE \neq **CRISIS**

**UN PROBLEMA QUE
IMPACTA EL NEGOCIO
PERO NO LO DETIENE**

**ALGO SORPRESIVO O
INESPERADO
O LA EXTENSIÓN DE UN ISSUE
QUE TERMINA DETENIENDO
EL NEGOCIO**

¿CÓMO ESTAR PREPARADOS?

1. Monitoreo y análisis

MONITOREO

**REDES
SOCIALES**

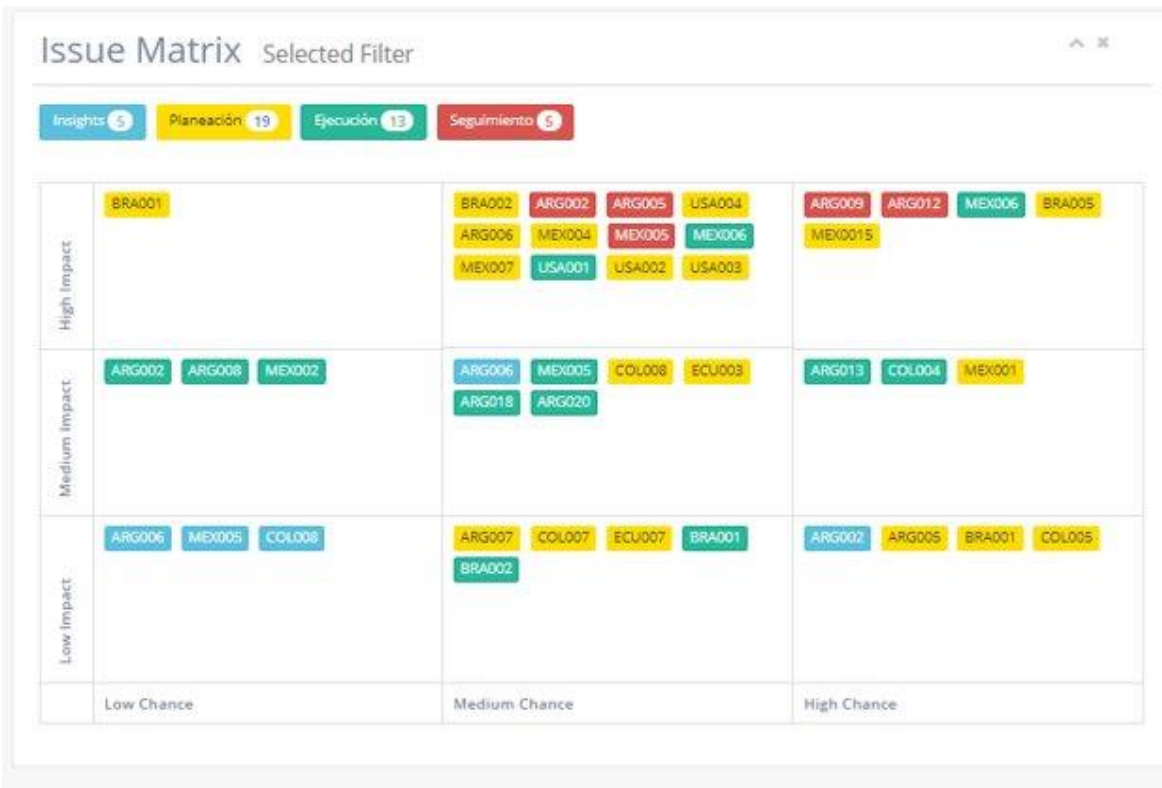
**RUTA
ESTRATÉGICA**

2. Medición de la evolución de un asunto **antes de que tome luz pública**



Risk Assessment Matrix

IMPACTO



Filter Data

Region:

Origin:

Category*:

Regional Data

Caribe:

Centro América:

Norte América:

Sur América:

OCURRENCIA

3. Tracking de conversaciones y alertas

¿DE DÓNDE VIENE?

¿QUIÉN LO DIJO?

¿CÓMO PASÓ?

¿CÓMO PREVENIRLO?

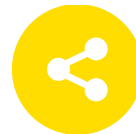


Newlink™
Lighthouse

**Monitoreo y
análisis de
medios
tradicionales**



**Monitoreo y
análisis de
Redes
Sociales**



**Reporte
dinámico y
en tiempo
real**



Newlink™

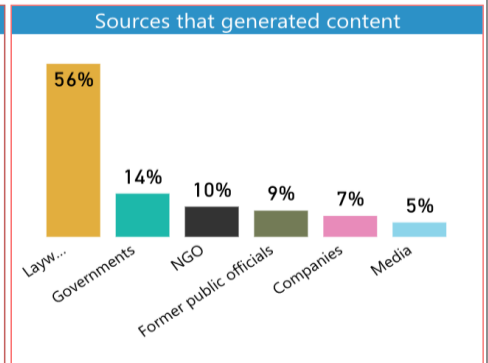
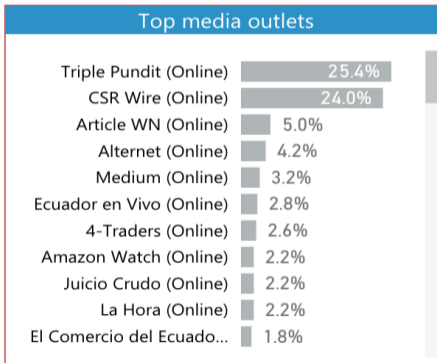
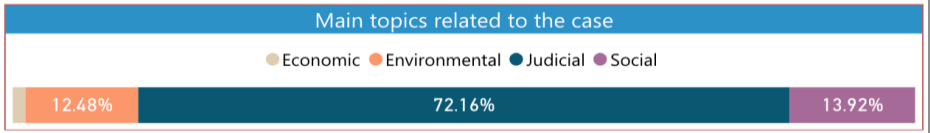
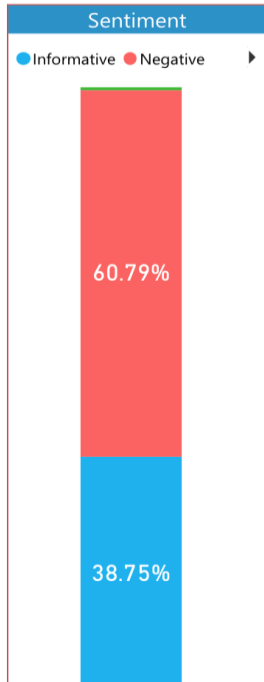
General Coverage



1/7/2018 3/27/2018

Articles **134** Statements **500** Journalists **95**

Argentina Brazil Chile Cuba Ecuador Mexico Peru United States Venezuela



Headline	Media	Link
Corte de EE. UU. ordena a Steven Donziger pagar US\$ 800 mil a Chevron	Medium (Online)	http://integrity.buho.media:8080/articulo/?article
Gastos "especiales" rondan caso Chevron	Medium (Online)	http://integrity.buho.media:8080/articulo/?article
Jiménez y Villavicencio inocentes; exprocurador reconoció autenticidad de correos sobre Chevron	La Conversación (Online)	http://integrity.buho.media:8080/articulo/?article

GESTIÓN DE PROBLEMAS
REPUTACIONALES
DIRECTOS O INDIRECTOS

1. MONITOREO ENFOCADO

MEDICIÓN

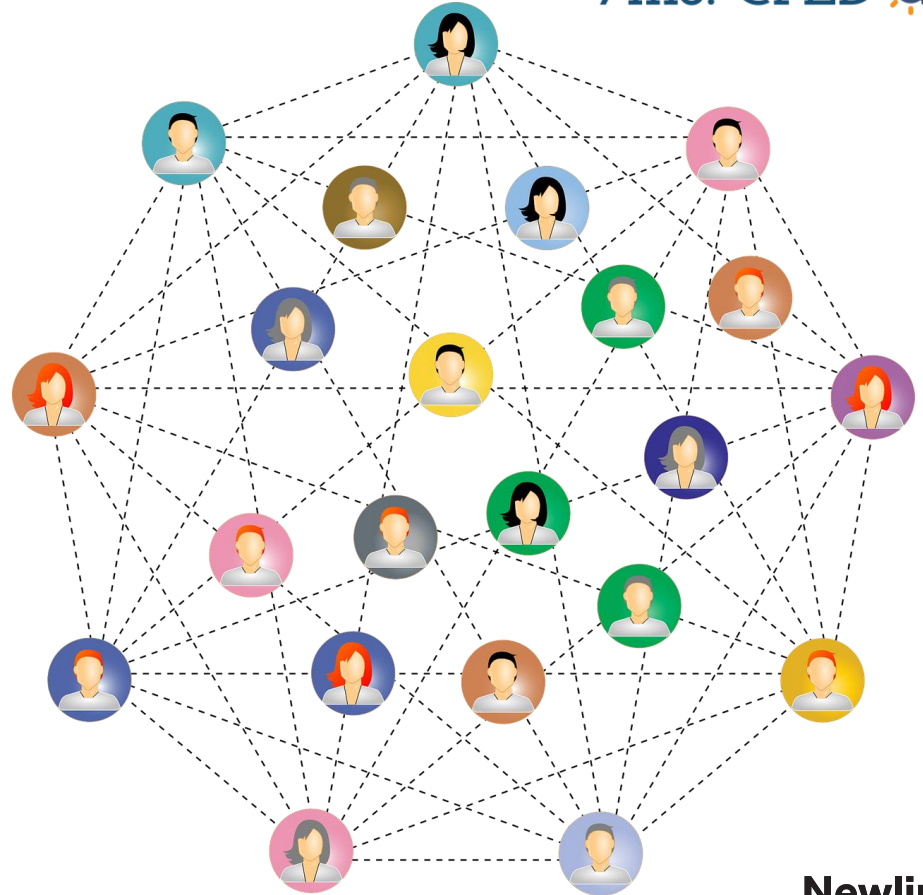
OUTRAGE (INDIGNACIÓN)

REPRODUCCIÓN (ALCANCE)

2. ASSESSMENT DE LA SITUACIÓN

DIAGNÓSTICO DE RIESGO

3. MAPEO DE ACTORES



4. DESARROLLO DE ESCENARIOS



5. PLAN DE ACCIÓN DE COMUNICACIONES



**SI NO CUENTAS
TU HISTORIA
OTROS
LA CONTARÁN POR TI**



Ignite Transformation