



Credibility isn't bought, **it's built.**

— Stephane Prud'homme, Founder, Credibility Institute

How can we help you?

We innovate for businesses. We challenge AI.
We develop online tools for managers. We train tomorrow's leaders.

Strategic Management of Intangible Assets

We develop strategies for communication and intangible asset management, such as trust, credibility, reputation and corporate responsibility & ESG.

[Learn more](#)

CredibilityEngineering®

We offer a structured strategic planning approach that relies on theoretical and empirical research to plan, implement and evaluate a business communication strategy.

[Learn more](#)

Communication Audit and Diagnostic

We audit corporate communications and provide a 360° diagnostic of your communications and intangible assets, which proposes strategic recommendations and KPIs.

[Learn more](#)

Evaluation361°™

We evaluate and measure integrated communications as well as intangible assets, such as trust, credibility, reputation, and CSR via an online AI-powered dashboard and KPIs.

[Learn more](#)

Return on Investment Check™

Assess the return on investment (ROI) of your communication and PR strategies with our online tool and tell your CEO and Board of Directors how your team performs.

[Learn more](#)

Academy of Intangible Assets Management

We offer an in-company training program with a certification for the professional development of communication staff with 3 to 7 years of experience.

[Learn more](#)