

Making You *RiskSmart*[™]

Organizations must have the public's trust to do their mission. An organization's credibility is based on a combination of its behavior *and* its communication about what it does or doesn't do.

Overall, one's reputation is the perception—good, bad, or indifferent—held by interested persons or groups about the organization's characteristics, achievements, and behaviors. Credibility risk management is the active, continuous, and ethics-based assessment and engagement with all stakeholders to safeguard and enhance one's credibility.

The CDC *RiskSmart*[™] system provides tools and training to enhance (measure, preserve and grow) stakeholder trust and safeguard (monitor, detect, assess, forestall) against threats to stakeholder trust. CDC *RiskSmart*[™] training is a 3-hour introduction to these concepts and tools.

Participants will:

- explore the importance of maintaining personal and institutional credibility for mission success,
- learn to detect and assess threats to credibility using various tools, and
- learn the behavior risk points and ways to overcome credibility risks

For more information, please contact Barbara Reynolds, 404 639-0575, bsr0@cdc.gov [™]CDC Trademark.