

NEEDED: A CORPORATE IMAGE PROFILE (CONT'D)

o END RESULT

- IDENTIFICATION OF

- AREAS IN WHICH PERCEPTIONS EQUAL EXPECTATIONS (STRENGTHS)

- AREAS IN WHICH EXPECTATIONS EXCEED PERCEPTIONS (WEAKNESSES)

- STRENGTHS AND WEAKNESSES IN CONTEXT OF WHAT IS IMPORTANT TO KEY PUBLICS

- ACTION PLAN

- CHANGE BEHAVIOUR/OPERATIONS, IF NECESSARY

- CHANGE COMMUNICATIONS, IF NECESSARY