

RepUtAction

THE INNOVATIVE FRAMEWORK
TO BOOST SMALL BUSINESSES'
REPUTATION

OPEN MANUAL FOR VET PROVIDERS

Tips for the VET Providers

PROJECT ID: 2024-1-IT01-KA210-VET-000248986



www.reputation-project.eu



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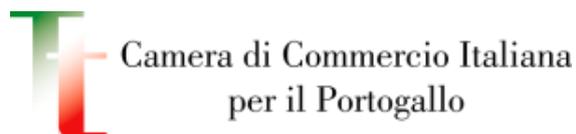
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RepUtAction

About the RepUtAction Project:

“RepUtAction - The innovative framework to boost small businesses' reputation” - 2024-1-IT01-KA210-VET-000248986 is an Erasmus+ project in the field of Vocational Education and Training, selected under the action type KA120-VET - Small-scale partnerships in vocational education and training.

Corporate reputation plays a critical role in the survival and growth of small and micro enterprises (SMEs). These businesses often face a high mortality rate in their first three years due to a lack of capacity, vision, and time to develop an effective corporate identity and reputation.

However, investing in corporate reputation can directly influence growth, revenue, and long-term survival. It helps by building trust, attracting customers, enhancing loyalty, gaining a competitive edge, and supporting long-term growth. It is a high-return investment that significantly impacts business survival and success.



PARTNERSHIP

The Reputaction project aims to proactively support European SMEs in enhancing their corporate reputation, helping them reach their full potential and become more competitive in the market, while also addressing a complex political challenge within the European market.



LEAD PARTNER:

CONFIMI INDUSTRIA BASILICATA - Association of the Manufacturing Industry and Private Enterprise of Basilicata (IT)



PARTNER: ITALIAN CHAMBER OF COMMERCE FOR PORTUGAL (PT)



PARTNER: THE HIVE (EL)



OBJECTIVES

Most micro and small enterprises and start-ups lack the capacity, financial resources and expertise to achieve a good corporate reputation that can increase the company's economic position and turnover.

RepUtAction responds to this need by offering an innovative framework that supports SME leaders on their path to corporate reputation upgrading.

Objectives

1. **Understanding** skills gaps in small businesses and start-ups with reference to corporate reputation.
2. **Create** a highly innovative training programme
3. **Testing** the training programme in real contexts to ensure its effectiveness
4. **Ensuring** the dissemination and exploitation of knowledge and skills for vocational training centres
5. **Ensuring** the sustainability of results over time
6. **Ensuring** maximum visibility of results to maximise impact



TARGET

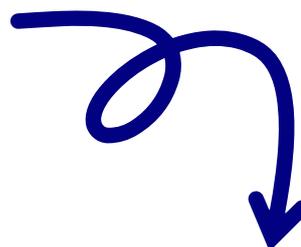
RepUtAction project will have a significant and radical impact on micro and small enterprises leaders, VET providers, business support organisations and partner organisations.

TARGET



- Micro and small enterprises (MSMEs) leaders
- VET providers and vocational training centres
- Business support organisations
- Partner organisations

How can these groups benefit from the RepUtAction project and material?



TARGET

- **Micro and small enterprises (MSMEs) Leaders**

RepUtAction is a training programme that helps leaders of micro and small enterprises and early-stage companies (up to 3 years old) build corporate reputation and improve market readiness. It offers free, online training, on the learning hub, that develops technical, entrepreneurial, and digital skills to support the growth and reputation of small businesses.

- **VET Providers and vocational training centres**

The project offers VET providers an innovative, market-responsive training programme that can be easily integrated into their existing courses, supported by a dedicated handbook and a peer-review process involving external stakeholders.

- **Business Support Organisations**

Consultancy firms, SME associations, Chambers of Commerce and similar organisations will expand their services to EU SMEs by offering innovative corporate reputation consultancy.

- **Partner Organisations**

Staff contribute to project management, training development, and dissemination, while strengthening their expertise in corporate digital credibility and reputation and enhancing their skills in managing transnational cooperation projects.



INTRODUCTION

The structure of the Open Guide and how to use it

The Open Guide for VET Providers is a structured digital manual designed to support vocational education and training (VET) providers in delivering effective and innovative training focused on corporate reputation management for small business leaders. Developed within the framework of the RepUtAction Project, this guide functions both as a conceptual framework and a practical tool to assist VET professionals in designing, managing, and implementing training activities that strengthen reputation-related competencies in small and micro enterprises.

The guide responds to the increasing need for small businesses to build, manage, and protect their corporate reputation in a highly competitive and dynamic market environment. Given the crucial role that reputation plays in business survival, growth, and long-term sustainability, this manual supports VET providers and trainers in equipping small business leaders with the skills needed to enhance trust, credibility, and stakeholder engagement.



INTRODUCTION

The Open Guide is structured around three key training modules, each addressing a strategic dimension of reputation management for small businesses:

1. Market-Oriented Corporate Reputation
2. Business Reputation in Public Relations
3. Online Reputation and Credibility Strategies

This Open Guide is structured into practical and interconnected modular units that can be used as a comprehensive training pathway. Each module includes theoretical content, a digital self-assessment tool, case studies, and practical activities. The guide adopts a blended learning methodology that integrates digital resources with problem-based and experiential learning, enabling participants to apply knowledge directly within their professional or business context. This flexible approach can be adapted to online, hybrid, or in-person training environments.



INTRODUCTION

How to Use the Guide

- 1. Read and understand the full guide:** Trainers are encouraged to review the guide in its entirety to fully understand its objectives, content, and pedagogical approach.
- 2. Engage participants through practical activities:** Exercises and case studies are designed to simulate real business scenarios, encouraging active participation and problem-solving.
- 3. Implement Experience-Based Learning:** Learners test, and refine reputation strategies through workplace experiences, using reflection and feedback to strengthen practical competence.
- 4. Use assessment and self-evaluation tools:** Each module includes self-assessment and final evaluation tools to monitor learning progress and outcomes.
- 5. Adapt to local and organisational needs:** Trainers may customise content, delivery methods, and examples to ensure relevance to local markets and business contexts.

All VET providers, trainers, and facilitators are encouraged to embed the guide's activities and resources into their training programmes, as the Open Guide serves not only as an educational tool but also as a strategic pathway for empowering small business leaders to develop strong, credible, and sustainable reputations.



Quick-start Guide

Timeline	Activity	Development
Day 1	Orientation	Introduce participants to program goals, expectations, and tools
Day 2	Module 1: Market-Oriented Corporate Reputation	Real-world case study on market reputation
Day 3	Module 2: Business Reputation in Public Relations	Problem-based learning activity focused on managing a PR crisis
Day 4	Module 3: Online Reputation and Credibility Strategies	Experience-based exercise simulating online reputation management
Day 5	E-learning platform and self-assessment tool	Complete e-learning modules, finalise self-assessment, review progress and prepare for certification

Trainer Checklist

- [] Confirm training objectives and session outlines
- [] Prepare presentation materials and handouts
- [] Test all digital tools and platforms
- [] Schedule sessions and send calendar invites
- [] Review participant list and learning needs
- [] Collect feedback after each session
- [] Submit final training summary and recommendations

INTRODUCTION

The structure of the Open Guide and how to use it



An introductory section on
active training methodology



A section on **working groups** and
key managerial skills



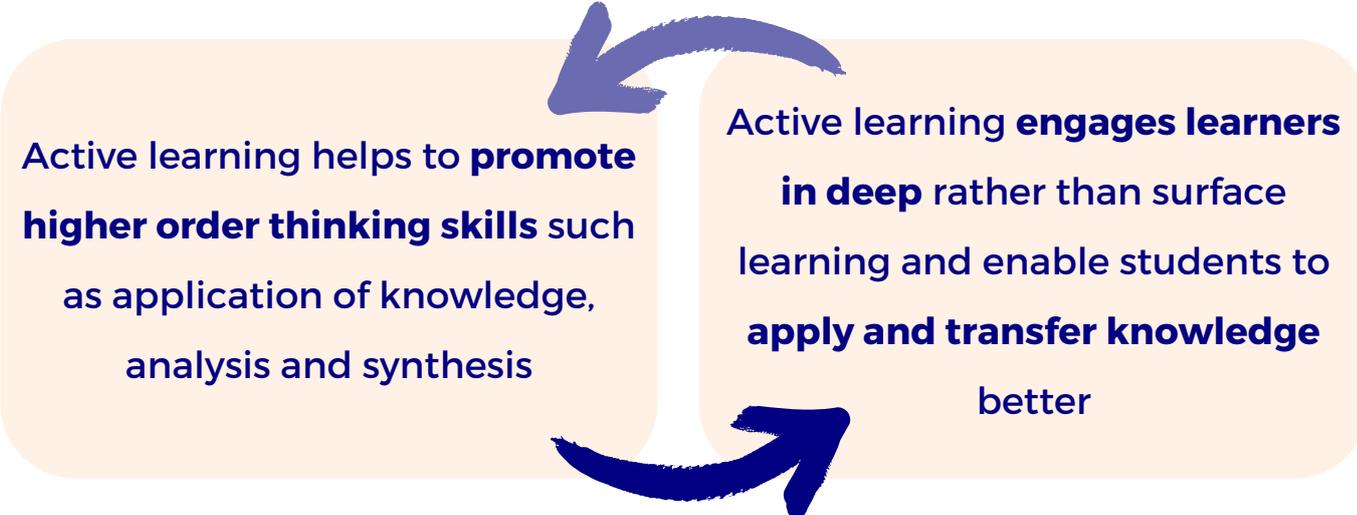
A section on **module-based training activities**



METHODOLOGY USED: ACTIVE TRAINING (AT)

In the essential work “Active Learning: Creating Excitement in the Classroom”, compiled in 1991 for the Association for the Study of Higher Education and for the ERIC Clearinghouse on Higher Education, Bonwell and Eison defined strategies that promote active learning as "learning activities that involve students in doing things and thinking about what they are doing" (Bonwell and Eison, 1991).

Approaches that encourage active learning prioritise the development of students’ skills rather than simply delivering information. These methods require students to actively engage—such as by reading, discussing, or writing—in ways that involve higher-order thinking. They also often emphasize students’ exploration of their own attitudes and values. Brame (2016)



Active learning helps to **promote higher order thinking skills** such as application of knowledge, analysis and synthesis

Active learning **engages learners in deep** rather than surface learning and enable students to **apply and transfer knowledge** better

Active learning is a **teaching approach** that actively involves students in the learning process through a range of strategies such as discussions, problem-solving, case studies, role-playing, and reflective activities. Rather than relying solely on traditional lectures, this method encourages students to take greater responsibility for their learning while the instructor maintains a key role in guiding and supporting them.

Within this framework, both **Problem-Based Learning** and **Experience-Based Learning** are widely used strategies.

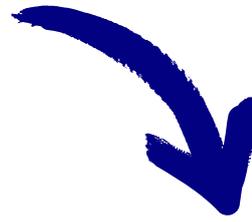
- **Problem-Based Learning (PBL)** **Problem-Based Learning** is a learner-centered instructional and curricular approach that enables students to research, connect theory with practice, and apply their knowledge and skills to create effective solutions to a specific problem. (Walker et al., 2015)
- **Experience-Based Learning (EBL)** is an active learning approach that emphasises learning through direct experience and reflection. Students gain knowledge and skills by engaging in authentic activities such as simulations, internships, fieldwork, or hands-on projects, and then reflecting on these experiences to deepen understanding and connect theory to practice. (Alabi, 2024)

Both approaches align with active learning principles by promoting student engagement, critical thinking, collaboration, and the application of knowledge beyond passive listening.



ADDED VALUE OF ACTIVE TRAINING

Opportunities to process course material through **thinking, writing, dialogue** and **problem-solving** offer students **multiple learning possibilities.**



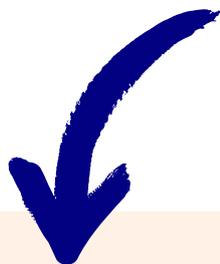
The application of new knowledge helps learners **encode information**, concepts and skills in their memory, linking them with previous information, **organising knowledge** and **strengthening neural pathways.**



Working on activities helps create **personal connections** with the material, increasing learners' motivation to learn.



Regular interaction with the facilitator and peers around shared activities and goals contributes to a **sense of community** in the learning environment.



Educators can gain **greater insight** into learners' thinking by observing and talking to them as they work.



INCORPORATE ACTIVE TRAINING IN YOUR TRAINING

Active learning activities can be used to:

Get students & increase motivation

Assess students' prior knowledge

Promote problem solving & application
deepen student understanding

Assess whether students understood the material

Help students review materials for an exam

Prepare students for a major assignment

Explore the relevance of the course material in
students' professional or everyday lives



How to start with active learning techniques?

Whether you are thinking of trying active learning for the first time or have already used it in the past and want to try something new, these are well-tested strategies for engaging learners and focusing on key concepts in your group. Start with one of them and consider adding others as you feel comfortable.

Breaking up the lesson every 15-20 minutes will help keep learners' attention and interest as they apply what they are learning.

TIPS to keep in mind when testing new techniques:



Make use of problems or questions that challenge and interest learners;



Explain the purpose of the activity and be clear about what you want the learners to do;



Allocate sufficient time to the activity; some activity in class only takes 2-3 minutes, but others may take longer;



Divide longer activities into stages or steps, so that learners who finish early are not waiting and learners who need more help get the feedback they need;



Allow time to do a debriefing and identify results at the end of the activity to ensure that learners receive feedback from you and/or their peers.



DELIVER TRAINING COURSE

INVOLVE LEARNERS IN THE TRAINING PROCESS

Learner engagement is a critical success factor in corporate training. Engagement refers to the learner's active, voluntary, and motivated participation throughout the training process. Engaged learners invest time and effort, participate in discussions, complete tasks effectively, and apply what they learn.

Engagement should not be confused with entertainment. While humour can support attention and memory, it is not sufficient on its own. True engagement is driven by internal motivation and relevance.

Understanding Adult Learners

Adult learners:

- Have multiple professional and personal commitments
- Bring diverse experiences and expectations
- May feel distracted, bored, or resistant due to past learning experiences

Adult learners are more motivated when:

- Learning is self-directed and exploratory
- Content is short, practical, and relevant
- Feedback and encouragement are provided regularly



DESIGNING TRAINING FOR ENGAGEMENT

There is no single formula for engagement, but effective training programmes are built on the following principles:

Key Pillars of Engaging Training

- **Learning Culture:** A strong learning culture increases long-term impact
- **Engaging Content:** Interactive, creative, and clearly structured material
- **Accessibility:** Inclusive delivery methods and understandable content
- **Reinforcement:** Opportunities to apply learning beyond the classroom
- **Needs-Based Approach:** Alignment between learner needs and organisational objectives

Practical Actions for Trainers

Trainers should:

- Analyse participant needs and skill gaps
- Define clear learning objectives
- Explain the relevance and benefits of the training
- Recognise and value learner participation
- Customise content and use creative approaches
- Integrate blended learning methods (online learning, gamification, mobile and social learning)
- Encourage interaction through forums and group discussions
- Design active learning experiences
- Encourage experimentation and learning from mistakes
- Use storytelling to increase emotional involvement



CREATING A POSITIVE LEARNING ENVIRONMENT

A positive learning environment makes participants feel safe, valued, and motivated, fostering participation and collaboration.

1. Material Learning Environment

The material environment includes physical and digital learning spaces.

Trainers should ensure:

- Appropriate and comfortable training rooms
- Functional technical equipment
- Well-prepared hybrid or online learning spaces

2. Learning Climate

The learning climate refers to the emotional and social atmosphere in which learning takes place. A positive climate enhances motivation, trust, and cooperation.

A useful framework is Seligman's PERMA Model, which highlights five elements of well-being:

- **Positive Emotions:** Encouraged through gratitude and positive reflection
- **Engagement:** Fostered through focus, flow, discussions, and challenges
- **Positive Relationships:** Built through ice-breakers and teamwork activities
- **Meaning:** Created by connecting learning to personal values and strengths
- **Accomplishment:** Achieved through clear, realistic goals



DEVELOPING SOFT SKILLS AND MANAGERIAL COMPETENCES

Hard skills are the job-specific skills and knowledge we all need to perform a job, which can be acquired and improved through education and training programmes. They are typically quantifiable skills that can be easily defined and evaluated.

Soft skills, on the contrary, are defined as a large group of intra- and inter-personal characteristics of self-knowledge, self-management, attitude, disposition and personality necessary for personal well-being and, consequently, for success at work.

The classification of soft skills varies. However, there is no single list of soft but common elements can be found, namely that soft skills are divided into three main groups:

Personal skills: learning ability, stress tolerance, work ethic, self-awareness, commitment, life balance, creativity and innovation.

Social skills: communication, teamwork, networking, negotiation, conflict management, leadership, adaptability to cultures.

Content/methodological skills: i.e. customer/user orientation, continuous improvement, adaptability to change, results, analytical and decision-making skills, management skills, research and information management (Five, 2016).



CORE SOFT SKILLS IN TRAINING AND THE WORKPLACE

Self-Knowledge and Self-Confidence

Self-knowledge enables individuals to understand their strengths, weaknesses, motivations, and limitations. This awareness supports self-confidence, resilience, and professional growth.

Trainers should encourage introspection and normalise imperfection and learning through failure.

Emotional Awareness and Regulation

- Emotional awareness involves recognising and understanding emotions
- Emotional regulation involves managing emotional responses constructively

Together, they form **emotional intelligence**, which is essential for effective workplace interactions and leadership.

Teamwork

Teamwork skills enable individuals to collaborate effectively toward shared goals. Trainers should promote cooperation, adaptability, mutual support, and constructive feedback.

Communication and Assertiveness

Effective communication includes verbal and non-verbal elements and must be adapted to the audience and context.

Assertiveness allows individuals to express needs and opinions respectfully while considering others, making it essential for negotiation, leadership, and collaboration.



THE TRAINER AS LEADER AND FACILITATOR

The trainer's role extends beyond delivering content. Trainers act as leaders and facilitators, guiding group dynamics and learning processes.

Key Leadership Characteristics of Trainers

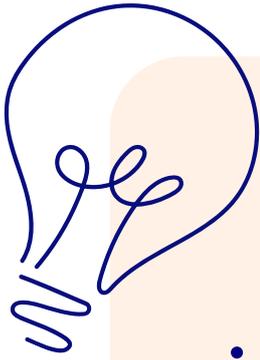
- Spontaneity and adaptability
- Self-confidence and credibility
- Clear communication style
- Acceptance of mistakes
- Commitment to continuous learning

Trainer Behaviour in Practice

Trainers should:

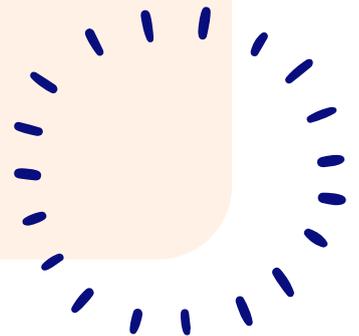
- Act as facilitators rather than lecturers
- Encourage participant interaction
- Align verbal and non-verbal communication
- Participate as a group member when appropriate
- Manage time respectfully
- Observe and guide group work subtly
- Allow space for reflection and feedback





Qualities of a good trainer

- Competence
- Credibility
- Method
- Ability to enjoy
- Knowledge of objectives
- Engaging
- Passion
- Desire to improve
- Making together
- Creativity
- Observation
- Analytical skills
- Availability
- Aware of the limits of one's trade
- Intellectual honesty
- Preparedness



MODULE 1

Market-oriented corporate reputation

This module offers a comprehensive look at how market dynamics, customer perceptions, and competitive positioning influence corporate reputation.

Market-oriented reputation refers to how a company's reputation is shaped and influenced by its market position, customer perceptions, and the overall competitive environment. This is how companies manage their image, brand, and audience perception with the aim of attracting attention to the target market and building trust among consumers.

Participants will:

- Understand the key principles of market-based reputation.
- Examine the impact of leadership and internal culture on external image.
- Learn how to assess the influence of reputation on business performance.
- Discover practical tools and techniques to strengthen and sustain market credibility.



MODULE 1

Learning objectives:

- Understand the fundamentals of market-based reputation;
- Explore the role of leadership and internal corporate culture in shaping market reputation;
- Learn how to measure the impact of reputation on business outcomes;
- Identify tools and techniques to maintain a positive reputation.

Learning Methods:

- Presentation of real business case studies;
- Group discussions and workshops;
- Hands-on exercises to simulate building, monitoring, and managing a strategic reputation plan for your chosen company.

[Link to the e-learning platform \(MOOC\)](#)



MODULE 1

Expected results:

- Knowledge of how to build a recognisable and trustworthy brand;
- Ability to implement strategies that ensure a customer-centric approach to reputation management;
- Measuring the impact of CSR efforts on brand reputation;
- Ability to collect data and insights to shape reputation management strategies;
- Knowledge of how influencer partnerships can improve brand perception.

LEARNING ACTIVITIES BASED ON A CASE STUDY

A case study is an activity useful for analysing and taking inspiration from a scenario that has already been experienced and could also occur in one's own organisation.

- Present learners with a problem to solve or a case study that reflects a current issue in the field of online reputation.

Suggested duration:

3 hours of theoretical training & 2 hours of reflection/activities



MODULE 2

Business Reputation in Public Relations

Focusing on the strategic use of public relations, this module explores how communication shapes brand perception and trust.

In today's fast-paced and highly connected environment, public perception can shift in an instant—making effective communication more vital than ever. Public Relations (PR) plays a central role in shaping, maintaining, and sometimes restoring a company's reputation.

Module 2 explores the foundations and strategic functions of PR within a business context, with a focus on stakeholder engagement and crisis communication. Through a mix of theoretical insight and practical application, participants will learn how to craft transparent, ethical messages, engage meaningfully with audiences, and navigate challenging situations with confidence.

Participants will:

- Apply PR techniques to strengthen stakeholder relationships.
- Develop structured approaches for managing reputation during crises.
- Adopt best practices for ethical, transparent, and consistent communication.



BEST PRACTICES' EXAMPLES PER COUNTRY

Name	Description	Reputation Observation
<p><u>Caffè Corsini</u></p> 	<p>Caffè Corsini, founded in 1950 in Arezzo, Tuscany, is a historic coffee company known for innovation. It was the first Italian coffee to receive the DOC label and certify its origin on packaging, and the first in Italy to eliminate atmospheric particulate emissions. For over 70 years, it has consistently stayed ahead of competitors.</p>	<p>Caffè Corsini has led Italian coffee innovation since 1959, pioneering modern production, Italy's first DOC coffee with origin labeling (1987), eco-friendly practices (2012), and professional training through its Academy (2005). In 2021, it partnered with Melitta Group, continuing its focus on quality, sustainability, and innovation.</p>
<p><u>Valérius</u></p> 	<p>Valérius Têxteis, based in Barcelos, produces medium to high-end clothing with a strong focus on exports and collaborations with major global brands like H&M, Moschino, and Max Mara. In 2019, it launched the €9.9 million Valérius 360° project to promote circular economy practices by reusing textile waste, highlighting its commitment to sustainability and innovation.</p>	<p>Valérius Têxteis has been recognized for innovation and sustainability, winning the 2018 PwC Scale Up Award for a real-time order tracking platform and launching the 2019 Valérius 360° project to reuse textile waste, reduce environmental impact, and promote circular economy practices, aiming for near-zero carbon by 2030.</p>
<p><u>Carpo</u></p> 	<p>Carpo, founded in Athens in 1991, specializes in importing, processing, and packaging nuts and dried fruits. It has a modern production unit with strict quality control and has expanded into retail with its "5 Senses Experience," offering nuts, chocolate, and coffee. Carpo now operates eight stores, five in Athens and three in London.</p>	<p>Carpo is recognized for quality, authenticity, and a customer-focused, multi-sensory retail experience. By combining gourmet food with luxurious, immersive store design and sourcing local Greek ingredients, the brand promotes Mediterranean food traditions and has become a leading name in the gourmet sector in Greece and abroad.</p>

MODULE 2

AIMS

- Provide an understanding of the principles and role of PR in building business reputation.
- Develop communication strategies for effective stakeholder engagement.
- Learn crisis management techniques to protect and restore reputation.
- Learning methodologies for this module:
- Read and comprehend texts to build a strong theoretical foundation in PR.
- Analyse PR scenarios to apply concepts to real-world situations and develop critical thinking skills.
- Complete quizzes to assess knowledge, receive immediate feedback, and reinforce learning and retention of key concepts.

SKILLS

- Develop strong PR and reputation management skills to enhance business credibility and stakeholder trust.
- Gain a deeper understanding of crisis communication to identify risks, respond strategically, and restore reputation.
- Improve stakeholder engagement through tailored messaging and effective communication channels, fostering long-term relationships and brand loyalty.



MODULE 2

LEARNING ACTIVITIES BASED ON

PROBLEM-BASED LEARNING EXERCISE

Participants assume the role of public relations professionals facing realistic reputation challenges such as stakeholder conflicts, media scrutiny, or organisational crises. They analyse the problem to identify reputation risks, key stakeholders, communication gaps, and ethical issues.

Using PR theories and strategic frameworks, participants develop and justify a structured response strategy, including transparent messaging, appropriate communication channels, stakeholder engagement, and crisis management actions. The exercise concludes with reflection and discussion, enabling participants to evaluate their strategies and strengthen their ability to manage business reputation through effective public relations.

Suggested duration:

3 hours of theoretical training &
2 hours of reflection/activities

[Link to the e-learning platform \(MOOC\)](#)



MODULE 3

Online Reputation and Credibility Strategies

In the digital age, reputation is shaped largely online. In today's hyper-connected world, a business's online reputation can make or break its success—especially for small and medium-sized enterprises (SMEs) and start-ups. Thanks to the rise of social media, digital reviews, and search engine visibility, public perception is shaped in real-time, often without the business's direct involvement.

This module equips participants with the skills to monitor, protect, and enhance their digital presence.

Participants will:

- Learn social media monitoring techniques and effective response strategies.
- Address the challenges of fake news, negative feedback, and online crises.
- Explore credibility-building tactics for digital engagement and long-term trust.



MODULE 3

Learning Objectives

Reputation is no longer just a PR issue; it's a vital component of a company's overall business strategy. This module is tailored to help SMEs build sustainable, trustworthy online identities that translate into real-world success.

In particular this module will:

- Explore essential strategies for monitoring, managing, and enhancing online reputation, and credibility;
- Equip participants with knowledge and skills to effectively manage their online reputation;
- Equip participants to build their credibility in the digital landscape;
- Assist SMEs owners to protect their company's online presence;
- Enable participants to ensure that the business goals are aligned with stakeholder's expectations.



MODULE 3

Learning Methods:

- A blended learning method of theoretical and practical framework;
- Interactive workshops;
- Case studies;
- Quizzes.

Expected results:

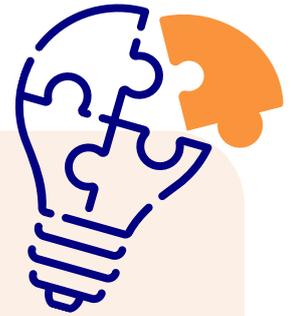
By the end of this module, participants will be able to:

- Understand the importance of online reputation and its impact on business success;
- Identify key components that contribute to a positive online reputation;
- Implement strategies to monitor and manage online reviews and feedback;
- Develop and execute plans to build and maintain credibility with stakeholders.



MODULE 3

LEARNING ACTIVITIES BASED ON



EXPERIENCE-BASED LEARNING EXERCISE

Experience-Based Learning immerses learners in realistic reputation scenarios. Learners analyse a real or simulated digital situation—such as customer reviews, social media feedback, or search results—and apply course concepts to identify reputation challenges and opportunities. They then develop and propose strategies to address reputational risks, strengthen positive presence, and respond effectively to stakeholder feedback. Through hands-on application and reflection, learners build practical skills in managing and protecting online reputation in real-world contexts.

Suggested duration:

3 hours of theoretical training &
2 hours of reflection/activities

[Link to the e-learning platform \(MOOC\)](#)



FACILITATION TIPS

Training online

Advances in technology have created new opportunities for education and learning. Digital tools can support teaching by enhancing traditional instructional methods. Today, education increasingly includes online components, a shift that was rapidly accelerated by the closure of schools and universities during the pandemic. Consequently, students and trainees have had to strengthen their digital competencies to achieve success.

Online learning can boost learner motivation, enhance interaction in lessons, and support effective independent study. It has also enabled the development of innovative teaching approaches such as e-learning and blended learning. However, these approaches demand new skills and competencies, and many current trainers may not yet be fully familiar with them.

Tips to improve online training

1. Record lessons, when possible
2. Shorten presentations
3. Search for free resource
4. Collect feedback from learners
5. Priorities personal contacts



FACILITATION TIPS

Training in presence

Face-to-face training was largely halted during the Covid-19 pandemic. However, this approach is now experiencing a resurgence, as it has been refined over decades and continues to offer many benefits. One of the most significant advantages is the direct human interaction between trainer and learner. An effective trainer's physical presence, tone of voice, and gestures contribute to clearer, more engaging communication and help learners better retain the information presented.

Another key benefit is the opportunity for immediate interaction, allowing learners to ask questions during the session. This direct exchange often leads to higher levels of engagement compared to online training.

Tips to improve in presence training

- Create a detailed project to follow
- Preparing effective slides to prevent learners from losing attention by just listening
- Be aware of communication techniques



Use of e-learning platform

Online learning has reshaped international training by removing geographical barriers and allowing learners to progress at their own speed. This shift has encouraged the growth of large-scale open online courses (MOOCs), which are available to anyone with internet access and have contributed to the expansion and improvement of education and training opportunities.

ADVANTAGES AND DISADVANTAGES OF ONLINE TRAINING

Offers greater flexibility in scheduling training for trainees.

Limited social interaction may hinder group cohesion and bonding, making it harder for trainers to evaluate trainees' emotional and psychological well-being, and potentially leading to feelings of isolation or reduced motivation.

Enables rapid assessment of trainees' knowledge and learning progress.

Learning materials may be overly content-focused and less engaging, with fewer opportunities for pair or group work.

Lowers administrative and travel expenses for both learners and training providers.

Technical issues and insufficient ICT skills can limit full participation.

Makes it easier to expand access to training for a larger number of apprentices.

Requires a high level of self-discipline and motivation from learners.



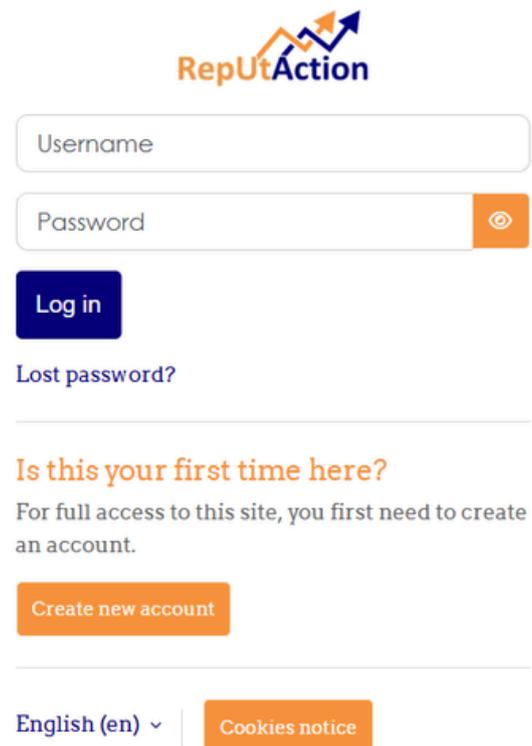
Use of e-learning platform



Purpose

The RepUtAction MOOC (Massive Open Online Course) is designed to complement the project's curriculum by offering an open, flexible and interactive learning environment. It supports small companies and start-ups in enhancing their corporate reputation, building strong customer trust, and achieving success in today's highly competitive digital marketplace.

By bridging gaps in traditional training methods, the ReputAction Learning Hub ensures that learners can strengthen their skills in areas such as corporate reputation management, customer trust-building, and digital marketing, enabling more effective strategies.





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 For full access to this site, you first need to create an account.

English (en) ▾

Use of e-learning platform

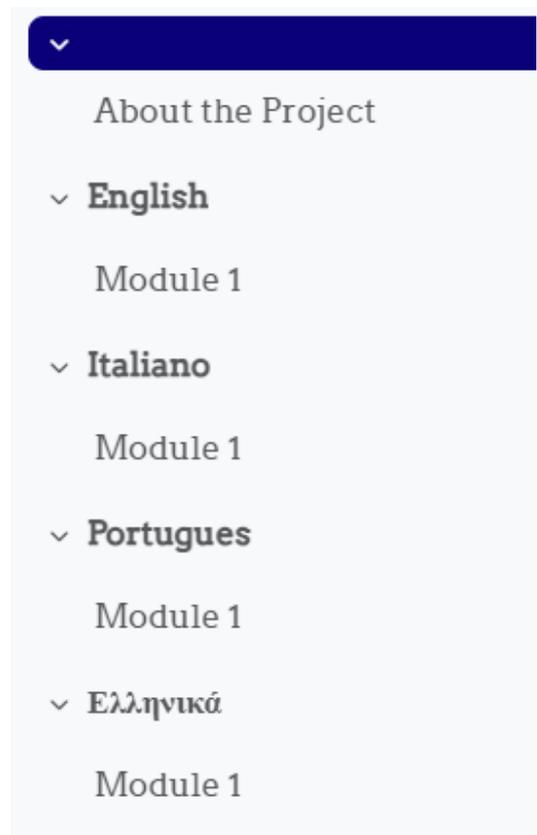
Here you will find:

 A Complete Training Curriculum On Reputation Management.	 The Self-Assessment Tool To Evaluate Your Company's Readiness.	 Free Resources And Best Practices From Across The EU.
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Features

The MOOC incorporates a variety of features to enhance the learning experience:

- **Modules:** Structured courses covering essential topics such as corporate reputation, public relations and online credibility strategies.
- **Case Study:** An in-depth analysis of a real-world scenario used for learning and problem-solving.
- **Activities:** Interactive exercises that reinforce learning through real-world practice.
- **Accessibility:** An inclusive platform offering multiple language options, seamless navigation and support for assistive technologies.



Integration

To achieve the greatest impact, the MOOC is well-suited for both independent and blended learning formats. Trainers can incorporate its modules into classroom sessions, using the content to support discussions or assignments. For individual learners, it provides a self-paced resource to complement in-person training or to serve as the main learning tool when traditional training isn't accessible. VET providers are encouraged to combine the MOOC with digital tools, such as the RepUtAction Self-Assessment tool.

Benefits

The ReputAction Learning Hub offers trainers a valuable resource, with ready-made, research-backed content aligned to the project's goals, helping save preparation time and improve training effectiveness. Learners enjoy a flexible structure that allows them to learn at their own pace, revisit lessons when needed, and access the materials online. With an emphasis on practical, real-world applications, the platform equips both trainers and learners to implement strategies that enhance corporate reputation, foster customer trust, and achieve success in today's competitive digital landscape.

Link to the MOOC:
[e-learning.platform](#)



Use of RepUtAction Self-Assessment tool

Purpose

The ReputAction Digital Self-Assessment Tool is designed to help leaders of micro and small enterprises and start-ups evaluate their organisation's readiness for corporate reputation. By offering a structured and easy-to-use assessment process, the tool enables business owners and managers to identify strengths and areas for improvement, implement targeted actions, and continuously enhance their business practices. With a focus on practical, actionable insights, the tool supports enterprises in building stronger reputations, gaining customer trust, and achieving sustainable success.



How solid is your company's reputation? Find out with our Digital Self-Assessment Tool!

Corporate reputation is a fundamental strategic asset for the success of any business, big or small. Are you sure you're making the most of it?

With this interactive quiz, you can measure your company's preparedness in reputation management, discover strengths and identify areas for improvement. It only takes a few minutes to answer 15 targeted questions and get an evaluation of your level: **Bronze**, **Silver** or **Gold**.

And that's not all! In addition to your score, you will receive personalized training suggestions to strengthen your reputation strategy and improve your market positioning, public relations and online credibility.

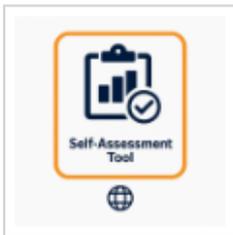
💡 Start the quiz now and discover your **RepUtAction Badge!**

Start the quiz



Co-funded by
the European Union

Self-Assessment Tool → 📄



The Self-Assessment Tool to evaluate your company's readiness.

Teacher: Admin User

Features

This innovative digital tool guides users through a step-by-step evaluation of their corporate reputation readiness, through a survey. With a few minutes and 15 targeted questions, leaders can measure their company's preparedness and receive an evaluation of their level. The tool integrated with the ReputAction e-learning platform, allowing users to revisit training modules and reinforce their knowledge. Additionally, it tracks progress over time, helping businesses monitor the impact of implemented actions and continuously refine their reputation strategies.

Beneficiaries include SME leaders actively participating in the project, VET providers incorporating the training curriculum, and organisations such as consultancy firms, SME associations, and chambers of commerce, who can use the tool to provide innovative corporate reputation advice to EU SMEs.

[Link to the Digital Tool:](#)
[open tool](#)



Application

SME leaders can integrate the ReputAction Digital Self-Assessment Tool into their business strategy and reputation management initiatives. It can be used to evaluate corporate reputation readiness, guide leadership discussions, and develop targeted improvement actions. Whether applied during management meetings, strategy sessions, or stakeholder reviews, the tool provides actionable insights that help leaders make informed decisions to strengthen their company's reputation and market positioning.

Benefits

By using the ReputAction Digital Self-Assessment Tool, SME leaders can create effective action plans that lead to measurable improvements in corporate reputation. The insights generated enable businesses to implement targeted strategies, build customer trust, and enhance overall organizational performance. In the long term, fostering a strong reputation can lead to increased client loyalty, improved stakeholder relationships, and a more competitive, resilient business factors for sustained success.

[Link to the Digital Tool:](#)
[open tool](#)





CONCLUSION

The **Open Guide for VET Providers** could be used as a comprehensive resource for integrating corporate reputation management into vocational education and training (VET) curricula. Through its structured approach, it provides VET providers with the tools, methodologies, and strategies necessary to address the evolving needs of small business leaders and their enterprises.

By focusing on market-oriented reputation, public relations, and online credibility strategies, this guide equips trainers and educators with the resources to design more engaging, adaptive, and effective training programs.

The **RepUtAction project** recognises that corporate reputation is a critical factor in fostering trust, credibility, and long-term business success. As SMEs face increasing challenges in competitive and dynamic markets, the need for structured reputation management strategies has never been greater.

Building and protecting a strong corporate reputation is an ongoing process—one that requires continuous learning, reflection, and practical application. This guide provides the necessary foundation for equipping small business leaders with the skills and knowledge to enhance their reputation, ensuring resilience, competitiveness, and sustainable growth.

ADDITIONAL SOURCES

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