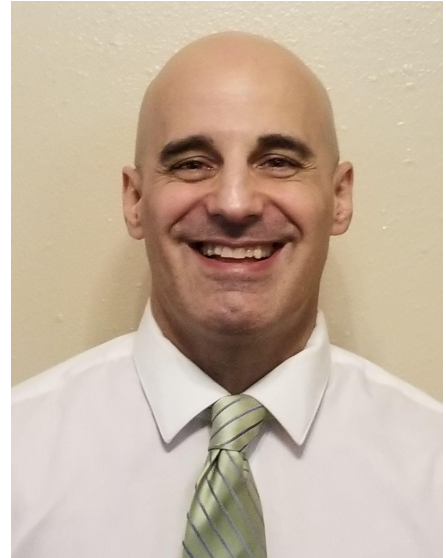


Michael Toebe, PRSA
Expert Witness **or** Non-Testifying Consultant
Specialist - Reputation and Crisis
Wichita, KS based
316-226-4071
Michael.Toebe@Reputation-Quality.com



Updated: July 20th, 2021

Introduction

Expert witness on matters of reputation, including questions of public relations, media relations, crisis communications and crisis management, analysis of reputation challenges, trust damage and risks and what would be required to protect, restore or rebuild trust and reputation quality.

Areas of Expertise

Reputation Quality
Reputation Damage
Protecting and Restoring Reputation Quality
Reconstructing Reputation Quality
Effective Apology and Reputation
False Allegations and Reputation-and-Emotional Damage
False Allegations and Effectively Responding
Ethics and Reputation
Effectiveness of Crisis Communications and Crisis Management
More Ethical, Skilled Crisis Communications and Crisis Management

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Organizations

Member of the Public Relations Society of America (PRSA)

Media Source

Interviewed twice in 2021 by **Forbes** on: 1) Gov. Andrew Cuomo, scandal and reputation 2) Big Pharma, Vaccine, Opportunity and Reputation.

Quoted in **Training Industry** on Crisis Management.

Quoted in **Idea Grove** on Crisis Communications/Crisis Management.

Contributor to Publications

Public Relations Today, SmartBrief, Corporate Compliance Insights, New York Law Journal, Chief Executive, Corporate Board Member, Entrepreneur, Physicians Practice and Training Industry.

eBooks (found on Amazon by typing in my name)

["Your Reputation Signature, What It Is, Why It Matters and How to Protect, Restore and Reconstruct It"](#)

["On Apology, What We Can Learn and Do Better"](#)

My Work

Founder/Specialist of [Reputation Quality](#), a consultancy, advisory, coaching and communications services practice. I help successful individuals and organizations better analyze risks, opportunities and challenges and further build, protect, restore and reconstruct reputation quality. More wise, ethical, effective and successful crisis communications and crisis management.

Now providing opinion as an expert witness or non-testifying consultant at my practice, [Reputation Consulting](#).

Past Experience

Radio reporting, newspaper writing, research (real estate tax, title, taxes and judgments). Coaching for stress/anger. Conflict Management (research, analysis, consulting, coaching, mediation, negotiation)

Education

Bachelor of Arts - Communications, with a Public Relations emphasis
Mesa State College, now Colorado Mesa University
Grand Junction, CO

Relevant Certifications

Conflict Resolution Consulting (Straus Institute for Dispute Resolution),
Conflict Management (Mendoza College of Business, Notre Dame),
Negotiation (Mendoza College of Business, Notre Dame) and
Negotiation: Difficult Problems and People (Program on Negotiation)

Published

"Reputation After Malpractice Allegations,"
Reputation-Consulting, July 20, 2021
and Reputation Quality, July 20, 2021

"Overcoming 'Truth' Defense in Defamation Cases a Complex, Arduous Task,"
Reputation-Consulting, July 19, 2021

"Successfully Responding After Being Vilified,"
Reputation-Specialist-Michael-Toebe, July 12, 2021
and Reputation-Consulting, July 12, 2021

"Restoring Reputation is Often More Than Legal Redress,"
Reputation-Specialist-Michael-Toebe, July 8, 2021

3

"Communication Errors: How Not to Climb Out of a Hole,"
Reputation-Specialist-Michael-Toebe, July 5, 2021

"Lessening the Likelihood of Getting Knocked Out,"
Reputation-Specialist-Michael-Toebe, June 25, 2021

"Is Good Work Sufficiently Effective Public Relations,"
Reputation-Specialist-Michael-Toebe, June 21, 2021

"The Real Danger of Denying the Risks of Our Decisions,"
Reputation-Specialist-Michael-Toebe, June 16, 2021

"Strategies for Dealing With Negative Feedback.
And Benefiting From It,"
Entrepreneur, June 15, 2021

"Where Does Neymar Go After Allegations and Nike Reaction,"
Reputation-Specialist-Michael-Toebe, June 12, 2021

"Reputation Resiliency Possible for Bill Gates,"
Reputation-Specialist-Michael-Toebe, June 8, 2021

"The Ineffectiveness of Angry Apology,"
Reputation-Specialist-Michael-Toebe, June 5, 2021

"PR for Lightfoot's Decision Will be Positive,"
Reputation-Specialist-Michael-Toebe, May 30, 2021

"The Lies We Believe are Risks We Shouldn't be Taking,"
Reputation-Specialist Michael Toebe, May 28, 2021

"Four Critical Skills for Protecting Reputation,"
Reputation Specialist Michael Toebe, May 24, 2021

4

"Be Careful Repeated What You're Told,"

Reputation Specialist Michael Toebe, May 20, 2021

"Rapid Decline of Well-Being After Reputation Damage,"

Reputation Specialist Michael Toebe, May 14, 2021

"Arrogance in Disputes Creates Increased Negativity,"

Reputation Specialist Michael Toebe, May 12, 2021

"Good Intentions Won't Protect You,"

Reputation Specialist Michael Toebe, May 10, 2021

"Wisdom of Seeking Problems,"

Reputation Specialist Michael Toebe, May 9, 2021

"The Fine-Line Warning Sign,"

Reputation Specialist Michael Toebe, May 9, 2021

"The High-Care Score,"

Reputation Specialist Michael Toebe, May 9, 2021

"Waiting for Better and Wiser,"

Reputation Specialist Michael Toebe, May 5, 2021

"Humility and Courage Go a Long Way in Apology,"

Reputation Specialist Michael Toebe, May 3, 2021

"Accurately Seeing the Image and Reality of Our Situation,"

Reputation Specialist Michael Toebe, April 29, 2021

"Reality of Having to 'Fight' the Battles of Crisis of Reputation,"

Reputation Specialist Michael Toebe, April 29, 2021

5

"The Currency of Reputation,"

Reputation Specialist Michael Toebe, April 29, 2021

"Recovering from the Emotional Injury and Trauma
of Reputation Harm,"

Thrive Global, May 21, 2020

"The Reality of Having to 'Fight' the Battles of Crisis of Reputation:
You may have to fight a battle more than once to win it,"

Reputation Specialist Michael Toebe, April 8, 2021

"Leaning In With Friends When Their Judgment and Behavior is Poor:
Some people lean in when their friends take heat, some people lean
away,"

Reputation Specialist Essays, April 4, 2021

"The Currency of Reputation,"

Reputation Specialist Essays, March 28, 2021

"Accurately Seeing the Image and Reality of Our Situation: You can't
see the picture when you're in the frame,"

Reputation Specialist Essays, March 22, 2021

"Working Through The Pain of Being Watched After Our Reputation
Crisis,"

Reputation Specialist Essays, March 8, 2021

"Why is Authority Still Self-Policing Itself, Often Without Oversight and
Consequences,"

Reputation Specialist Essays, March 5, 2021

6

“Do You Have the Courage to Confess Errors That Negatively Affect Others,”

Reputation Specialist Essays, March 1, 2021

“Bridge Building is a Superpower Anyone Can Develop...but Many Won't,” Reputation Specialist Essays, February 24, 2021

“Build a Relationship With the Media Before You Need One,”
Reputation Specialist Essays, February 12, 2021

“Two Journalists Face Reputation Crisis,”
Reputation Specialist Essays, February 9, 2021

“Strawberry, Pain, Greatness and Destructive Behavior,”
Reputation Specialist Essays, February 4, 2021

“What Are You Walking Past and What's It Say About Us,”
Reputation Specialist Essays, February 1, 2021

“People Conveniently Forget Their Worst Behavior,”
Reputation Specialist Essays, January 25, 2021

“I Know You Only by Your Reputation,”
Reputation Specialist Essays, January 10, 2021

“Arrogance Fractures Reputation Quality and Reveals Weakness,”
Reputation Specialist Essays, December 29, 2020

“People are Convinced About Their Views About You,”
Reputation Specialist Essays, Dec 23, 2020

“Is Matt Lauer Doing All He Can Do to Regain Value in the Media Industry,”
Reputation Specialist Essays, December 9, 2020

“Repairing Reputation With a Client After Making a Big Error,”
Reputation Specialist Essays, December 6, 2020

"The Strong and Wise are Willing to Seek Out People to Say 'No' to Them,"

Reputation Specialist Essays, December 4, 2020

"Passing Through Rock Bottom,"

Reputation Specialist Essays, December 3, 2020

"Colin Kaepernick's Return to the NFL Dependent on Improved Communications,"

Reputation Specialist Essays, December 1, 2020

"Saying No to Relinquishing Personal Privacy to Your Employer and Restoring Your Reputation,"

Reputation Specialist Essays, November 25, 2020

"Why Wichita State and Gregg Marshall Ended Up in a Scandal and the Challenges Marshall has Now,"

Reputation Specialist Essays, November 17, 2020

"Boards of Directors Must Own Responsibility for Poor CEO Hires,"

Reputation Specialist Essays, November 12, 2020

"ABC and Former Employee Walking Tightrope in Reputation Fight,"

Reputation Specialist Essays, November 11, 2020

"Frustration and Pain of not Being Believed When Telling the Truth,"

Reputation Specialist Essays, October 29, 2020

"Yet Another Opportunity Granted Where Does Antonio Brown's Career Go Now,"

Reputation Specialist Essays, October 29, 2020

"Anna Wintour's Low Emotional Intelligence Gives Her and Vogue a Black Eye to Heal,"

Reputation Specialist Essays, October 29, 2020

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"The Road to Recovery from Reputation Injury and Trauma,"
Reputation Specialist Essays, October 28, 2020

"Big Banks Worry Free Pattern of Wrongdoing a Strong Call for
Change,"
Reputation Specialist Essays, October 26, 2020

"Working Back from Reputation Damage with Compassionate
Behavior,"
Reputation Specialist Michael Toebe, October 22, 2020

"Obstinacy and Life's Risk Management,"
Reputation Specialist Essays, October 16, 2020

"Giving in to Impulse is Easy yet the Consequences are Hard to
Overcome,"
Reputation Specialist Essays, October 10, 2020

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