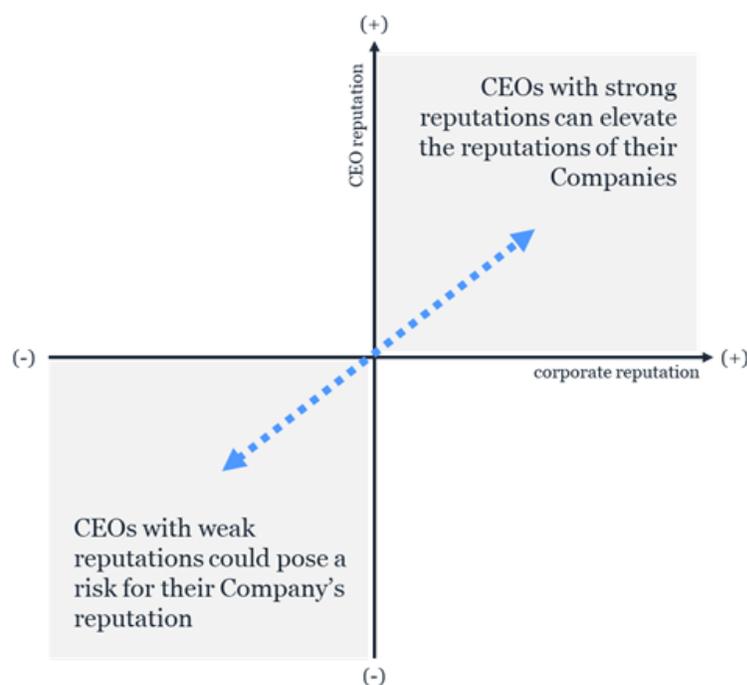


- CEOs are more likely to be reputationally judged on ethics, not profit
- The perceptions of CEOs and companies are directly correlated
- Being Responsible is the most important driver of CEO reputation two years in a row
- Google's Sundar Pichai falls from #1 in 2018 to #88 in 2019

Why Does CEO Reputation Matter?



Reputation Institute's (Ri) data shows that among the informed General Public, the perceptions of CEOs and companies are on the same trajectory – as the perception of the CEO increases, so does that of the company.

A CEO's reputation is critical because of this direct correlation to the company's reputation. The CEO and the organization need to be aligned to drive elevated business success.

In today's corporate climate, however, one false move on behalf of the CEO, and not only is the CEO's own reputation tarnished, but the reputation of the company is negatively impacted.

Do the Right Thing

“CEOs need to communicate a vision to stakeholders...just as importantly, we need to communicate our companies’ values — and we have to back them up with measurable and verifiable action...it all impacts an organization’s brand, which is an increasingly important currency.”

– Mark Weinberger, Global Chairman & CEO, EY

In 2019, financial success to the enterprise, factors such as company growth, prospects, profitability, and financial results, have the weakest relationship with CEO reputation as compared to other business drivers.

While it still remains a KPI on which a CEO needs to deliver, the expectation placed upon a CEO has now shifted – **CEOs are more likely to be reputationally judged on-the-basis-of ethics, not profit.**

CEO Spotlight: Ben van Beurden, Royal Dutch Shell



CEO RepTrak Fast Riser

In 2019, the energy sector is going through a reputational transformation. A big thank you for this change is due to the leaders of the energy companies who are taking this charge. One of them is Royal Dutch Shell’s Ben van Beurden. In 2019, van Beurden’s work is recognized by the public and he ranks in the top 10 most reputable CEOs for the first time. Since 2018, van Beurden’s reputation jumped significantly, mainly driven by increased performance in the area of Responsibility – the most important driver of CEO reputation.

Lessons Learned: CEOs who take the lead and do the right thing, no matter the grandeur of the challenge, succeed in building trust and deliver on stakeholder expectations.

CEO Spotlight: Sundar Pichai, Google



CEO RepTrak Fast Faller

Sundar Pichai's humble demeanor and egoless leadership style turned him into an aspirational CEO for others to follow and the most reputable CEO of 2018. Pichai was perceived to have a strong leadership image, clear strategic vision and was adept at anticipating change.

Fast forward to 2019, and the area in which Pichai excelled, is his downfall. After a tumultuous year that brought to light Google's unethical behavior, and questioned Pichai's Leadership skill which declined by 6.5 points. Along with the decline in Leadership, Pichai's reputation plummeted from #1 to #88 declining by 8.4 points.

Lessons Learned: Companies that stray from their promise will suffer reputational and business consequences. So will the CEO if he or she does not ensure that corporate promise is delivered.



Stephen Hahn-Griffiths
 Chief Reputation Officer
 Reputation Institute

About Reputation Institute

Reputation Institute (Ri) helps leaders at the world's largest companies build credibility with the people that matter most to them by delivering data-driven insights about how they are truly perceived. We do this with RepTrak®, an unrivaled technology that provides actionable insights across industry, competitor, and company analysis. www.reputationinstitute.com