

The CEO Reputation Premium: Gaining Advantage in the Engagement Era

The past several years have not been easy for big business and its leaders. Despite the numerous threats CEOs have faced to their reputations and those of the companies they run, Weber Shandwick's research continues to find that CEO reputation is a fundamental driver of corporate reputation and is unwavering in its contribution to market value.

CEO reputation is a premium form of currency and wealth in an economy where companies trade on their reputations every day. This CEO premium exerts enormous influence over enterprises and within the industries they operate and should never be underestimated or neglected.

In **The CEO Reputation Premium: Gaining Advantage in the Engagement Era**, Weber Shandwick revisits the realm of CEO reputation to better understand what is required of leaders today. With partner KRC Research, we surveyed more than 1,700 executives, managers up to the C-suite, excluding CEOs. Respondents worked in companies with revenues of \$500 million or more and represented 19 countries worldwide.

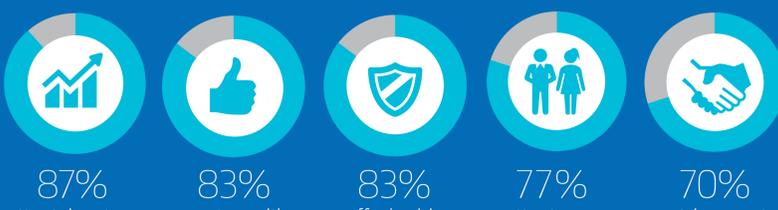
- REPUTATION
- VISION
- GLOBAL OUTLOOK
- COMMUNICATION
- DECISIVENESS
- SOCIAL MEDIA

1. CEO Reputation Matters



The interdependence between CEO reputation, company reputation, and market value demonstrates that leadership is a resource worth investing in and cultivating.

In addition to enhancing market value, a strong CEO reputation...



2. What It Takes: The CEO Reputation Premium

What attributes drive strong CEO reputation? By wide margins, highly regarded CEOs, relative to lesser regarded CEOs, have a clear vision for the company, are inspirational and motivational to others, are honest and ethical, and communicate well internally.

Descriptions of CEOs (according to their executives)

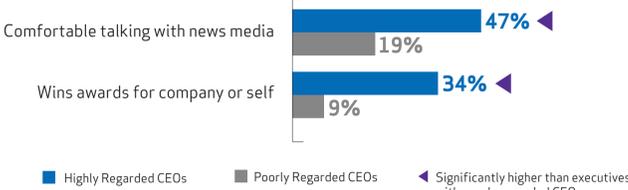


3. CEO Public Engagement is the New Mandate



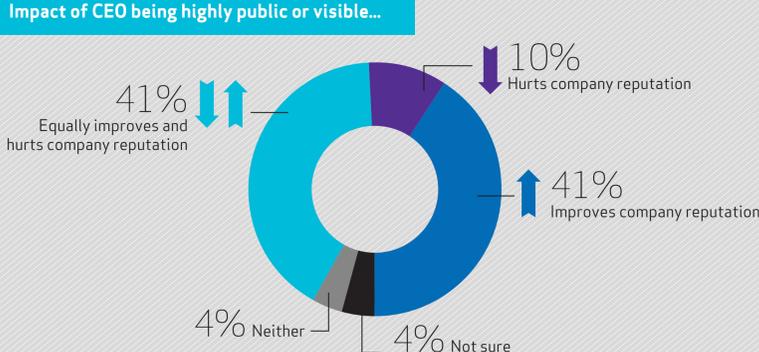
Highly reputable CEOs are good at external relations.

Words/phrases that describe CEO (according to their executives)



CEO visibility is more likely to improve corporate reputation than harm it. Yet, CEO visibility needs to be handled with care.

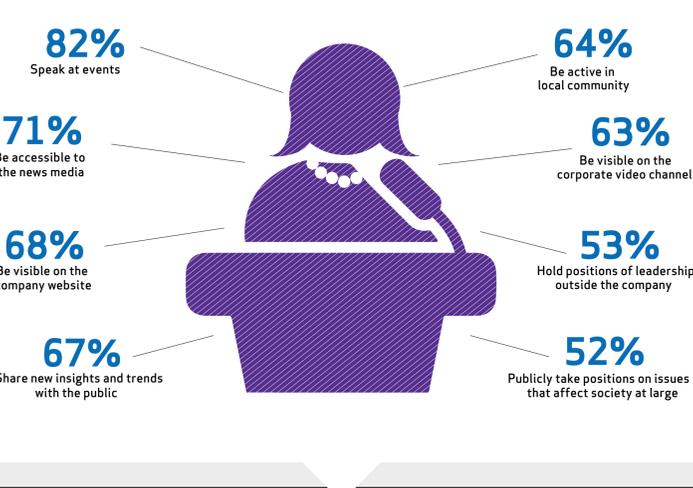
Impact of CEO being highly public or visible...



4. CEOs Need an External Profile in More Ways Than One

Executives believe it is important for CEOs to partake in external relationship-building and shine a spotlight on their company.

External visibility activities that are important for CEOs to do



5. CEO Social Media Engagement Comes with Reputational Rewards

Highly regarded CEOs are more than three times as likely as CEOs with weak reputations to participate in social media.



6. CEOs Should Exercise Caution When Taking a Stance on Public Policy

Executives are more likely to think that it is inappropriate for CEOs to take a public position than it is important to take a public one. CEOs should carefully weigh the pros and cons and be sure that their stand aligns closely with their company's business goals.

CEOs taking public positions on policy or political issues



7. The CEO's Guide to Reputation and Public Engagement

Weber Shandwick recommends that business leaders and their companies consider the following strategies to bolster CEO engagement on a visible scale and reap the reputational benefits that come with effectively engaging stakeholders wherever they happen to be.

- Assess the **CEO's REPUTATIONAL PREMIUM**.
- Carefully evaluate CEO's **STANCE ON PUBLIC POLICY**.
- Develop the **CEO's "EQUITY" STATEMENT**.
- Decide which **VENUE** is right for the CEO.
- Identify and develop the **CEO's STORY** on behalf of the company.
- Develop a **SOLID SOCIAL STRATEGY**.
- Be an industry **ADVOCATE**.
- Keep **REPUTATION DRIVERS** at the top of your to-do list.
- Leverage the **BENCH**.
- Bolster CEO reputation among your own **EMPLOYEES**.
- Bulk up on **MEDIA TRAINING**.
- Don't view **CEO HUMILITY** as a weakness.

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