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SURVEY OF GLOBAL REPUTATION LEADERS FINDS CONTINUING CHALLENGES TO SUCCESSFUL REPUTATION MANAGEMENT

Highly respected companies have defined the business case for reputation management and can advance to cross-stakeholder communication, CSR and managing reputation risks

BOSTON, MASSACHUSETTS (Mar. 9, 2016) – Reputation Institute’s annual survey of corporate leaders finds successful reputation management remains a top-of-mind concern for executives across the world.

“The lack of a structured process for integrating reputation management into the core business is the number one challenge to successful reputation management,” said Brad Hecht, Reputation Institute’s vice president and chief research officer. “Fewer than half the reputational leaders we surveyed reported that their organizations have the right internal competencies, structures, processes and methodologies in place to assess and manage reputation risks.”

Companies with strong/excellent reputations – as measured by the RepTrak® framework – more often have a foundation of measurement in place and are now focusing their efforts on cross-stakeholder communication, corporate social responsibility and managing reputation risks. Companies with an average reputation are still working on developing the business case and finding the best approach to measuring their reputation.

Study participants from companies headquartered in the United States or Canada are ahead of European companies in implementing a “well-established structure for addressing and mitigating key reputation risks” and “a cross-functional governance structure to manage the key reputation risks.” However, only 59 percent of respondents overall “strongly” agree that their organizations have a credible and compelling narrative that addresses cross-stakeholder expectations and aligns with corporate purpose.

To gather insights on today’s trends, practices and priorities in reputation management, Reputation Institute surveyed 150 global executives in corporate communications, reputation management, strategy and the C-suite. Respondents came from 20 countries and participated between September 2015 and January 2016. Survey respondents represented companies of varied sizes, from those less than \$1 billion to those \$30 billion or more.

Brad Hecht, vice president and chief research officer, will conduct a webinar to discuss how the best reputation leaders are succeeding today, Mar. 9, 2016, at 10am ET. See the study and register for the webinar on our website at: <https://www.reputationinstitute.com/research/Reputation-Leaders-Study>.

About Reputation Institute

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: <http://www.reputationinstitute.com/>

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