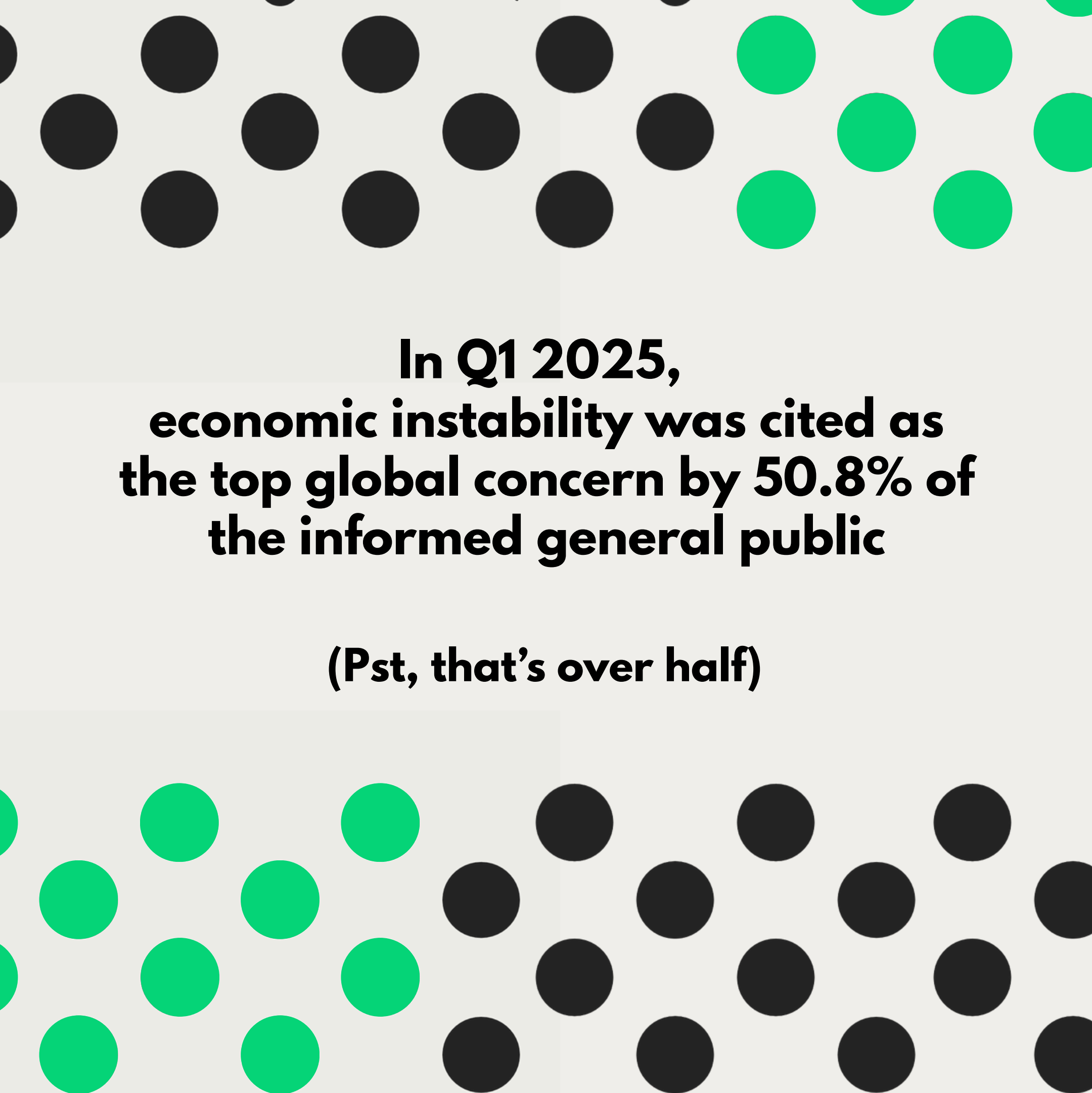




Reputation Wrapped





**In Q1 2025,
economic instability was cited as
the top global concern by 50.8% of
the informed general public**

(Pst, that's over half)



Stakeholders put their foot down in Q2

**They don't expect
companies to fix economic instability,
but they do expect them to respond to
it through values-led action**



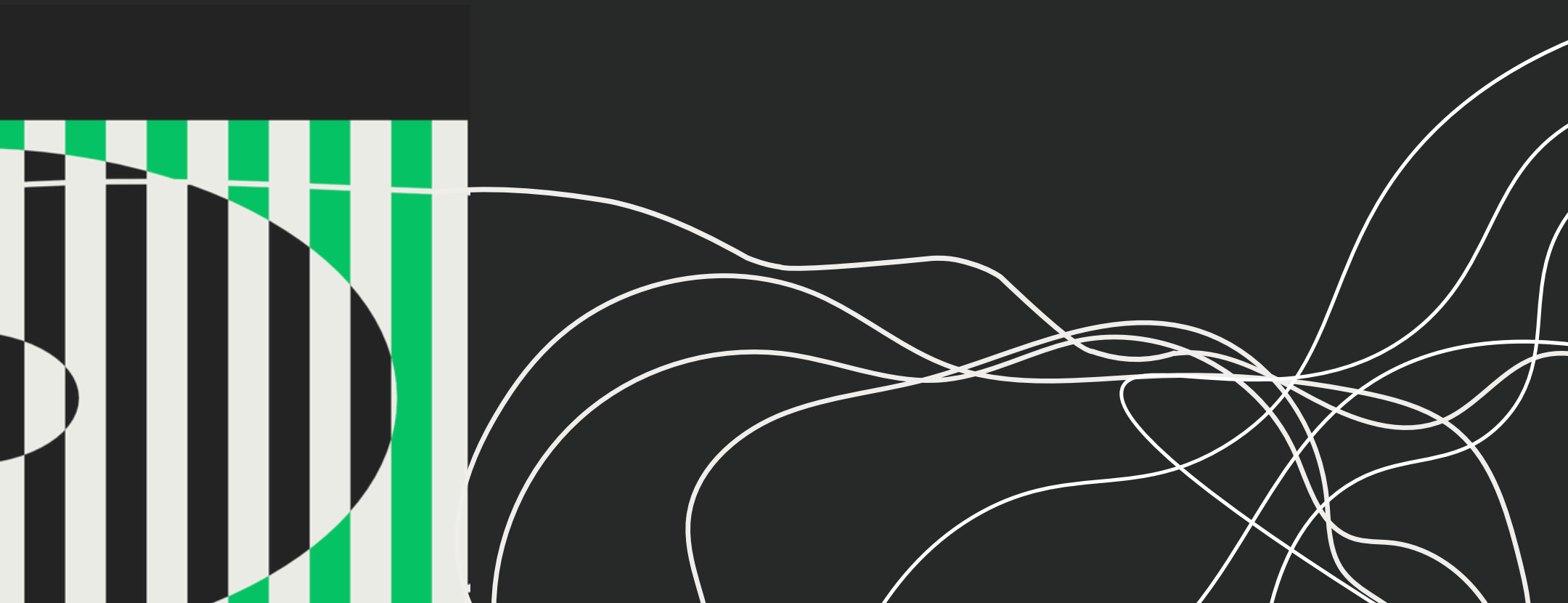


**Are you communicating your efforts
on the **principles** behind DEI?**

**60% of the global IGP says that DEI
enhances corporate reputation, but only
50% can accurately define the term**

**People expect companies to be
socially responsible**


**57% of stakeholders expect companies
to deliver value, treat people fairly, and
support their communities — alongside
generating shareholder profit**





You provide value? Prove it!

**Stakeholder focus has shifted from
“what does this cost me?” to “what
does this do for me?”**





The non-negotiables are:

- **Authenticity**
- **Reliability**
- **Consistency**
- **Transparency**
- **Corporate purpose**



There's so much more in store...

See you next year ;)

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