

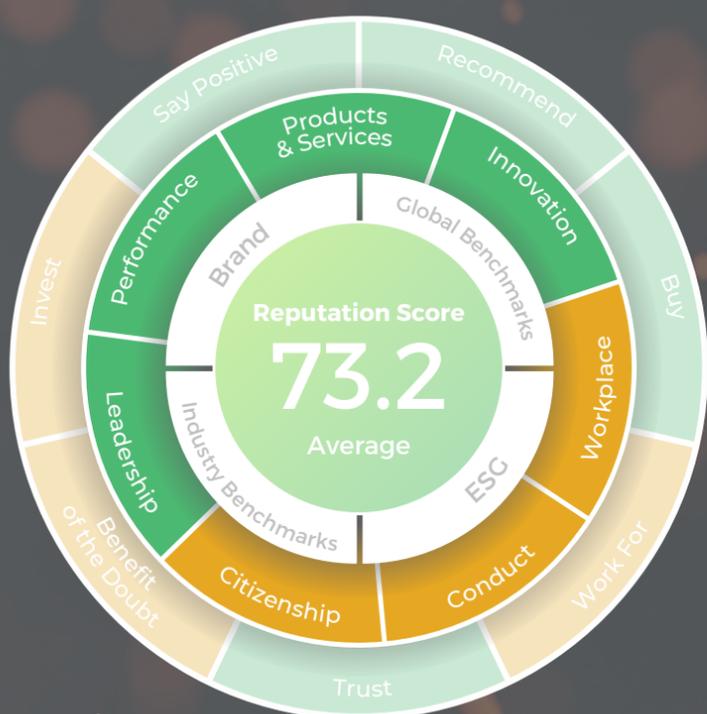
2023 GLOBAL MOST REPUTABLE COMPANIES

REPTRAK® INFOGRAPHIC

Our Global RepTrak® 100 is more than just a ranking. It's an in-depth analysis of the state of reputation—and reputation is dynamic. This report provides a 360° view of reputational elements, like Drivers.

Drivers reveal how a stakeholder thinks about a company, encompassing what the public typically considers when formulating and interpreting reputation.

You may have seen that global Reputation Scores are down. And these Drivers give us more detailed insight behind the decline, and potentially, how to save it.



[READ THE FULL REPORT](#)

2023 GLOBAL REPUTATION DRIVERS

DRIVER	SCORE	CHANGE
Products & Services	74.9	▼1.0
Performance	74.2	▼1.0
Leadership	72.2	▼1.2
Innovation	70.7	▼1.3
Conduct	68.6	▼1.1
Workplace	67.4	▼1.0
Citizenship	67.4	▼1.3

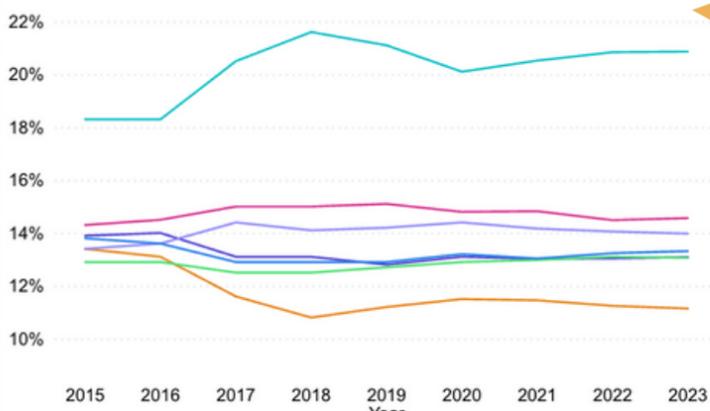
Source: 2023 Global RepTrak 100 Study

YIKES!
THIS IS NOT GREAT...

We're not being dramatic, every Driver and Driver Factor (the individual elements that determine Driver Scores) experienced a statistically significant decrease in 2023. But there's three that really caught our eye...

NOTE TO SELF:
PRODUCTS & SERVICES
CITIZENSHIP
WORKPLACE

GLOBAL REPUTATION DRIVER WEIGHTS OVER TIME



Source: 2023 Global RepTrak 100 Study

● Products/Services ● Workplace ● Citizenship ● Performance
● Innovation ● Conduct ● Leadership

PRODUCTS & SERVICES

This Driver carries the most weight in determining Reputation Scores (20.9%). So its one-point drop is much more troubling than it may seem.



Citizenship (67.4, ▼ 1.3), shows the steepest decrease and lowest Score amongst our 2023 Drivers. When we look at Citizenship's individual Driver Factors, we see an impressive display of public empathy.

2023 GLOBAL REPUTATION DRIVER FACTORS

DRIVER	FACTOR	SCORE	CHANGE
Citizenship	Positive influence on society	70.2	▼1.2
Citizenship	Support good causes	66.4	▼1.3
Citizenship	Environmentally conscious	65.6	▼1.3

Source: 2023 Global RepTrak 100 Study

LEVEL OF PRIORITY EXPRESSED BY GLOBAL CONSUMERS



Source: RepTrak's 2022 Q4 Current Events Study

WORKPLACE

In the stakeholder economy, avoiding staff layoffs is a key element of winning favor with both employees and customers. But when layoffs are unavoidable, you must communicate why and how you plan to care for those effected.

While these Drivers have different weights in importance, they're all connected. Implementing a well-rounded approach across all seven Drivers will not only help you improve your reputation in the current environment, but will protect you against inevitable future ebbs and flows.