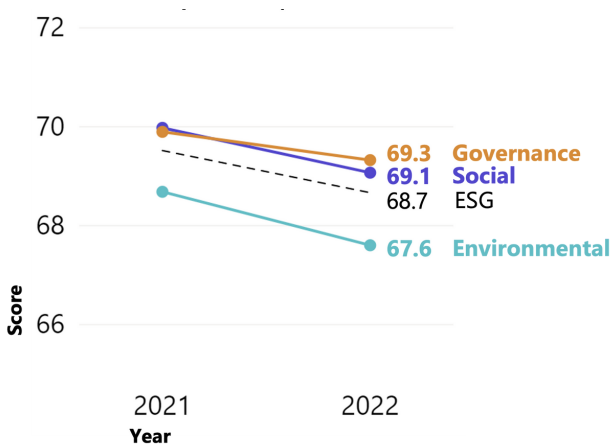


the ULTIMATE ESG guide

+ *The Great Resignation*

ESG Trend 2021 - 2022



ESG (Environmental – Social – Governance) is a measure of an organization's specific ethical efforts – and it's not a made-up RepTrak-ism. It's a globally recognized standard valued by investors, consumers, and employees alike.

With the world's largest corporate reputation database, our ESG data shows a distinct relationship between the Great Resignation and your company's ESG.

And ESG Scores are down, worldwide.

This corporate ethicality isn't just for hippies, it's a powerful element that distinctly impacts employer branding.

Consumers want to work for and support well-rounded employers.

Talent Acquisition

.66 statistical correlation (R^2) between
ESG Scores and Talent Acquisition
(strong and positive correlation)

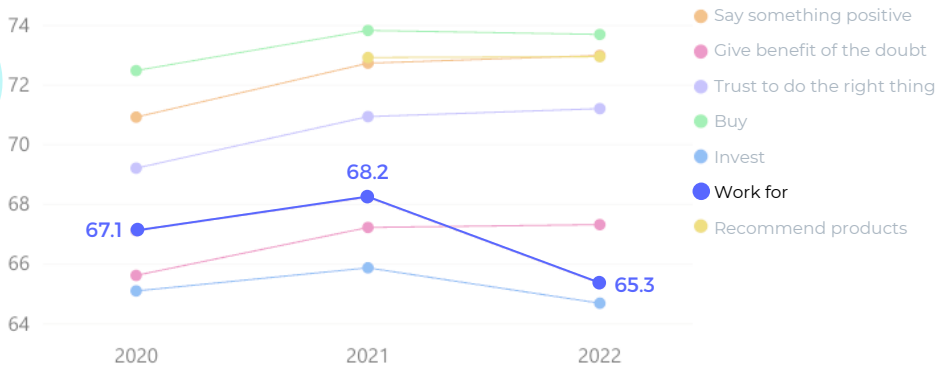
Power to the (working) people

**2022 Workplace
Driver Score**

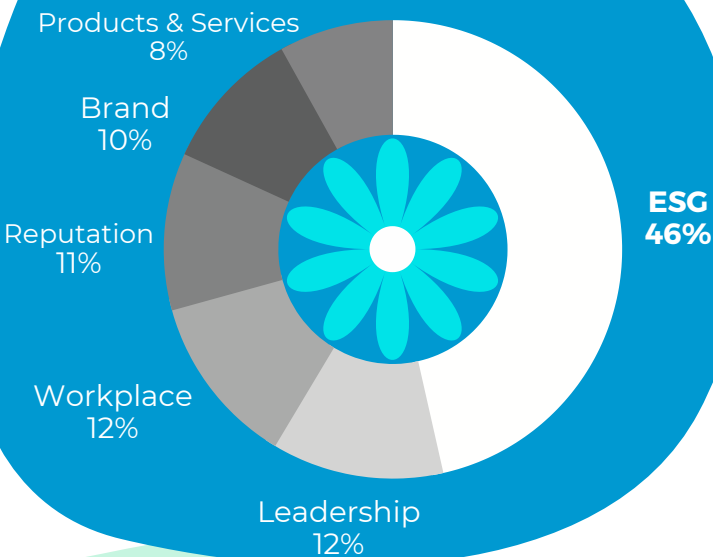
68.4

(▼1.2 from 2021)

Business Outcomes 2020 - 2022



**Most important factors
in influencing
Willingness to Work For**



Fair treatment of employees (and other ethical efforts) is a highly influential element of ESG.

ESG Scores are down, Workplace Scores are down, and Willingness to Work For Scores are down — increasing ESG might be the solution.

ESG carries the largest weight of **46% importance** among reputation elements in influencing desire to work for a company.

In true symbiosis, a good ESG makes for an attractive employer, and bad workplace drags down ESG, and so on.

[Read the full report](#)

For more data, more insights, and more action items to start your ESG journey!

