

The CEO Reputation Premium: Gaining Advantage in the Engagement Era

India Edition

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), from 19 countries. We surveyed 100 Indian executives who worked in companies with revenues of \$100 million (USD) or more. Indian results are reported below.

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

1. CEO Reputation Matters

Indian executives attribute

59%

of their company's reputation to the reputation of their CEO, on average



69%

of Indian executives expect that CEO reputation will matter even more to company reputation in the next few years

Indian executives attribute

56%

of their company's market value to the reputation of their CEO, on average



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

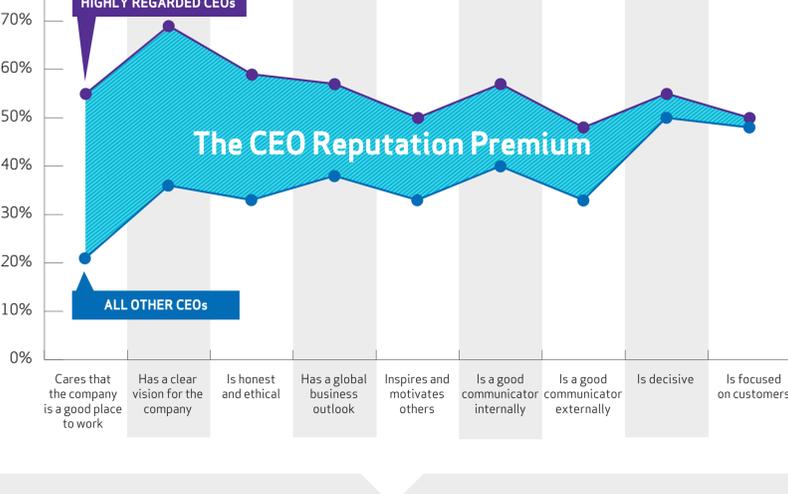
In addition to enhancing market value, a strong CEO reputation...



2. What It Takes: The CEO Reputation Premium

What attributes drive strong CEO reputation? By wider margins, highly regarded CEOs, relative to all others, care that the company is a good place to work, have a clear vision for the company, and are honest and ethical.

Descriptions of CEOs (according to their executives)

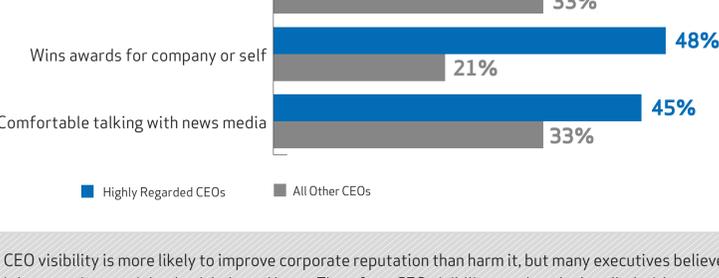


3. CEO Public Engagement is the New Mandate

87% of Indian executives report that it is important for CEOs to have a visible public profile for a company to be highly regarded.

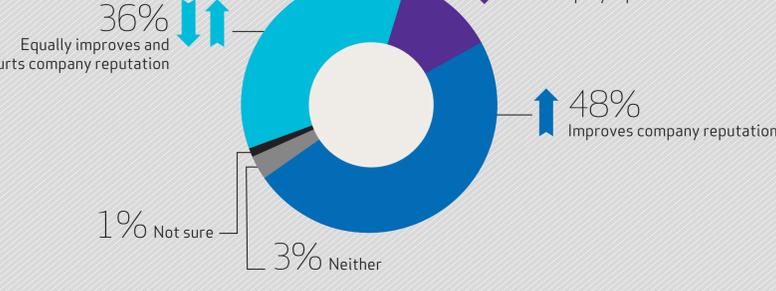
Highly reputable CEOs are good at external relations.

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



CEO visibility is more likely to improve corporate reputation than harm it, but many executives believe it has equal potential to both help and harm. Therefore, CEO visibility needs to be handled with care.

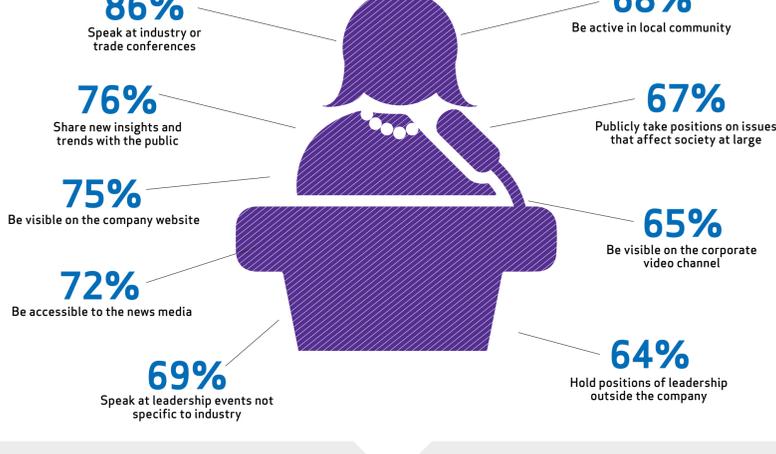
Impact of CEO being highly public or visible...



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

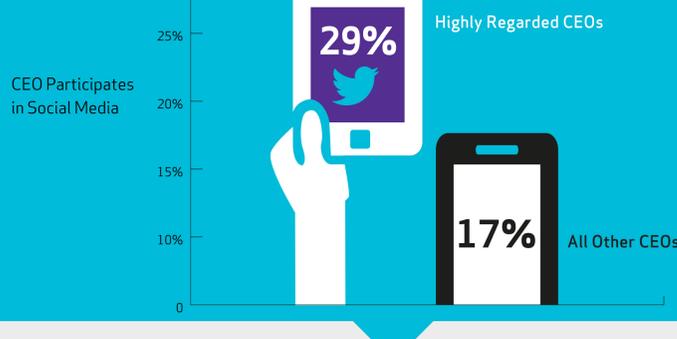
Indian executives believe it is important for CEOs to partake in external relationship-building and shine a spotlight on their company.

External visibility activities that are important for CEOs to do



5. CEO Social Media Engagement Comes with Reputational Rewards

Highly regarded CEOs are more likely than other CEOs to participate in social media.



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

Indian executives are more likely to think that it is important for CEOs to take a public position than it is inappropriate 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**.
- Develop the **CEO's "EQUITY" STATEMENT**.
- Identify and develop the **CEO's STORY** on behalf of the company.
- Be an industry **ADVOCATE**.
- Leverage the **BENCH**.
- Bulk up on **MEDIA TRAINING**.
- Carefully evaluate CEO's **STANCE ON PUBLIC POLICY**.
- Decide which **VENUE** is right for the CEO.
- Develop a **SOLID SOCIAL STRATEGY**.
- Keep **REPUTATION DRIVERS** at the top of your to-do list
- Bolster CEO reputation among your own **EMPLOYEES**.
- Don't view **CEO HUMILITY** as a weakness.

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