



2025 GLOBAL REPTRAK 100

SNAPSHOT

of

Business
Outcomes

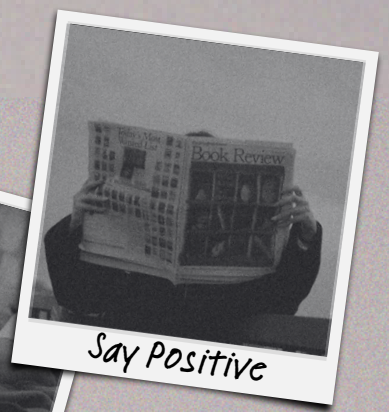
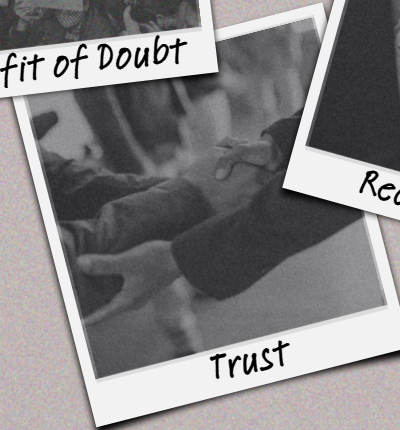
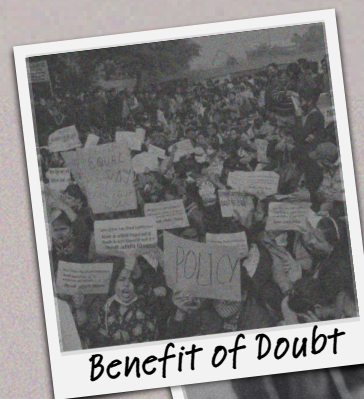
RepTrak's Business Outcomes

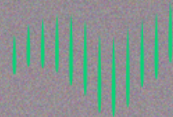
RepTrak's Business Outcomes are one set of reputational elements in our proprietary model.

Business Outcomes measure the actions stakeholders are willing to take when considering, supporting, and engaging with your company.

In 2025, all 7 Outcomes increased for the second consecutive year — mirroring the rise of our other reputational elements.

4 out of the 7 Business Outcomes this year have surpassed their 2021 highs!





Are Scores Lagging?

The YoY gains seen across the Business Outcomes are slightly smaller than those seen across the Drivers.

But, the existence of a lag between changes in perceptions and behavior is not unusual — it takes some time for that wave of changing sentiment to hit Business Outcomes.

While stakeholder action may take time to fully materialize, 2025 data confirms that this progression is well underway.

2025 GLOBAL BUSINESS OUTCOMES SCORES

OUTCOME	SCORE	CHANGE
Buy	73.7	▲ 0.4
Say Positive	73.4	▲ 0.6
Recommend Products	73.3	▲ 0.6
Trust To Do The Right Thing	71.5	▲ 0.6
Benefit Of The Doubt	67.4	▲ 0.6
Invest	65.8	▲ 1.3
Work For	65.6	▲ 0.9

Source: 2025 Global RepTrak 100 Study, change YoY compared to 2024

▲▼ Statistically significant change

Invest

This year's award for the largest Business Outcome increase goes to Invest — up ▲1.3 points, landing at an Average 65.8. This reflects a broader trend in this year's findings, that stakeholders are prioritizing long-term value.

This upward trajectory reflects stakeholders' sense of financial optimism at the time of data collection [the end of 2024].

With new tariffs looming, companies must remain diligent as we see how stakeholder confidence in investment behavior will shift.

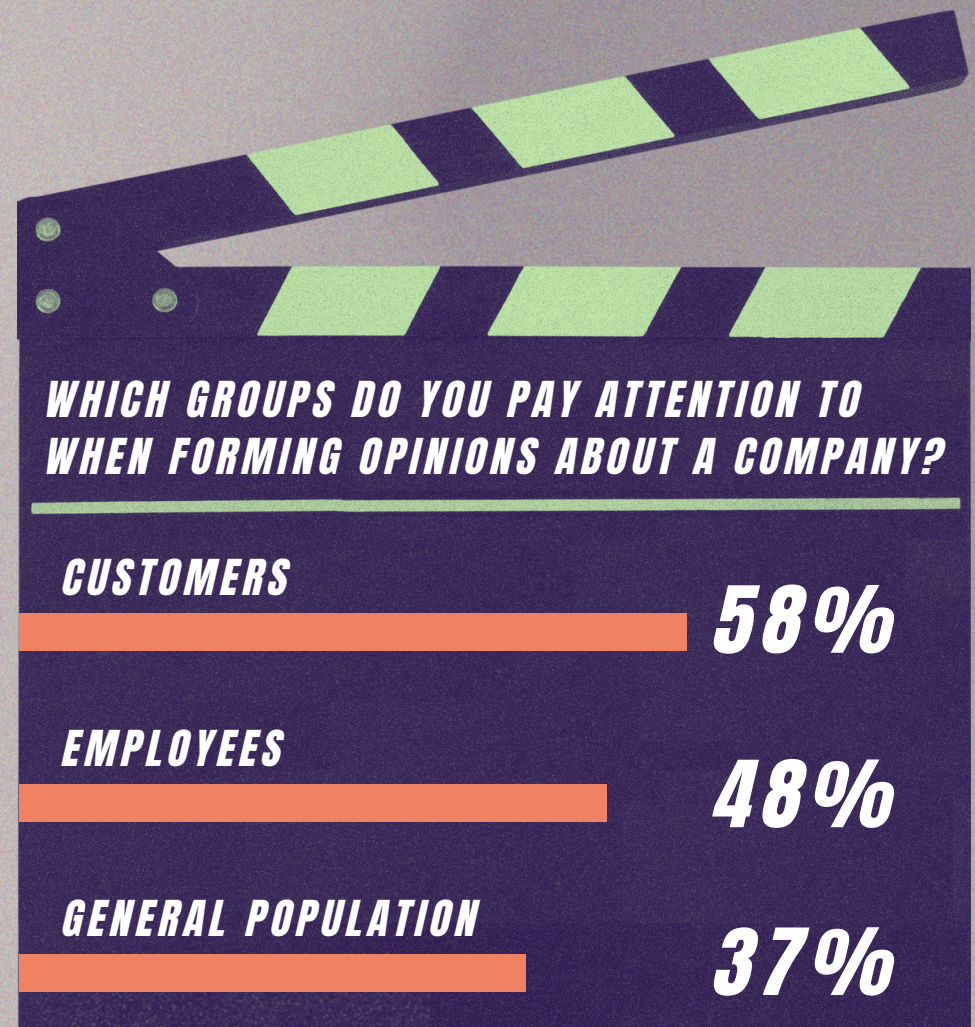


*"If I had the opportunity,
I would INVEST in
Company X."*

Work For

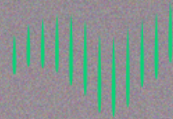
Up ▲ 0.9 points, Work For is the runner-up for highest Outcome increase in 2025.

While it is the lowest-scoring Outcome of the 7, its growth indicates that companies are successfully navigating the balance between workforce innovation and employee trust.



Source: 2025 Global RepTrak 100 Study

It's important to remember how vital employees are to your reputation. As part of this study, we asked respondents who they pay most attention to when forming opinions about a company — employees ranked second, just behind customers.



Your Action Items

1.

Highlight your profitability and growth potential to stakeholders.

2.

Back your workplace reputation with strong policies focused on fair wages, workforce stability, and opportunities for career growth

3.

Inspire action with transparent communication, strong leadership, and consistent follow-through

Want additional insight?



Read the full report