



RepTrak™



# LEADERS ON LEADERSHIP





Company leadership is a highly visible area that's ripe for public scrutiny, and it plays a significant role in shaping corporate reputation. At RepTrak, we measure what stakeholders **think** about leadership in the form of our **Leadership Driver**.

We analyze public sentiment on leadership through 4 Driver Factors: is leadership well-organized; does the company have having a strong and appealing leader, excellent managers, and a clear vision for the future.

Who better to talk about leadership and reputation than leaders who live and breathe corporate reputation. For more insight on this Driver, we turned to 6 of RepTrak's very own leaders.

**HERE'S WHAT THEY  
HAD TO SAY...**





# Marcus Dias

EVP, Global Advisory

## HOW DOES LEADERSHIP IMPACT A COMPANY'S CORPORATE SOCIAL RESPONSIBILITY INITIATIVES?



It can be challenging to transform mere declarations of CSR to substantive actions. But leaders must be transparent in communicating these initiatives to both internal and external audiences. Leadership plays a huge role in aligning these efforts with a company's core goals. In doing so, leaders amplify stakeholder support for an entire company – not just their own public presence.





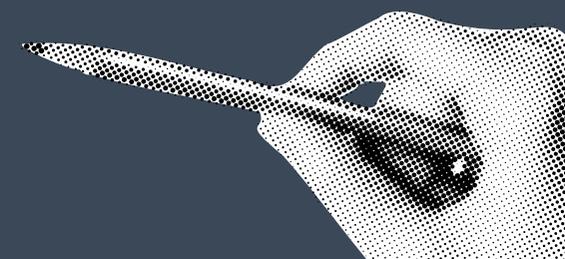
# Stephen Hahn-Griffiths

EVP, Global Enterprise Growth

## HOW SHOULD A LEADERSHIP TEAM NAVIGATE A TIME OF CRISIS?



Leaders can start by openly recognizing the key factors that led to the challenge – carefully assessing the severity of what transpired and how they failed to meet stakeholder expectations. Then, implement a communications plan that emphasizes the definitive actions that will be taken to resolve the issue and prevent it from happening again.





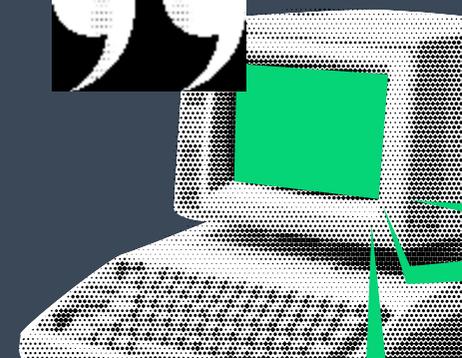
## Brad Hecht

Chief Customer Officer

### WHAT ROLE DOES LEADERSHIP HAVE IN SHAPING AND ENHANCING A COMPANY'S REPUTATION?



Executive leadership, primarily the CEO, is viewed as the face of an organization – and therefore drives much of a company's reputation. They must of course successfully lead in traditional focus areas like financial performance, product strategy, and innovation. But, their efforts must also align with an organizations corporate conduct, citizenship, and workplace initiatives. Only with a well-rounded approach will leadership positively impact the reputation of a company.





## Cliff Demmer

EVP, Global Sales and Marketing

### WHAT CAN REPUTATION MANAGEMENT DO FOR LEADERSHIP?



Corporate reputation is fueled by public perception. When leaders recognize the power of perception, they can use it to plan strategic initiatives that effectively mitigate a multitude of risks. From products to the workplace, reputation management helps leaders see a holistic view of how company goals and initiatives are (or aren't) meeting consumer expectations.





## Kristen Goulart

VP, Global Marketing

### HOW DOES LEADERSHIP IMPACT A COMPANY'S COMMUNICATION WITH ITS STAKEHOLDERS?



Consumers are more informed than ever before. And if you don't inform them of your efforts, they'll build perceptions of you according to what they find elsewhere. Effective leaders know that prioritizing clear, consistent communication will not only help control the right narrative, but will help build long-term, trusting relationships with stakeholders — both internal and external.





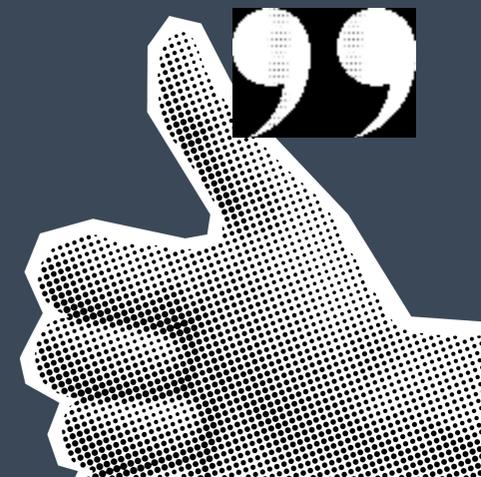
## Chip Garate

EVP, Global Customer Solutions

**HOW CAN LEADERS ADAPT TO MEET THE NEEDS OF THEIR INTERNAL STAKEHOLDERS (I.E. EMPLOYEES)?**



Leaders should work hard to foster open and transparent communication channels to build trust between managers and direct reports. The workplace is constantly evolving, and when trust between leaders and employees is established, positive changes in the workplace can be made more quickly and effectively. Adaptable leadership always makes for a company-wide win!



# ARE YOU READY TO BE A REPUTATION LEADER?



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