

# Wheel of Reputation

RepTrak's Core Suite of Reputational Elements

Reputation is dynamic in nature, a constantly evolving entity that ebbs and flows with stakeholders' judgments of your organization. And at RepTrak, we are the only ones that measure it as such — going beyond a single score to quantify reputation with a comprehensive approach.

Our proprietary reputation model measures how people **feel, think, and act** toward companies globally. With a precise 0-100 scoring system, we evaluate a full spectrum of reputational elements, grouped into five different ranges from Poor to Excellent.

RepTrak delivers a consistent, 360-degree view of your reputation, to show you exactly where you stand with stakeholders.

## RepTrak's Wheelhouse:

- 1 Reputation Score
- 2 Drivers of Reputation
- 3 Business Outcomes



**Don't want to do it alone?**  
 Clients of RepTrak benefit from being matched with a dedicated team of advisors who offer an actionable analysis of their reputation data.

## Reputation Score

*FEEL*

The cornerstone of our suite of reputation metrics is the Reputation Score. It's defined by the emotional connection, or the "feel," as we call it, that stakeholders have toward companies.

- This Score is based on stakeholder ratings across 4 statements that collectively measure:
- ★ Trust
  - ★ Admiration
  - ★ Respect
  - ★ Overall sentiment

## 7 Drivers of Reputation

*THINK*

Our 7 Drivers of Reputation offer tangible rationale for why people *think* a certain way about you — highlighting exactly where your business is flourishing and floundering, so you can act with precision to improve and protect your reputation.

- ★ Products/Services
- ★ Innovation
- ★ Workplace
- ★ Conduct
- ★ Leadership
- ★ Performance
- ★ Citizenship

## Business Outcomes

*DO*

Our Business Outcomes reflect the *actions* stakeholders are willing to take when considering, supporting, and engaging with your company. They are the "so, what?" factor behind our Reputation Scores, providing insight into how Reputation impacts stakeholder behavior.

- ★ Recommend
- ★ Say Positive
- ★ Benefit Of The Doubt
- ★ Work For
- ★ Buy
- ★ Invest
- ★ Trust To Do The Right Thing

RepTrak's comprehensive reputation suite equips you with the insights needed to navigate local and global trends with confidence. By leveraging our proven model, you can turn stakeholder perception into a strategic advantage for lasting business success.

**Are you making the right reputation moves?**

