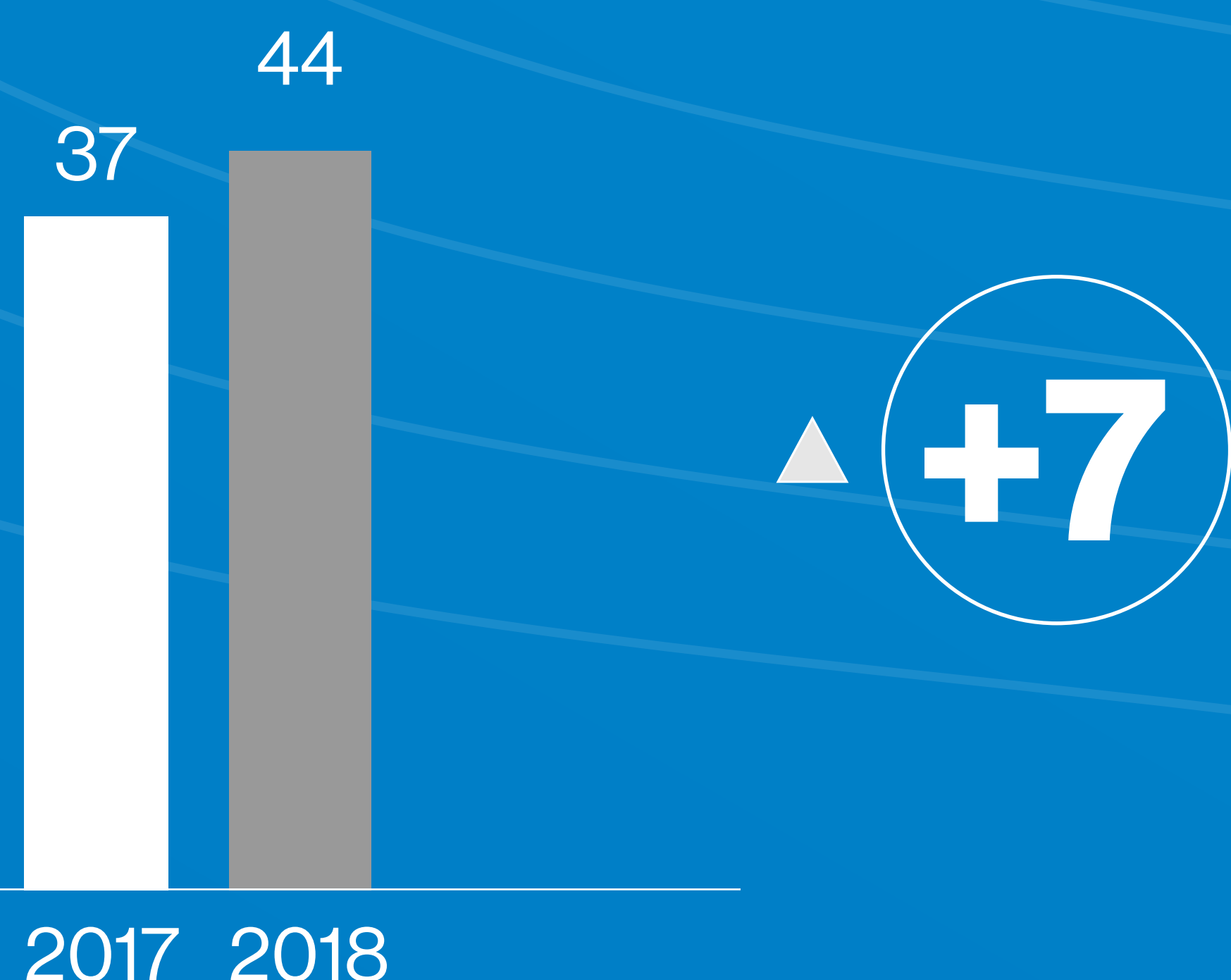


# 2018 Edelman Trust Barometer Expectations for CEOs

## In a world of distrust...

### CEO credibility on the rise

Percent who rate each spokesperson as very/extremely credible, and change from 2017 to 2018



### CEOs expected to lead on change



64%

Agree CEOs should take the lead on change rather than waiting for government to impose it

### CEOs underperforming on expectations

Percent who say CEOs are performing well, among those who say each is an expectation for CEOs

#### Lowest Performance Measures

- Communicate regularly with the public
- Educate the public on economic issues
- Educate the public on social issues
- Speak out if government makes bad decisions
- Step in when government does not fix societal problems

#### Highest Performance Measures

- Increase profits and stock price
- Produce quality products and services
- Be a leading voice on product and industry issues
- Ensure the company is trusted
- Hide true opinions if they could hurt the business

## The price of silence

56%

say they have no respect for CEOs that remain silent on important issues

## To build trust, CEOs must...

01

### Lead with purpose

Expectations for CEOs to be personally visible in...

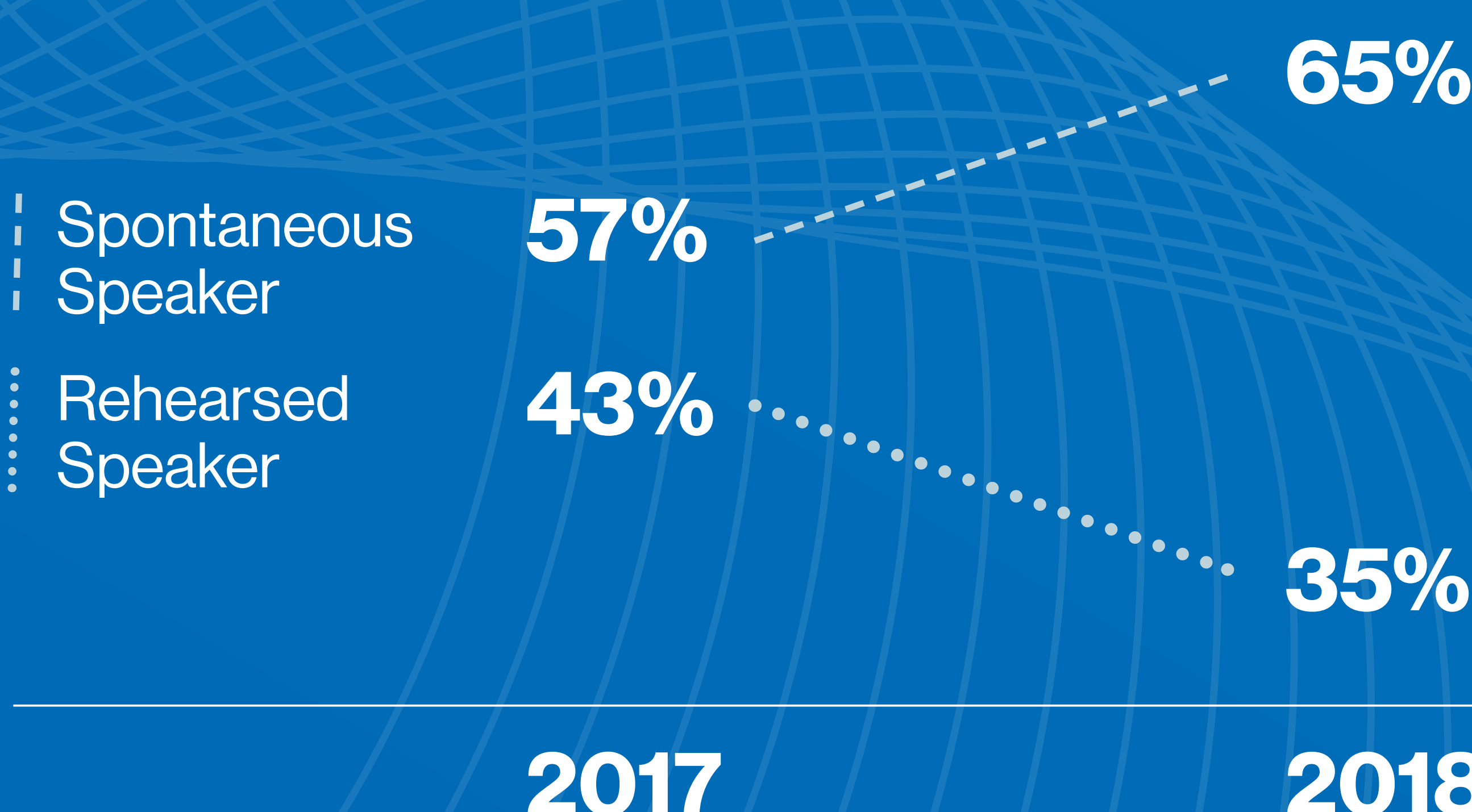
By age group	Sharing the company's purpose and vision		Discussing work their company has done to benefit society	
	Age Group	Percent	Age Group	Percent
	18-34	75%	18-34	71%
	35-54	80%	35-54	74%
	55+	83%	55+	76%

02

### Be authentic

#### Desire for authenticity

Which do you believe is more likely to give you the truth?



72%

agree that CEOs should be personally visible on economic trends

77%

agree that CEOs should be personally visible on the future of the industry

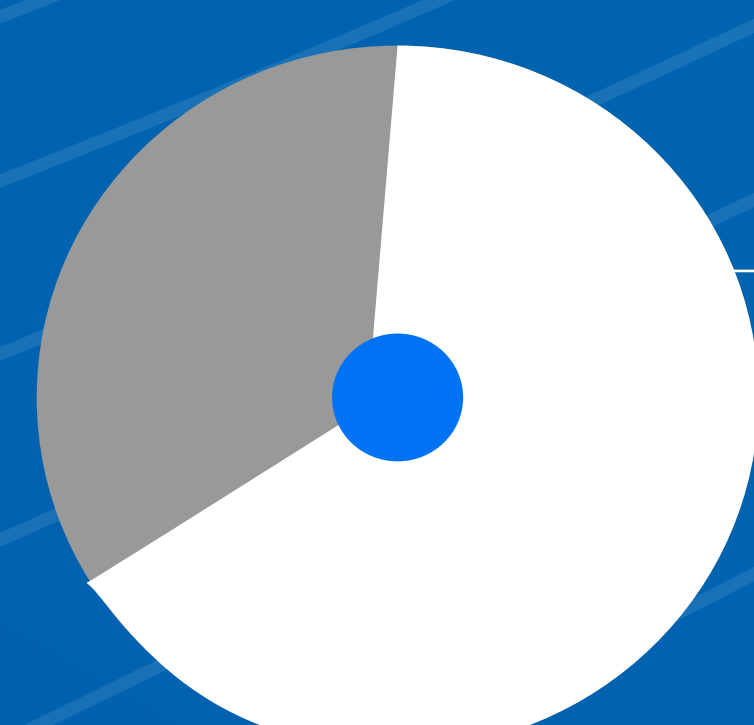
84%

expect CEOs to inform conversations and policy debates on one or more issues

03

### Galvanize employees

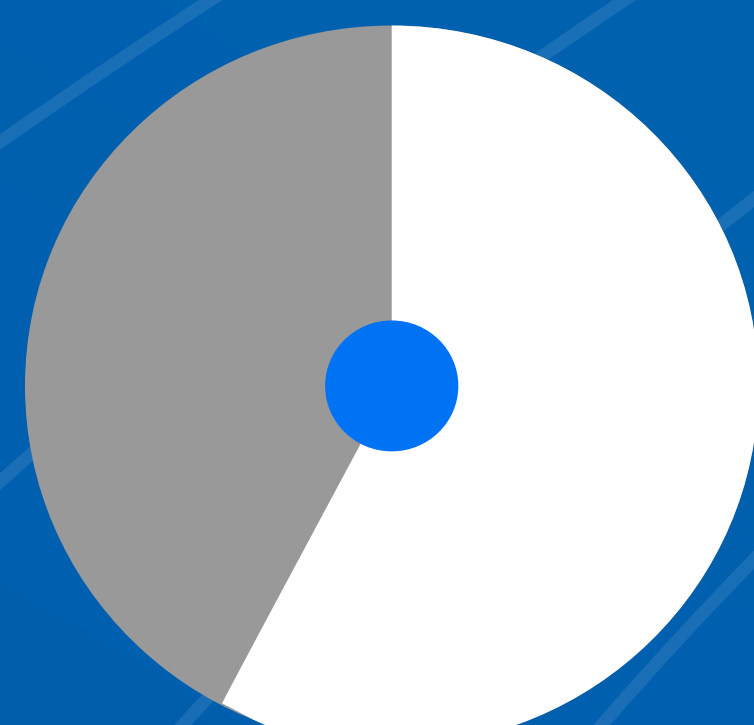
#### Use employee voices



71%

Employees more believable than CEOs when compared

#### Expand your bench



59%

Regional CEOs more believable than global CEOs

#### Earn trust inside by sharing news outside



55%

Of employees say independent news sources are more believable than CEOs