

A stylized line graph with two jagged lines, one black and one red, set against a light gray background with a subtle grid. The lines represent fluctuating data points.

International Agenda Setting Conference

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How to detect risks in Regards to CEO Reputation

Matthias Vollbracht, Media Tenor International

Agenda Setting Conference 2011 – Rapperswil



Basis:

86,338 reports on senior executives in international TV news 7/2007 – 6/2010

31,216 reports on CEOs of Germany's blue chip DAX companies 2003-2010

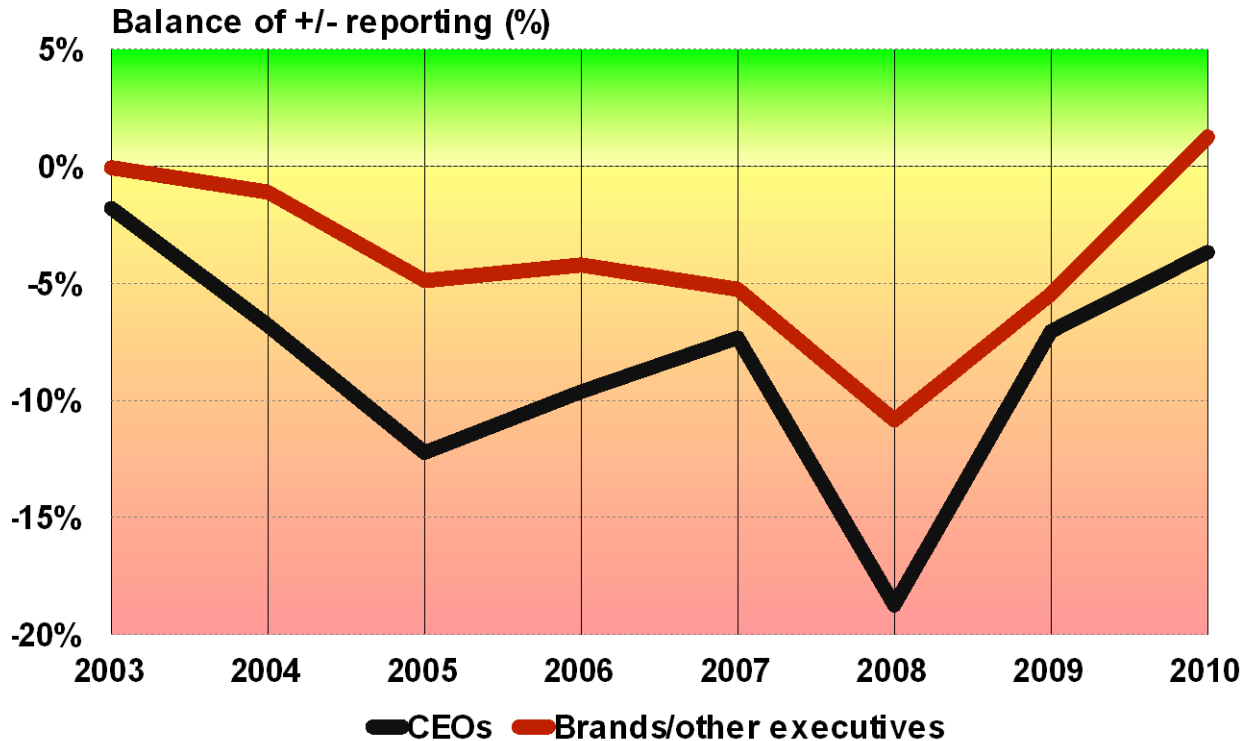
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CEO has become normal part of company coverage



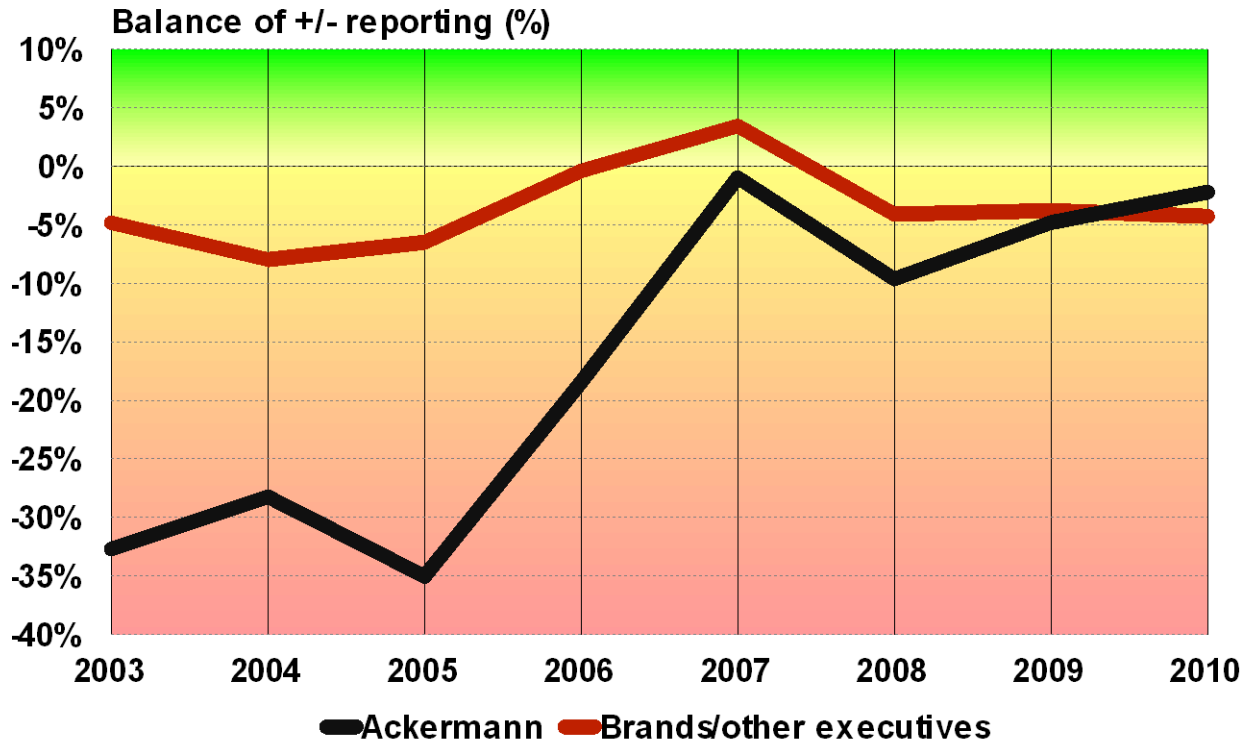
Personalization has started in politics but has become a major trend in journalism regarding other subjects including business as well. So senior executive reputation has to be a matter of concern for corporate communication.

CEO's image: good news often a tough sell



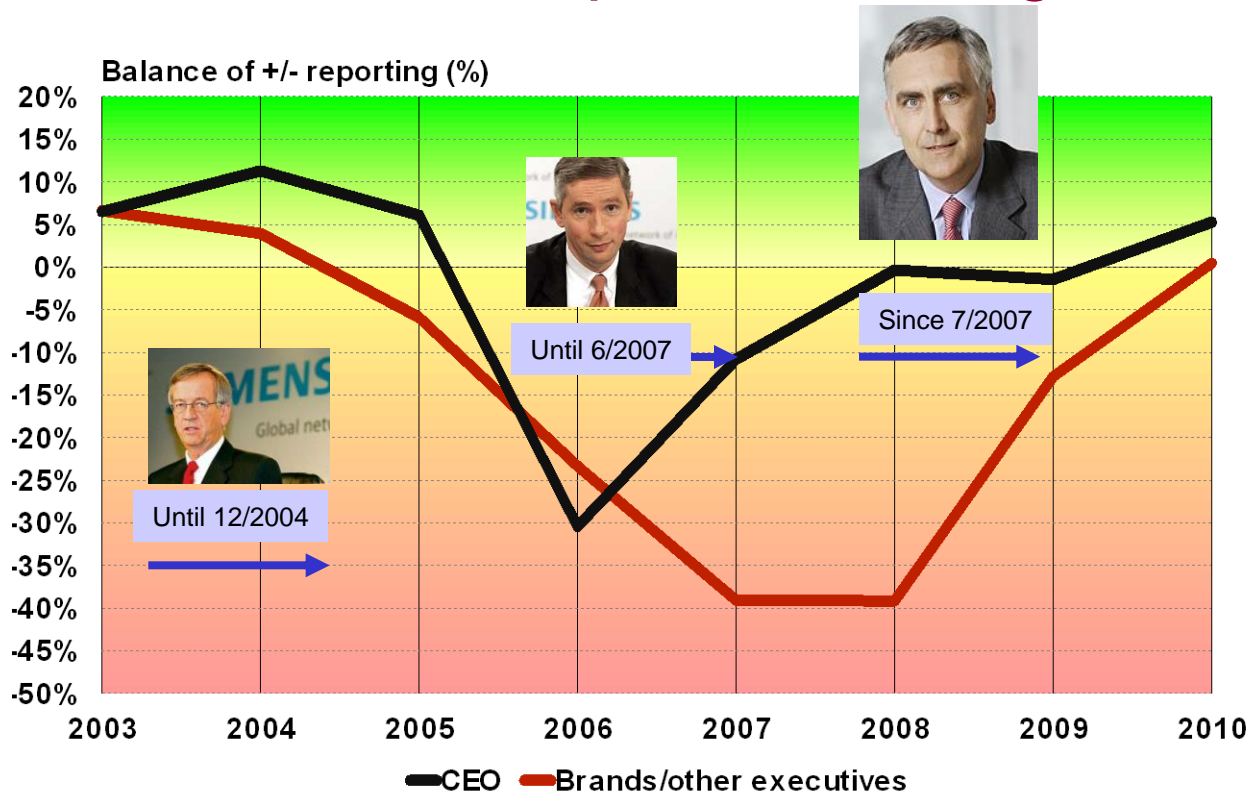
Looking at Germany's blue chips, the tone of reporting on CEOs has been 2 to 10 percent points more negative than the overall reporting on companies and other senior executives. CEO reputation needs proper planning, execution and monitoring.

Narrowing the gap: Deutsche Bank



Deutsche Bank has started from a very negative position regarding CEO image, as Josef Ackermann was heavily criticized because of his role in the sale of Mannesmann to Vodafone. Only more active communication has helped to close the gap.

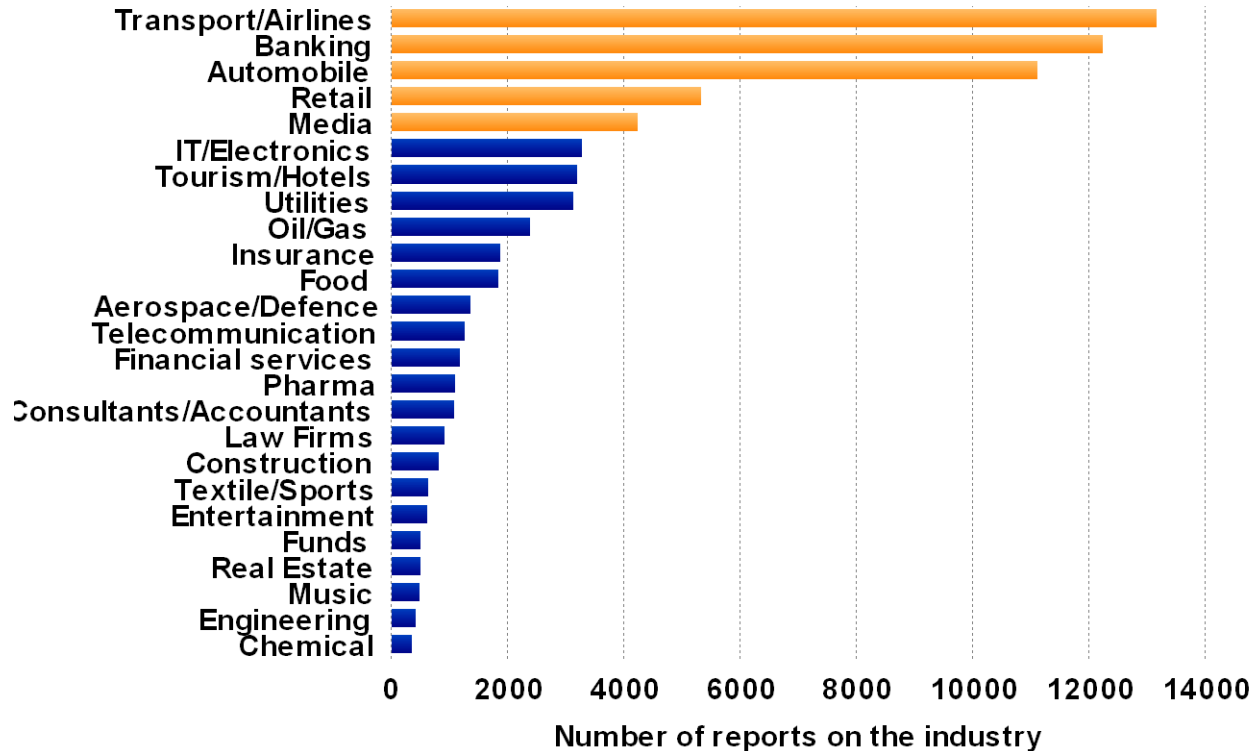
Siemens: CEO Reputation can give extra credit



▶ In a time of restructuring, a trusted CEO reputation is substantial to bridge the gap between public expectation and time needed for restructuring and crisis management processes. Siemens' new CEO won this type of support, company image followed slowly.

Industry Awareness (Top 20) 7/2007 – 6/2010

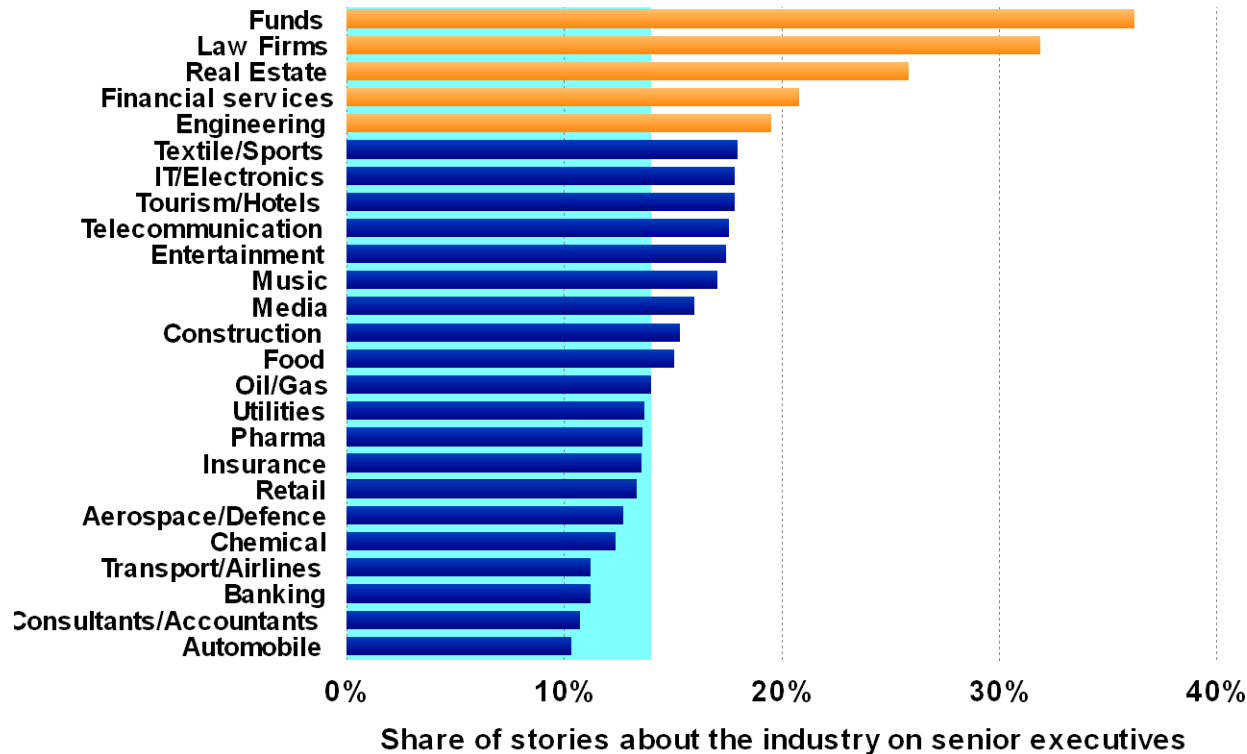
Define your industry awareness



Senior Executive Awareness is not only linked to personality and performance, but first of all to the general awareness which the media dedicate to a certain industry. CEOs from (public) transport, banking or the automotive sector are very likely to get exposure.

Share of personalization (Top 20) 7/2007 – 6/2010

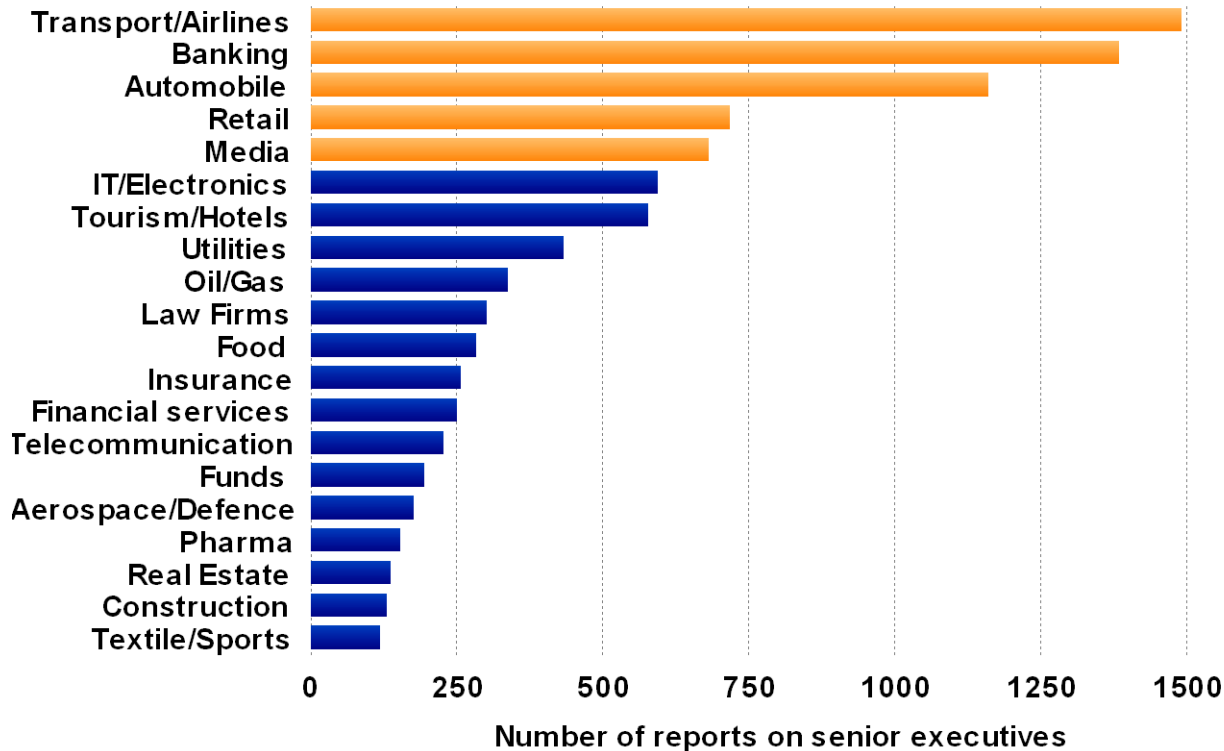
Define your industry level of personalization



► Personalization – the extent to which the media focus on individuals rather than on the organization – varies greatly among different industries. Funds, law firms and the financial sector are often framed with a personal approach.

Number of reports (Top 20) 7/2007 – 6/2010

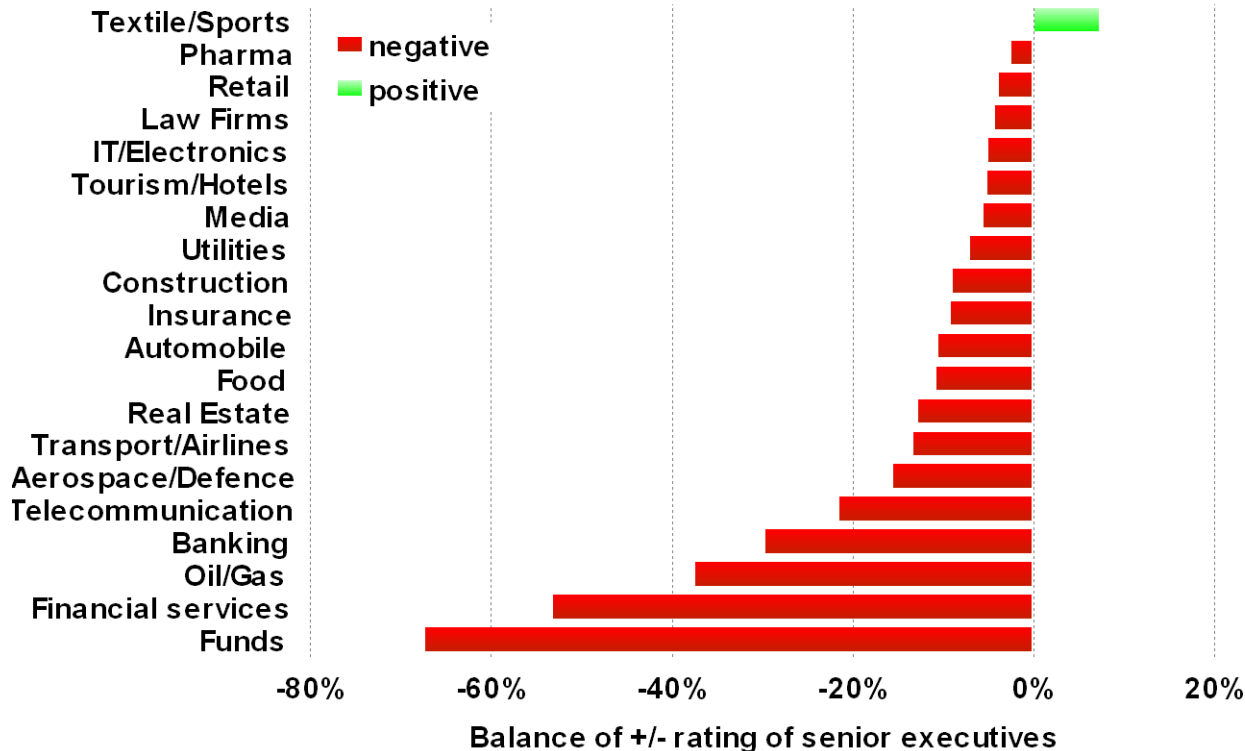
Senior executive exposure



Being the CEO of a company running hospital one has a fair chance to never make it on TV – if all goes well. However, in certain areas, the media are very likely to focus on CEOs making it necessary to actively shape reputation.

Balance of +/- rating (Top 20) 7/2007 – 6/2010

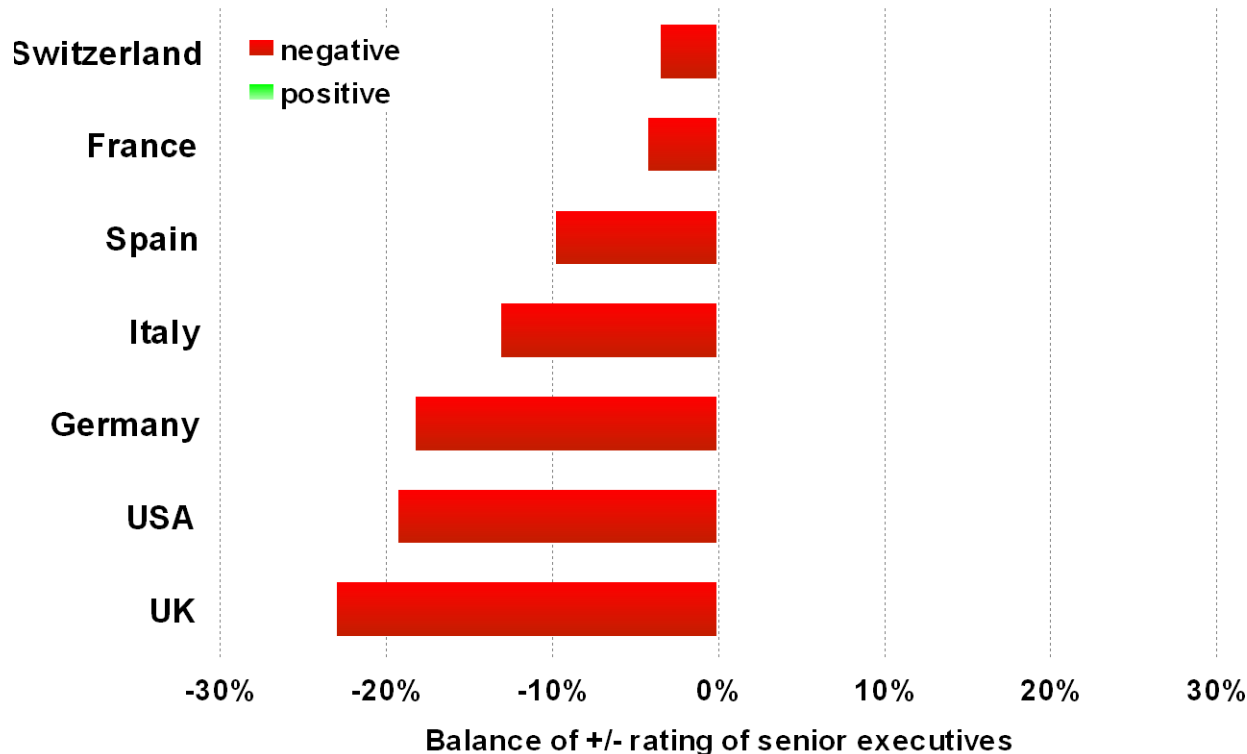
Financial industry: a long way to rebuild trust



Not all senior executives faced a comparable amount of negativity over the course of the past four years. Adidas and other textile/cloth manufactures have managed to win approval. Fund managers, especially from hedge funds, mark the lower end of ratings.

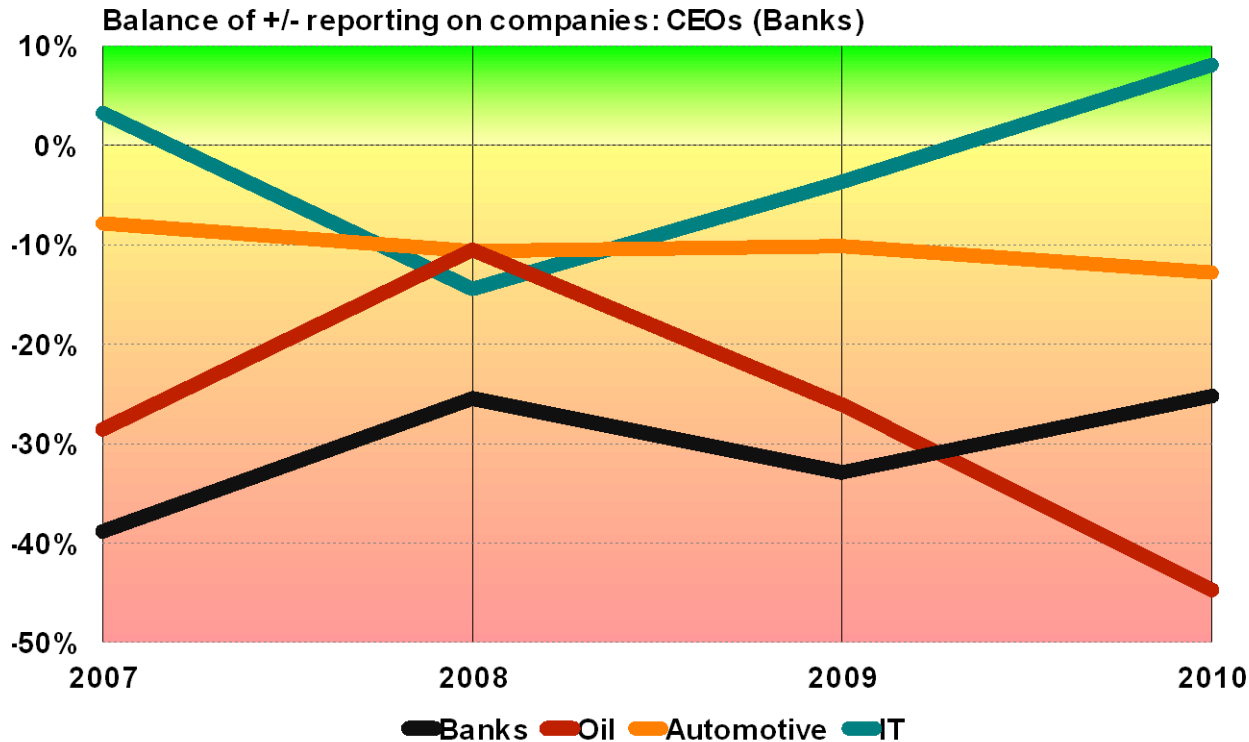
Balance of +/- rating (Top 20) 7/2007 – 6/2010

Better be a CEO in Switzerland



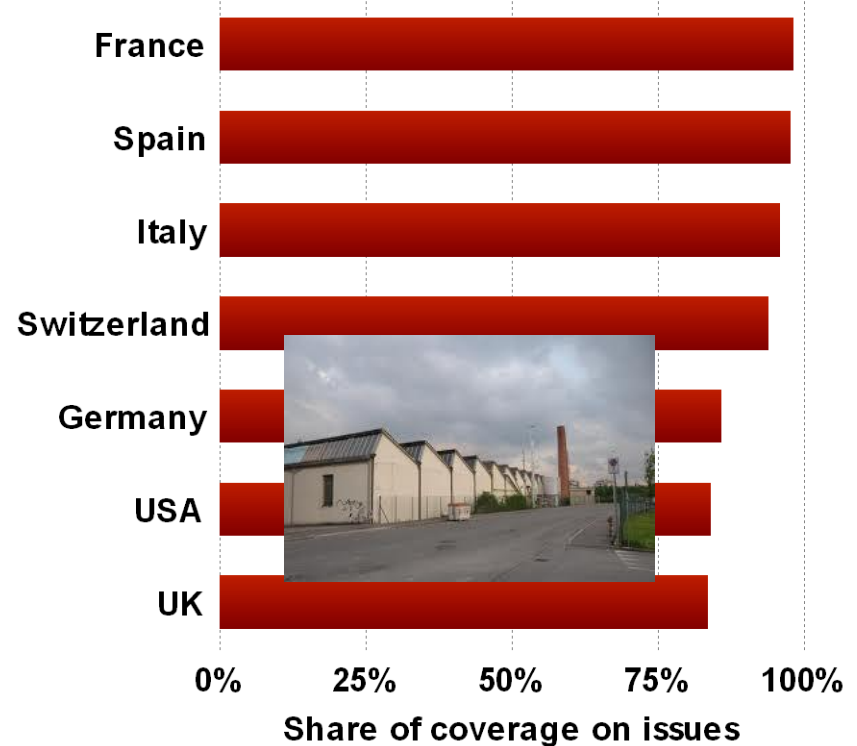
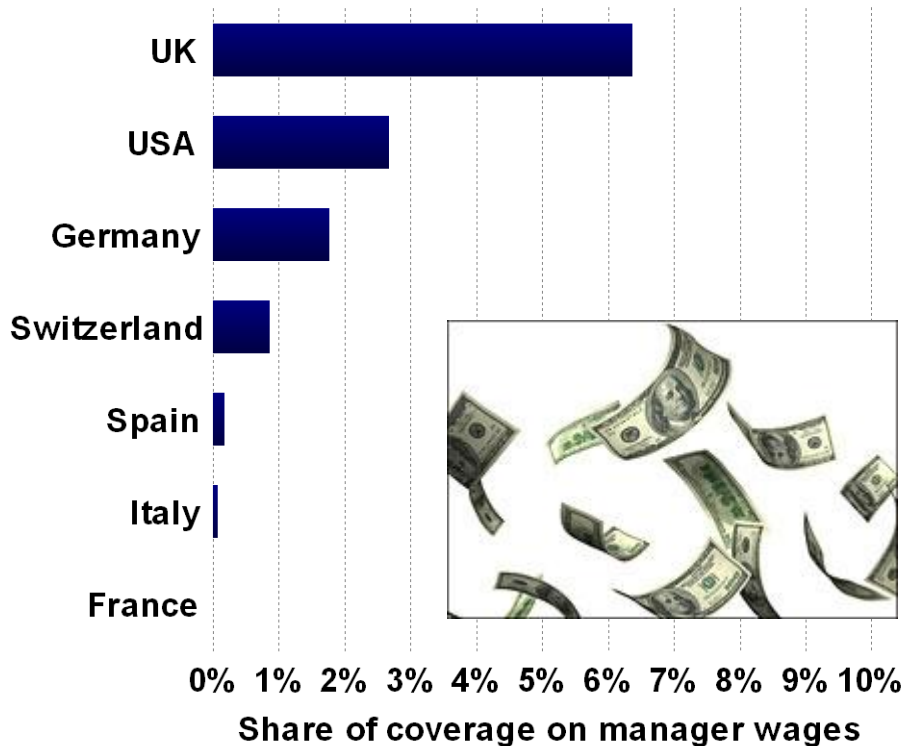
International reputation management has to take into account, that even a media with same technology and news criteria such as TV don't necessarily follow the same pattern when it comes to senior executive coverage. Swiss TV news was most balanced.

Spot the trend: firefighting or planting growth



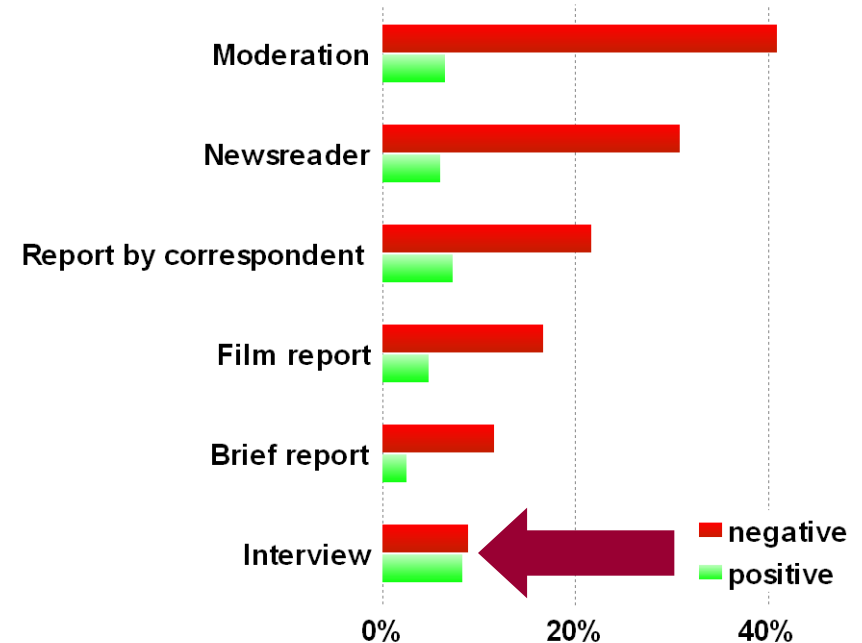
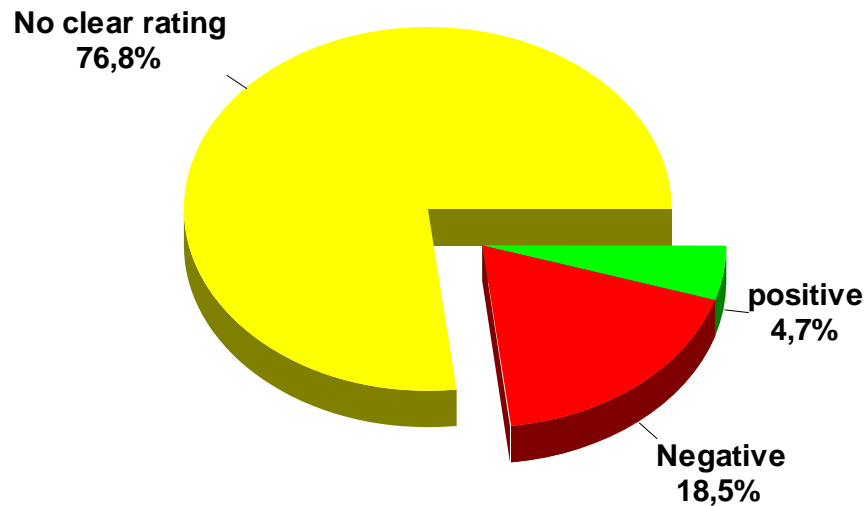
Although most managers attract an excess of negative news when it comes to the tone of rating, journalists have been remarkably positive in some industries such as IT (e.g. Steve Jobs). In the banking industry it is still hard to find a positive report on a CEO.

Knowing what works, what doesn't



Senior management has been bashed by politicians, the public and the media regarding management wages and bonuses in recent years. The UK TV news dedicated most awareness to this topic.

Better communicate... better do an interview...



Even in TV news playing an active role on communication is crucial to keep an influence on the process: Remember: more than 80% of reports on CEOs are either neutral or positive and interviews are a likely way to get balanced rating.

Summing Up

- CEOs have become a significant part of business and general news coverage.
- No communication does NOT mean no coverage.
- CEO coverage needs a proper strategy, execution and monitoring.
- CEO reputation is a result of operative success and adequate communication.
- Active communication usually leads to a better press.
- Mind the gap: Media in different countries/regions have different angles of reporting.

A stylized line graph with two lines, one black and one red, both showing an upward trend. The lines are thick and have a slight 3D effect. The background is a light gray gradient.

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