

# Executive Positioning Services

In August 2024, APCO's research arm, APCO Insight, conducted a nationally representative survey of over 1,000 adults living in the United States to explore perceptions of expectations of customers, employees and other stakeholders regarding executive visibility.

Findings confirm that enhancing the reputation of CEOs and executives is crucial, as they significantly influence recommendations, employment and investment decisions.

**An executive's visibility is key to success and business growth in today's competitive market.**

**Financial and Business Results: Almost eight in 10 (77%)** share that a CEO's reputation influences their decision to purchase stock or invest in a company.

Millennials (84%) report being more influenced than other generations: Gen Z (80%), Gen X (74%), Baby Boomers (73%).

**Brand Reputation: Seven in 10 (70%)** confirm that thought leadership would have a favorable impact on their view of a company's reputation.

Baby Boomers (79%) have a significantly more favorable view of the impact of thought leadership than Gen Z (63%).

**Innovation and Growth: Over half (54%)** agree that companies led by CEOs who are recognized authorities in a specialized area tend to drive new innovations.

Adults with a bachelor's degree or greater education (66%) agree with this statement more than those with less education (49%).

**Consumer Trust and Loyalty: Eight in 10 (80%)** say that a CEO's reputation influences their decision to purchase a company's products or services.

Parents (86%) are significantly more influenced by a CEO's reputation than those who are not parents (77%).

**Talent Attraction and Retention: Nearly eight in 10 (79%)** agree that the reputation of a company's CEO influences their decision to seek or maintain employment at the company.

People of color (55%) are significantly less likely to agree with this statement than white adults (65%).

**Three in five (61%) state that thought leadership would have a favorable impact on their view of a company's CEO.**

Authoritative CEOs who share their knowledge and perspective on industry issues and trends through articles, white papers, speeches or presentations not only offer insights and solutions to wider audiences but are also viewed as leaders that drive their businesses forward.

When asked from which channels they preferred to hear from a company's CEO, almost half (46%) preferred the company's website. Over one third (37%) preferred media interviews, particularly those with higher levels of education.

**We'd love to talk to you.**

CEO communications are part of an overall reputation management strategy. Contact Kelly Stepno at [kellystepno@apcoworldwide.com](mailto:kellystepno@apcoworldwide.com) to learn more about how to grow your company's reputation through holistic strategy in which executive positioning is a key element.

