How Executive Reputation Drives Business Success in the UK

At a time of intense scrutiny and expectation, these findings reveal how the public judges business leaders: what impresses them, where expectations aren't being met, and how executive actions shape trust. This data-driven snapshot highlights the credibility gap—and the opportunity for companies to lead more effectively.

Explore the numbers that matter for reputation and see where executives can make the biggest impact.

12% **of UK respondents** say they have ever been impressed or influenced by a business executive—showing a huge opportunity for leaders to stand out.

58% **of UK respondents** say the reputation of a company's business executive has a major or moderate influence on their decision to recommend the company to others.

67% of UK Millennials and 48% of Gen Z
rely on generative AI to form opinions about business executives.

Three quarters of UK respondents **(75%)** believe that business executives who share their expertise inspire business confidence among their employees; **67%** believe a company's reputation benefits from visible executives and **66%** believe it executive visibility is important to be recognised as a leading company.

- Sharing Expertise Inspires Confidence 75%
- Reputation Benefits from Visibility 67%
- Executive Visibility is Important 66%

People believe executive leadership is most needed during company set backs or challenges **(91%)**; broader societal or political crises (**79%)**; economic crises (**92%)**; and industry disruptions **(91%)**.

- Set backs or Challenges 91%
- Societal or Political Crises 79%
- Economic Crisis 92%
- Industry Disruptions 91%

Annual reports are seen as the most credible thought leadership format **(34%)**, followed by media interviews **(31%)** and published research **(23%)**

- Annual Reports 34%
- Media Interviews 31%
- Published Research 23%

69% believe thought leadership has a favourable impact on company reputation and **60%** on financial standing or profitability

- Thought Leadership Impacts Reputation 69%
- Thought Leadership Impacts Profitability 60%