2018 Edelman Trust Barometer

Expectations for CEOs

In a world of distrust...

CEO credibility on the rise

From net 1% to 7% in a single year, expectations are on the rise. And the trend is here to stay — an increase from 2017 to 2018.

CEOs expected to lead on change

64% expect CEOs to take the lead on change rather than wait for government to impose it.

CEOs underperforming on expectations

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

The price of silence

56% say less than half of what CEOs say is honest.

To build trust, CEOs must...

01 Lead with purpose

67% say CEOs today are not sufficiently visible.

02 Be authentic

57% or spontaneous speakers are more believable than those who rehearse.

03 Galvanize employees

71% of employees say employee voices are more believable than those from CEOs alone.

72% of employees say independent news sources are more believable than CEOs.

59% of regional CEOs are more believable than global CEOs.

55% of employees say independent news sources are more believable than CEOs.

To explore the complete 2018 Edelman Trust Barometer, visit www.edelman.com/trust-barometer

All data is based on general population sample unless otherwise noted.