Traits of a Trusted CEO

Based on research from the 2023 Edelman Trust Barometer

1. They want to change the way things are done.
   - They want to maintain the status quo and stop things from changing.

2. They always tell the truth, even if it makes it harder to accomplish their goals.
   - They are willing to misrepresent certain facts in order to build support for their ideas and policies.

3. CEOs make decisions based on data and research.
   - CEOs follow their instincts.

4. CEOs prioritize work-life balance by working only 8-hour days, not on weekends and taking lots of vacation time.
   - CEOs work long hours, most weekends and rarely take any vacation.

5. CEOs speak directly to the public without anyone editing or rewriting their words.
   - When CEOs speak directly to the public their words have been reviewed and edited by their staff.

2023 Edelman Trust Barometer Special Analysis: Trust and the CEO. CEO_LED. You are about to see a series of two choices. Each choice describes a different trait or characteristic a CEO or business leader might possess. For each pair, we want you to choose the one that best describes the type of business leader that you would trust to lead us into the future. While we know that some of these choices may not be easy, please do your best to select only one of the two options given—the trait that you feel is more important for a business leader to have these days. Question asked of half of the sample. General population, 27-mkt avg.