

REPUTATION@RISK

In a highly connected world where a company's reputation can be attacked with just a few keystrokes, reputation risk has become the #1 strategic business risk. To manage it effectively, it's essential to see the complex connections behind the trend.

Explore how more than 300 executives from around the world manage reputation risk.

[www.deloitte.com/reputationrisksurvey](http://www.deloitte.com/reputationrisksurvey)



of executives rate reputation risk as more important than other strategic risks

RESPONSIBILITY

Responsibility for reputation risk resides with the board and C-Suite



HIGH IMPACT

Companies that experienced a negative reputation event were impacted in these areas†



IMPORTANCE

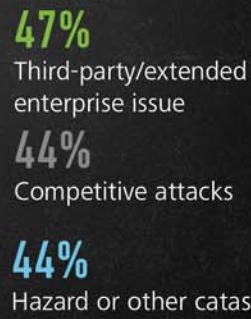
The top three reputation risk drivers of concern†



Companies feel most prepared to manage risks within their direct control...



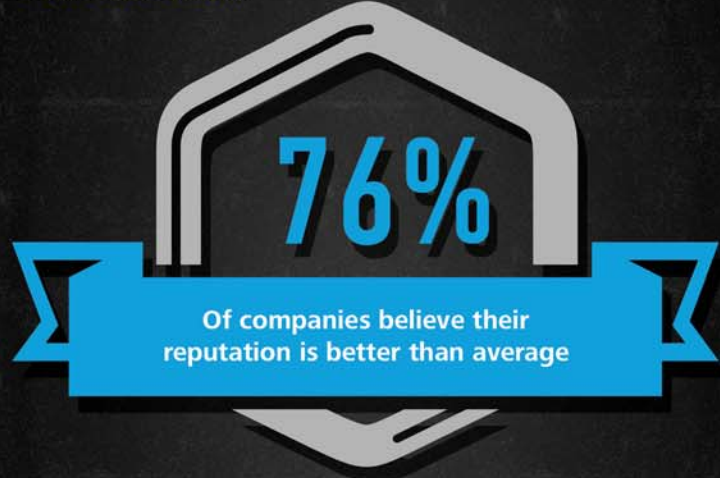
...and least prepared for risks beyond their direct control†



CONFIDENCE

The paradox of confidence and capabilities

OVERCONFIDENT...



...OR UNDERCONFIDENT?

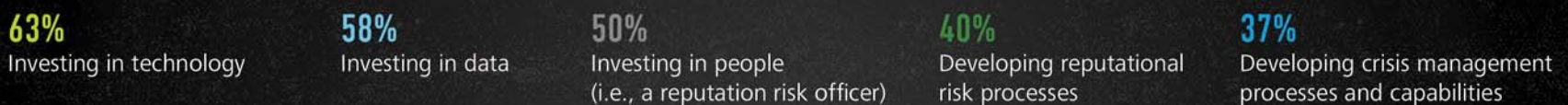


FUTURE



of companies surveyed plan to focus more attention on reputation risk in the future

Key areas of focus for the future†



\*Reputation@Risk, October 2014. This report is based on a global survey of more than 300 executives from major companies around the world to understand how businesses are managing reputation risk – both now and in the future.

†Respondents could choose more than one answer; the top three to five are shown above. © 2014. For information, contact Deloitte Touche Tohmatsu Limited.