

Traits of a Trusted CEO

Based on research from the 2023 Edelman Trust Barometer

1.	They want to change the way things are done.	76%
	They want to maintain the status quo and stop things from changing.	24%
2.	They always tell the truth, even if it makes it harder to accomplish their goals.	75%
	They are willing to misrepresent certain facts in order to build support for their ideas and policies.	25%
3.	CEOs make decisions based on data and research.	71%
	CEOs follow their instincts.	29%
4.	CEOs prioritize work-life balance by working only 8-hour days, not on weekends and taking lots of vacation time.	66%
	CEOs work long hours, most weekends and rarely take any vacation.	34%
5.	CEOs speak directly to the public without anyone editing or rewriting their words.	63%
	When CEOs speak directly to the public their words have been reviewed and edited by their staff.	37%