Purpose is the most relevant trend for professionals and the trend they are working on the most, 48.2% of organisations are making progress in this area, especially through the integrating of purpose into strategy and decision-making processes (35.4%). The main challenge they face is being able to demonstrating the impact of purpose on business (34.7%).

42.3% of organisations are defining more responsible leadership models. This is the second most relevant trend for professionals, who say they are working on integrating long-term value creation (44%), although they face challenges such as convincing their leaders (29.6%) and reconciling the interests and expectations of stakeholders with those of the company (25.6%).

Corporate governance and ethics have increased in relevance, rising four places in the ranking of priorities. 48.9% of organisations are now focusing their efforts on this trend. The main actions being undertaken in this area relate to the implementation of codes of conduct (39.2%), while the key challenge is aligning remuneration systems with ESG performance (38.8%).

Stakeholder trust is one of the new trends for 2022. 35.5% of organisations are committed to strengthening stakeholder trust, mainly through actions for fostering dialogue (52.5%). Among the main challenges in this area is the management and measurement of reputational impact (38.4%).

Three out of ten organisations (29.9%) are working on developing new ways of working. This trend has experienced the most significant drop in the ranking of global priorities (falling 7 places). It has the highest presence in terms of the volume of conversations in digital ecosystems. Among the main actions promoted in this area, the most notable is the development of hybrid models that combine face-to-face and online work (48.9%) and the implementation of remote working models. The main challenge is to reduce barriers between areas and departments (35.3%).

19.6% of companies are working on managing the reputation of their CEO, an emerging trend in 2022 that professionals are addressing by increasing the public and institutional projection of their leaders (30.1%) and by managing their reputation on social media platforms (28.3%). The biggest challenge in driving this area forward is the measurement of CEO reputation (30.5%).

Digitalisation is the third most relevant trend, but the second most important area in which organisations are working. Especially, in the areas of the digitalisation of processes (38.3%) and commercial offers (39.4%). Professionals indicate that the biggest challenges are operational difficulties encountered in the digitalisation of processes (33.3%), and employee training in digitisation skills (32.5%).

More than a third of organisations (34%) are working on managing their reputation and reputational risk. The primary areas to focus on are incorporating reputational risk into overall risk models (28.2%), and designing and implementing strategies for reputational improvement (25.9%). Professionals indicate that the biggest challenge is being able to demonstrating the impact of reputation on business (37%).

The contribution to the 2030 Agenda has risen four positions in the ranking of priorities for organisations. There is an increase in the number of organisations making progress in this area (29.5%), 4.4 points more than in 2021. The objective of companies in this regard is to align their business and sustainability strategies with the SDGs (44.7%), and their biggest challenge is measuring their progress towards these goals (27%).

The development of ethical and secure technology is a key area of work for 20.7% of organisations. To achieve this, companies are focusing on investing in the development of safety and security systems (39%), with this also being the biggest challenge (25.4%) for professionals.

There is a decrease of more than 8 points in the proportion of organisations focusing on climate change. Only 17.7% are working on this trend, with a focus on the implementation of emission reduction plans with measurable targets (40.7%). In turn, this is the biggest challenge for 20.7% of professionals.