Approaching the Future

The report also counts on the participation of a wide network of collaborating entities.

Corporate Excellence - Centre for Reputation Leadership


to the supply chain (40.6%) and the specific training of employees and senior management (39.6%).

Approaching the Future 2023: Trends in Reputation and Intangible Asset Management is an annual report by Corporate Excellence - Centre for Reputation Leadership in collaboration with CANANS Sustainable Strategies and worldwide partner Global Alliance for Public Relations and Communication Management.

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Corporate purpose is at the heart of business strategy. This trend is down five places from the previous edition, but it continues (63%) to be a strategically relevant issue for almost half of consulted organisations (45%). It is also a trend that continues to be embedded in the practice of responsible leadership. The level of work stand out the integration of purpose in strategic decision-making (63%), the promotion of purpose through intangibles such as communication and branding (41%), and the activation of purpose through corporate culture and internal communication (40.6%). The biggest challenge for organisations in this area is measuring the business impact of purpose (51%).

The era of hybrid and flexible work is here to stay. Closely linked to technology, 67.7% of companies working in this area are committed to hybrid work models that combine face-to-face and remote work. Approximately 52.6% of organisations are promoting flexible working hours and work-life balance. However, collaboration between areas and departments remains the biggest challenge according to 40.9% of professionals. This is as a result of complex barriers such as rigid corporate organisational structures where the need to drive cross-functionality is beginning to influence working models.

Corporate reputation is making a strong impact on the highest relevance level (52.8%), rising two places in the trends ranking compared to the previous edition. It has been integrated as a strategic priority by organisations, with 46.4% of companies proactively working on reputation management.

Corporate communication is the trend being worked on by the most organisations (52.8%) and where senior management claims to be allocating the most resources (56%). The main areas of action in terms of corporate communication include the creation of innovative content for advertising and social media (53%), internal communication (47.2%), and the creation of a narrative centred around corporate purpose and sustainability (45.4%).

Digitalisation is consolidating its position as a transformative lever in companies, with 50.8% of organisations currently developing their technological resources. Security and data protection are considered key challenges according to senior management (46.3%) and, as a result, 46% of organisations are making progress in strengthening both aspects. In addition, according to 6 out of 10 professionals, technology has a direct impact on working models and the relationship between organisations and their staff and teams (81%).

Last call to respond to the climate emergency

Only 22.8% of companies consider the climate emergency to be a key issue, and only 18.3% claim to be working on climate change-related aspects, in line with last year’s results. Among the companies that are working to curb the effects of climate change, priorities are divided on two clear fronts: carbon neutrality (83.5%) and driving the circular economy (50.6%). Concurrently, 40% of senior executives report difficulties in implementing an ESG investment strategy.