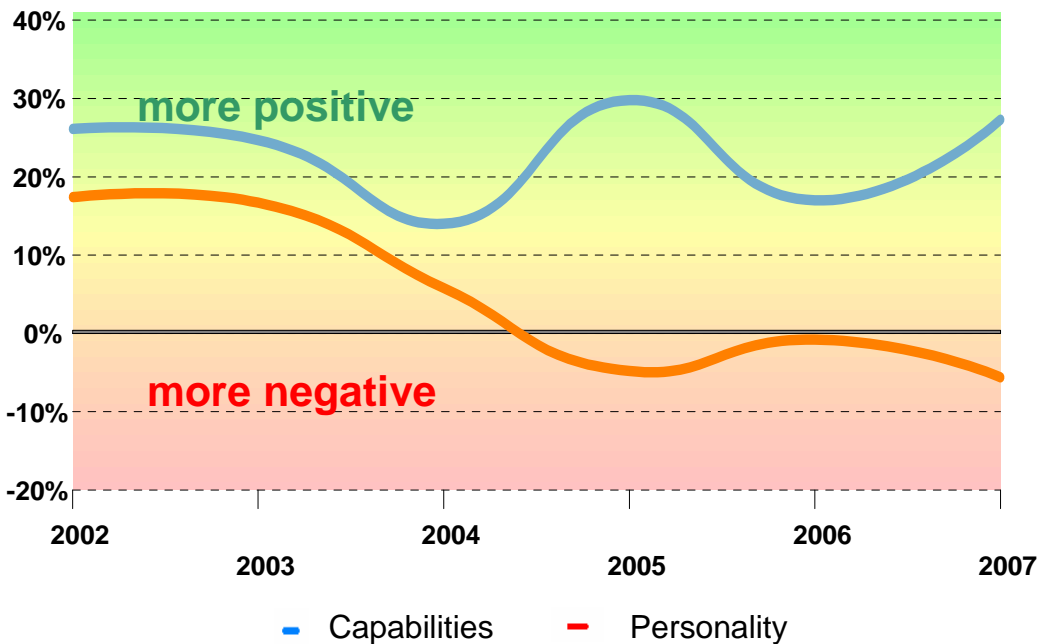


# CEO's and Personality Cult

**Presenter:** Susanne Müller-Zantop, CEO Positions AG

'I don't want a personality cult' says Peter Löscher, the CEO of Siemens in reference to his predecessor Klaus Kleinfeld. What is the understanding of a personality cult? How does this impact on CEOs? Top management, contrary to others who are in the media spotlight, face a 'zero tolerance' approach. Up to 60% of losses in reputation can often be attributed to the CEO.

**Chart 1: The integrity of CEOs questioned**

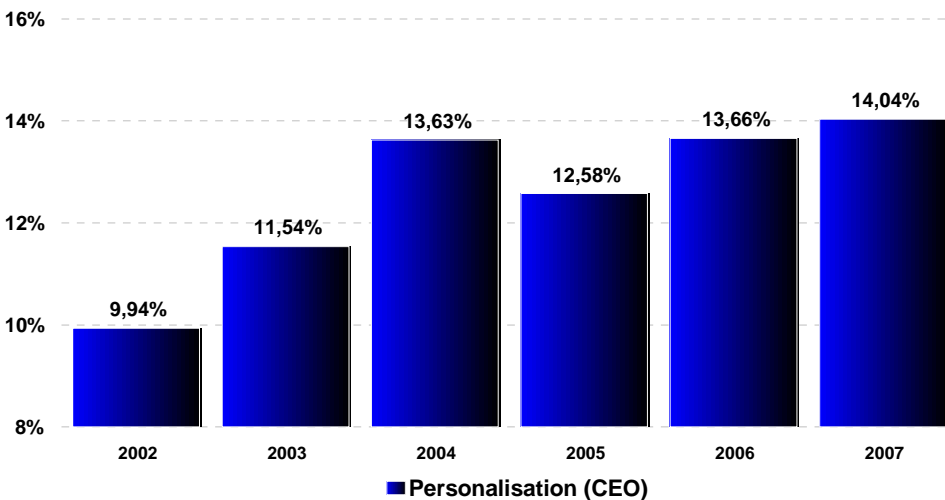


Basis: 308.499 statements on DAX 30 companies and their managers in 25 media

While positive reports on top executives have been the rule in the first years of this decade, recent scandals of the new economy period affected media's perceptions of the personal integrity of top managers. This, in turn, has had a marked effect on the public trust.

Media Tenor's research indicates that the personalization of top management by the media is increasing. There are a number of reasons for this growing trend; for example, complex economic and structural issues are more readily attached to a person than described and analyzed by media. This poses new challenges for PR people: the CEO now has to fulfill a role-model function to a wider society, and not only communicate on the company's activities.

**Chart 2: CEOs occupy a bigger slice of reporting**



100% = all reports on DAX 30 companies and board members

Basis: 308.499 statements on DAX 30 companies and their managers in 25 media

The growing personalization of business coverage – as shown in the example of German DAX 30 blue-chip companies – is part of a more general trend. One cause is the increasing competition between media outlets.