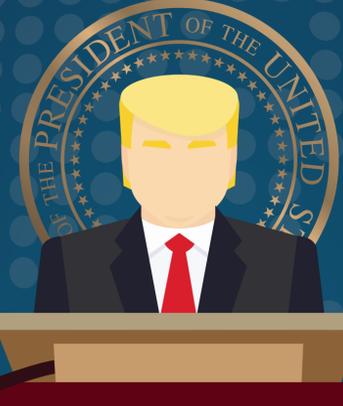


# The PRESIDENTIAL RepTrak®

## Trump's Presidency in a Reputational Slump

One year ago during the run-up to the US Presidential Election, we called into question the "heir apparent" status of Hillary Clinton – and highlighted the growing momentum of Trump based on his reputation.



Today, as we approach the one year anniversary of Trump's historic election win, we have taken a fresh look at his reputation based on his credentials as **Commander in Chief**. We fielded a new study to get a pulse on the Office of the Presidency, in talking to over 500 people among the US General Population.

What we have found goes beyond the typical approval ratings and public opinion polls on Donald Trump – in highlighting valuable insights about the importance of reputation and some key lessons learned that CEOs need to pay attention to:

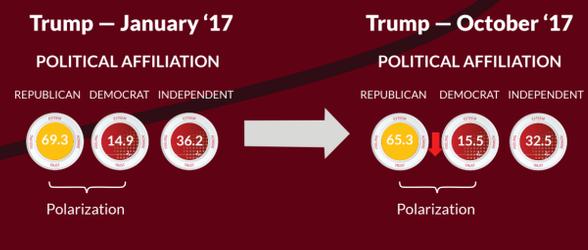
### 1 Reputational Decline Impacts President Trump's Legitimacy

In looking at gender, age, or geographic region we are seeing a poor reputation across the board – and a **significant decline among men**.

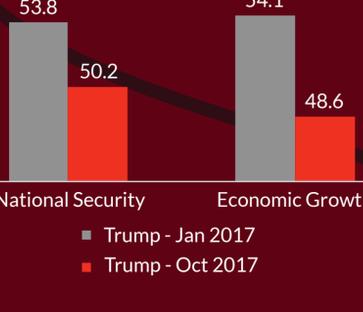


### 2 His Reputational Power Base Among Republicans Has Been Weakened

Beyond further losing the reputational traction among the US general public, **Trump's reputation among his own party has declined by 4 points** since the beginning of this year.



### 3 Trump is Viewed as Not Delivering on His Campaign Promises



As part of a universal drop across all dimensions of reputation, there is a significant **drop in Trump's reputation related to economic growth and decline in perceptions of national security**.



### 4 Trump's Presidency is Impacted by Poor Leadership Credentials

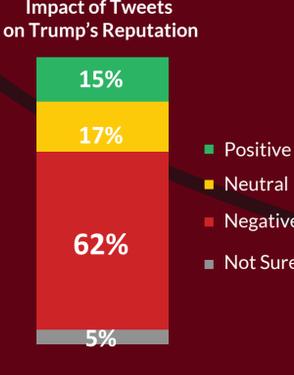
For the US general public Trump's reputation is most importantly **defined by his leadership**

– but the data shows that his reputation on the merits of "executive leadership" have decreased.



**Executive leadership drives 17% of Trump's overall reputation**

### 5 Being a "President of Tweets" is Having a Negative Impact

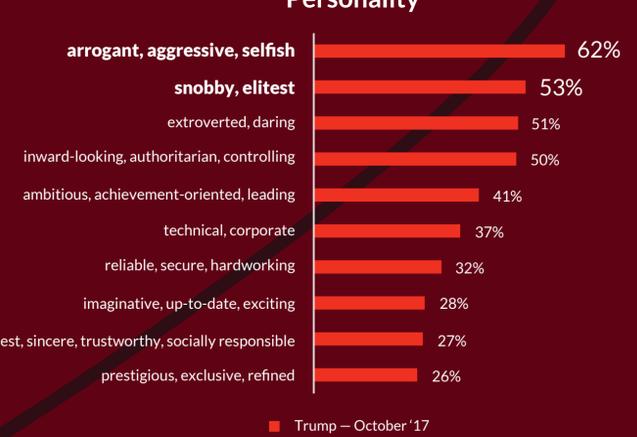


Trump over-communicates with the General Public – most respondents believe that his constant Tweeting is **undermining his credibility and authenticity**.

### 6 A Negative Personality Disorder Detracts from Trump's Reputation



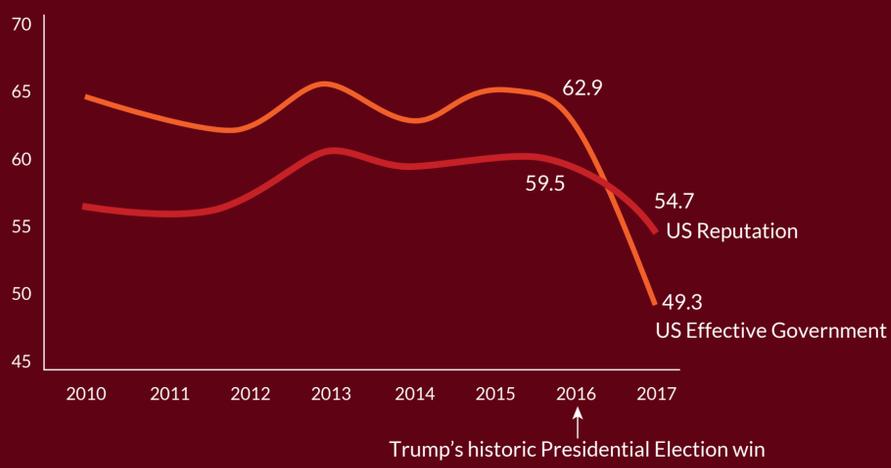
More people view the President as **arrogant and elitist**, which undermines the view of Trump as being likeable and "presidential".



### 7 Since Trump's Election Win, the View of "Brand USA" has Declined



The view of Trump has **negatively impacted Brand USA** – in particular, perceptions of "effective government" have declined.



### What to Make of All This?



Implicit in what Trump has not been successful at accomplishing as Commander in Chief are some key lessons on leadership that CEO's of major corporations need to take heed of – to most effectively manage their organizations.

#### Key Leadership Lessons Learned for CEOs

- Managing your **personal reputation** as a leader is key to driving universal support – what you **do, say, and are** defines you.
- Empty rhetoric and platitudes are dangerous, always **deliver on promises**.
- Lead by example and **model behavior** – set the standards for the ideal corporate culture you want to embrace.
- There's a **goldilocks effect of communicating** – not too much communicating, nor too little, just right (rant tweeting doesn't help).
- Lead in a way that's **authentic – a little humility and empathy** goes a long way to creating an appealing persona.

Download the Presidential RepTrak® Report at [ReputationInstitute.com/presidential-research](http://ReputationInstitute.com/presidential-research)