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Trust Across America Announces Most Trustworthy Public Companies

Trust Across America, global leaders in organizational trust, has just announced its annual Most Trustworthy Public Companies, the result of a six-year study of over 2000 US based public companies, and utilizing its proprietary [FACTS® Framework](#). Barbara & Jordan Kimmel, program cofounders state, “Once again we are reminded that no company is perfect and industry is not destiny. While the world continues to point a finger at financial services as the culprit of low trust, our findings do not support that, at least not on an industry-wide basis.” The cofounders also remind the public that “While the ongoing short-term, quarterly earnings focus is disappointing, we are encouraged by [mounting evidence](#) that long-term profitability is enhanced in organizations choosing to lead with trust.”

The FACTS® methodology is simple. Companies compete on five indicators of organizational trust, all equally weighted: Financial stability, Accounting conservativeness, Corporate governance, Transparency and Sustainability. The methodology is quantitative, measurable and unlike other “lists” this one is compiled with no “gaming.” In fact, companies don’t pay, participate or even know they are being analyzed.

This year Trust Across America is reporting the aggregate one-year FACTS® score for the S&P 500 Most Trustworthy Companies by Sector. Some of the companies are well known like Nike, Southwest Airlines, Accenture and Adobe, while others may not only come as a surprise, but actually shock the reader, since the methodology does NOT “negative screen.”

The complete list of honorees can be accessed [at this link](#).

A few interesting observations this year:

No company is perfect. In the six years of analysis there has only been a handful that scored above 80%.

The highest scoring companies are in transportation, finance, oils & energy and retail sectors.

Of the sixteen winning companies, seven had declining scores from 2014-2015.

While GE scored the highest in the conglomerate sector, its score was a meager 55, slightly above this year’s average FACTS score of 48.5%.

The framework initially conceived and developed in 2008, is “the most holistic and comprehensive trust “health” checkup for public companies,” according to its founders. “It’s all about corporate culture and leadership, stated Barbara Kimmel. If Boards and CEOs remain unwilling to place trust at the top of their daily agenda, they are missing out on a tremendous competitive advantage.”

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For more information on this topic, or to schedule an interview with Barbara or Jordan Kimmel, please call (908) 879-6625 or email barbara@trustacrossamerica.com