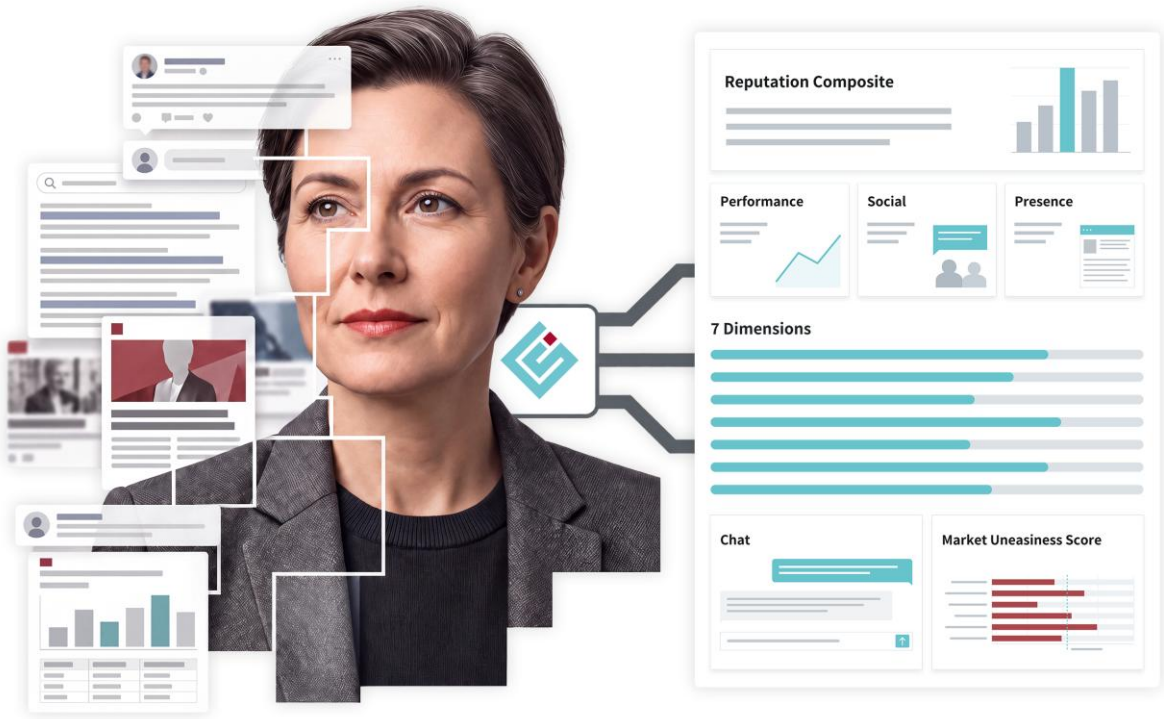
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C-Score.ai®



AI and the Power of Reputation for Executive Leadership

How AI transforms executive intelligence – turning data into actionable, near real-time advice

Executive reputation has become more fragile

There used to be a saying that a reputation could be destroyed in 20 minutes but would take two years to rebuild.

Today, I would argue that it can be destroyed in two seconds. Recovery has become harder to predict.

Digital information persists and spreads. LLMs reproduce it at unprecedented scale, while new models continually draw on online content. Once damaging information enters this ecosystem, removing it permanently can be extraordinarily difficult.

For C-Level Executives, reputation influences leadership appointments, major contracts, mergers and acquisitions, as well as invitations to conferences, networks and advisory roles.

An outstanding performance record does not guarantee these opportunities. There may be a gap between actual Leadership Excellence and how it is perceived.

Research suggests reputation capital accounts for roughly one third of a company's value. Executives attribute almost half of it to the CEO. For a company valued at CHF 240 million, roughly CHF 38 million therefore rests on one person.

That is reputation in action.

Quality is now quantity

Most executives strive for leadership excellence. But how can they measure it and systematically improve their standing?

At CEO Positions, we began developing a practical, science-based scoring system in 2013. Our reasoning: what can be measured can also be improved.

In early 2025, we transferred our mostly manual system to AI. News, commentary, blogs, videos and images became analyzable at a scale impossible manually, translating qualitative information into quantitative results.

Today, C-Score.ai – Executive Reputation Intelligence aggregates 72 data points per leader across seven dimensions, including Leadership Excellence, Community Engagement and Digital Perception. Each can be benchmarked against peers and addressed through targeted development programs.

AI makes this complex intelligence work scalable, although evidence gathering and normalization remain computationally demanding.

Why we chose BlueCallom

Three considerations drove our move from a ChatGPT-based prototype to BlueCallom.

First, auditability. Reputation benchmarks require traceable, verifiable evidence. Fabricated or unverified information cannot influence scoring.

Second, operational stability. Evolving AI services bring changing models, security concerns and pricing adjustments. BlueCallom helps us maintain a controlled environment.

Third, accessibility. Its kiosk system allows contracted clients to generate benchmarks for themselves or their executive teams whenever required, without initiating another manual research project.

A reputation model with roots in ancient philosophy

C-Score.ai examines three fundamental aspects of executive reputation: how Leadership Excellence is perceived, how executives are regarded by employees and their wider social and community environment, and how they appear in the media and digital media.

Although the technology is new, the underlying thinking is more than two thousand years old. Our approach draws on Aristotle's concepts of logos, pathos and ethos; Jürgen Habermas's model of the three worlds; and the work of Mark Eisenegger at the University of Zurich, who further refined this thinking. These theoretical foundations have been translated into C-Score.ai.

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From a static benchmark to an intelligent conversation

AI enables executives to interrogate findings through chat: “We announced substantial layoffs, and the media reported extensively. Did that damage my reputation?”

Answering requires assessing sources, context and whether criticism of company decisions has affected perceptions of its leader.

C-Score.ai examines the relationship between the Reputation Composite, reflecting overall reputation standing, and the Market Uneasiness Score, capturing concern or uncertainty surrounding leadership.

Negative coverage of layoffs does not necessarily imply an equivalent decline in personal reputation. Markets may regard the decision as necessary or see it as reinforcing doubts about judgement or competence. Understanding this distinction supports informed action.

The difference between performance and perception

Executives want to understand how they compare with those competing for similar positions, influence and opportunities:

- Does recognition reflect their contribution to company success?
- Does their external reputation reflect their leadership quality?
- Do the audiences whose trust matters recognize their strengths?
- How do they compare with executives in another industry before a career transition?

C-Score.ai identifies standing, gaps, risks and peer performance. We translate these findings into action through leadership programs and our Personal Positioning Day.

Outcomes may include a vision board, key messages, a positioning lighthouse and a concept-to-go for the next six months.

The benchmark’s value lies in the decisions and actions it enables.

AI creates value when intelligence becomes actionable

Developing C-Score.ai has reinforced a lesson: AI’s greatest productivity gains can come from transforming processes previously too labour-intensive, expensive or complex to scale.

AI turns thousands of pieces of qualitative information into structured, comparable reputation intelligence. BlueCallom has helped bring this capability into a professional operational environment.

Our goal is to help C-Level Executives decide where to invest their time, attention and resources and understand whether those investments strengthen their reputation.

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