

# Home Country as Stakeholder

## THE RISING GEOPOLITICAL RISK FOR BUSINESS LEADERS

Weber Shandwick, in partnership with KRC Research, surveyed 1,217 multinational business executives across 12 countries to examine their perceptions of the relationship between a multinational company and its home country, defined as where it is headquartered, along with the reputational risks and opportunities. The survey was conducted in Brazil, Canada, China, Germany, India, Japan, Mexico, Singapore, South Korea, Sweden, United Kingdom and United States between February 18 and April 5, 2021.

**Home country is a top three business stakeholder.**

**58%**

of executives rate their company's home country a "very" important stakeholder to their business, second only to customers (**63%**) and tied with shareholders.

**9 OF 12**

In nine of 12 markets surveyed, executives rated home country among the top 3 "very" important stakeholders.

**National security exceeds diversity & inclusion, ESG and climate change in importance.**

**56%**

of executives rate national security "very" important to company decisions.

**50%**

or fewer executives rate D&I, ESG and climate change "very" important to company decisions.

**What comes first – the bottom line or national interest?**

**80%**

of executives agree that, regardless of national interests, a company has a responsibility to do what is in its own best interest to succeed.

**83%**

also agree that in some instances, national security or economic interests should come before the bottom line.

**Executives feel the pressure to take a position on geopolitical issues.**

**87%**

of executives agree their companies should be prepared to take a more public position on geopolitical issues over the next five years – **44%** "strongly" agree.

**Executives are unprepared for geopolitical risk.**

**74%**

of executives say their company is more reactive than proactive when it comes to geopolitical risk.

**55%**

say their company's Board of Directors is not well prepared for geopolitical risk.

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