



RANKINGS MANAGEMENT PRACTICE



What is a ranking?

A ranking is a **third-party evaluation of a company or individual's achievements or effectiveness** according to a specific set of criteria — e.g., Fortune Magazine's "World's Most Admired Companies."

What is Rankings Management?

"Rankings Management" at Abernathy MacGregor is a **multi-faceted approach to optimizing and influencing a company's performance on third-party lists**. Third-party evaluations increasingly have gained credibility as legitimate measures of corporate performance, whether business or social. From a reputation perspective, strong performance across a prominent array of rankings amounts to a compelling endorsement of a corporation for many stakeholders.

What We Do:

The AMG rankings practice focuses on building cost-effective programs for managing corporations' engagement with and appearance across dozens of rankings annually by:

- **Targeting rankings** on which good performance will have the highest impact on reputation
- **Establishing processes and platforms for improved collaboration** within a company regarding sourcing and refining rankings-relevant information
- **Vetting or generating rankings submissions** to present corporate optimal corporate performance
- **Analyzing year-over-year methodology changes** and improvements or declines

Client Experience

AMG provides rankings counsel to Fortune 100 companies across multiple sectors, including technology, consumer, media & entertainment and food & beverage. Please contact us for further details.

The Rankings Universe: Facts

- **400+ global rankings** have appeared in last five years
- **There are more than 280 annual rankings released by major media outlets** — plus hundreds more released by research firms and smaller publications
- Major stakeholders — including investors, media, consumers and corporate management/Boards — increasingly view top lists as **legitimate performance benchmarks**
- **Over 70% of Fortune's Most Admired companies** appear to fund a dedicated effort in rankings
- The number of **blacklists/"worst of" lists** are expected to grow going forward

Sources include: Reuters, Harvard Business Review Study, rankings research firms' insights

Team and Resources

Rankings Subject Matter Experts

To navigate ranking methodologies — many of which change significantly year-on-year — our rankings subject matter experts closely follow all of the most influential lists to ensure a complete understanding of the fundamentals of each ranking process and make-up. Our rankings experts apply these insights to each list and provide guidance on how best to review, submit, position data files and company questionnaires.

Project Management Services

We offer specialized, cost-effective project management solutions for all clients. End-to-end services include time and resource management; mapping and tracking each ranking workstream; staying on top of key dates and methodology changes; building and maintaining relationships between the client, rankings team and external list managers; and detailed status updates on ongoing work.

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