

# World's most admired companies 2009

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**Fortune Magazine** published its annual list of the world's most admired companies 2009.

These companies all have taken innovation to the next level. We are happy to also mention that in this group, Disney, Marriott, Exxon all are **Predictive index** clients.... The Marriott Reservation Center has recently been flagged as one of the best managed call centers in the world in Saskatoon, Regina, in not what you may think of as a place for innovation. The call center has been using the **Predictive index** program for over five years with great success. They have amongst the lowest turnover in the call center industry. Admired through innovative solutions to people management.

## The Top 5

1. Apple
2. Berkshire Hathaway
3. Toyota Motor
4. Google
5. Johnson & Johnson

A total of 689 companies from 28 countries were surveyed covering 64 industries: 25 international industries and 39 primarily U.S.-market industries.

## Categories

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Innovation	People Management	Financial Soundness	Management Quality
Apple	Goldman Sachs	Exxon Mobil	Goldman Sachs
Walt Disney	<b>Marriott International</b>	Graybar Electric	<b>Marriott International</b>
Google	<b>Walt Disney</b>	Berkshire Hathaway	<b>Walt Disney</b>

The surveyor's asked executives, directors, and analysts to rate companies in their own industry on nine criteria, from investment value to social responsibility

- Innovation
- **People Management**
- Use of corporate assets
- Social responsibility



- Quality of Management
- Financial soundness
- Long-term investment
- Quality of products/service
- Global competitiveness

## How did they succeed?

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Most important is a strong, stable strategy, which confers important benefits in unstable times. Companies that change strategies must usually change organizational structures as well, and making that change in a recession is a heavy burden just when corporations can bear it least. It forces employees to focus inward rather than outward and becomes a giant sink of time and energy.

## Bottom Line

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A time of economic misery doesn't have to harm a company's reputation. On the contrary, there's no greater opportunity to stand out. Look for new ways to make your company better here in 2009 and your firm will see a return that will exceed expectations, history has proven this. Call our offices today and arrange for your top management overview with the Predictive Success team right here in Canada. Contact Julie Cane, our Growth Manager at (905) 430 9788 ext 100.

[The original list from CNNMoney.com](#)

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