

Top 50 Most Admired Companies for HR

This list comes from Korn Ferry's analysis of *Fortune's* World's Most Admired Companies database, recalibrated with a focus on four HR-related attributes: management quality, product/service quality, innovation and people management.

2020 Rank	Company	Industry	2020 Rating	2019 Rating	Rank 2019	Rank Change
1	Walt Disney	Entertainment	8.488	8.378	3	+2
2	Apple	Computers	8.383	8.505	1	-1
3	Netflix	Entertainment	8.230	8.500	2	-1
4	Toyota Motor	Motor Vehicles	8.218	7.935	10	+6
5	Amazon.com	Internet Services and Retailing	8.203	-	-	-
6	UnitedHealth Group	Health Care: Insurance and Managed Care	8.195	8.163	6	0
7	Alphabet	Internet Services and Retailing	8.100	-	-	-
8	Nike	Apparel	8.030	7.713	20	+12
9	Microsoft	Computer Software	7.993	7.930	12	+3
10	Best Buy	Specialty Retailers	7.915	6.085	266	+256
11	Starbucks	Food Services	7.893	7.848	14	+3
12	BlackRock	Securities/Asset Management	7.818	8.110	7	-5
13	NextEra Energy	Electric and Gas Utilities	7.783	7.593	28	+15
14	Tyson Foods	Food Production	7.763	6.938	92	+78
15	BMW	Motor Vehicles	7.715	7.458	38	+23
16	U.S. Bancorp	Superregional Banks	7.713	7.755	17	+1
17	Raytheon	Aerospace and Defense	7.710	7.785	15	-2
18	Lockheed Martin	Aerospace and Defense	7.698	7.248	54	+36
19	Daimler	Motor Vehicles	7.653	7.005	83	+64
20	PepsiCo	Consumer Food Products	7.643	7.575	29	+9
21	Visa	Consumer Credit Card and Related Services	7.638	7.578	30	+9
22	Charles Schwab	Securities/Asset Management	7.633	7.728	18	-4
23	Berkshire Hathaway	Insurance: Property and Casualty	7.623	7.708	19	-4
24	salesforce.com	Computer Software	7.608	7.758	16	-8
25	Merck	Pharmaceuticals	7.588	7.520	33	+8
26	Nestlé	Consumer Food Products	7.555	7.525	32	+6
27	Johnson & Johnson	Pharmaceuticals	7.548	7.973	9	-18
28	PNC Financial Services Group	Superregional Banks	7.515	7.678	24	-4
29	Bosch	Motor Vehicle Parts	7.513	7.883	13	-16
29	Accenture	Information Technology Services	7.513	7.500	35	+6
29	Samsung Electronics	Electronics	7.513	7.325	50	+21
32	W.W. Grainger	Wholesalers: Diversified	7.510	7.648	25	-7
33	AT&T	Telecommunications	7.483	-	-	-
34	Adobe	Computer Software	7.445	7.933	11	-23
35	Kering	Apparel	7.433	7.220	59	+24
36	L'Oréal	Soaps and Cosmetics	7.423	7.410	45	+9
37	Procter & Gamble	Soaps and Cosmetics	7.418	7.445	41	+4
38	3M	Chemicals	7.385	7.635	26	-12
39	Wayfair	Internet Services and Retailing	7.368	-	-	-
40	PayPal Holdings	Consumer Credit Card and Related Services	7.365	7.518	34	-6
40	The Estée Lauder Companies	Soaps and Cosmetics	7.365	7.493	36	-4
42	VF	Apparel	7.358	7.140	69	+27
43	Arrow Electronics	Wholesalers: Electronics and Office Equipment	7.340	7.205	60	+17
44	Mastercard	Consumer Credit Card and Related Services	7.315	7.245	56	+12
45	Progressive	Insurance: Property and Casualty	7.280	6.963	89	+44
45	Stanley Black & Decker	Home Equipment, Furnishings	7.280	6.683	130	+85
47	JPMorgan Chase	Megabanks	7.275	7.233	57	+10
48	Nvidia	Semiconductors	7.268	8.040	8	-40
49	Adidas	Apparel	7.258	7.150	67	+18
50	Northrop Grumman	Aerospace and Defense	7.250	7.548	31	-19

Behind the Most Admired for HR List

Los Angeles-based management-consulting firm Korn Ferry launches the process when it teams with *Fortune* to determine the World's Most Admired Companies, U.S. companies ranked by revenue—and non-U.S. companies in *Fortune's* Global 500 database with revenues of \$10 billion or more. They then select the highest-revenue companies in each industry, surveying a total of 680 companies from 30 countries.

To create the 52 industry lists, Korn Ferry asks executives, directors and analysts to rate companies in their own industries on nine criteria, from investment value to social responsibility. To arrive at *HRE's* Most Admired for HR rankings, Korn Ferry recalibrates the *Fortune* attribute scores, isolating four criteria that relate to HR—management quality, product/service quality, innovation and people management.