

Connected Leadership

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JAPAN

Thanks to a robust multi-stakeholder approach that is exemplified by the traditional *sanpo-yoshi* philosophy, Japanese businesses enjoy strong levels of trust in Japan, with **80%** of stakeholders saying they trust businesses to provide solutions to the major challenges facing the world*.

That's in stark contrast with the situation outside Japan, where in some markets such as the US, less than **50%** of people trust businesses to address those same challenges.

There is therefore a need for Japanese companies to be aware of this difference and make a conscious effort to communicate more explicitly, including leveraging their leadership's social and digital presence when they go outside of their home market.

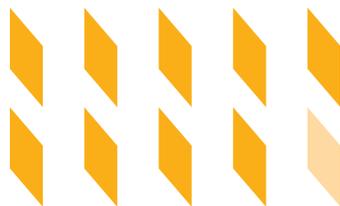
Read the full report at brunswickgroup.com/connectedleadership

The Landscape



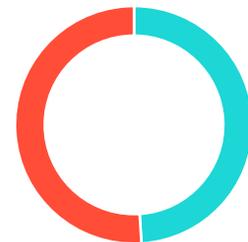
80% vs **44%**

80% of stakeholders in Japan say they trust businesses to provide solutions to the major challenges facing the world. That number is much lower outside Japan, for example in the US, where it is only 44%.



9 out of **10**

9 out of 10 financial readers cite the importance of social media communications by CEOs when their company is facing a crisis.



49%

49% of investors use digital platforms to learn what specific CEOs are saying.

Key Findings

- LinkedIn is the top platform for CEOs in Japan where **11%** maintain a profile. However, the most active CEOs leverage Twitter most often.
- More than **28%** of Japan used Twitter in 2019**, followed by Facebook at **15%** and Instagram at **14%**
- Potential employees use social media to research the leadership of future employers and by more than a **2 to 1** ratio say they would prefer to work for a CEO that uses digital and social media as opposed to one that does not.
- For existing employees, direct and transparent leadership ranks third among retention factors, only behind pay and benefits.



Learn more about Connected Leadership and how Brunswick can help by contacting ConnectedLeadership@BrunswickGroup.com



15% of the TOPIX Core 30 and Large 70 CEOs have a social media presence.

What the top Connected Leaders do right globally

Use visuals

The Top 50 Connected Leaders understand the importance of visual content, with a majority using photos and videos in their posts in the last year.



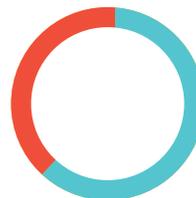
The Top 50 Connected Leaders post more video content than the average active CEO on social media.

Be yourself

Leaders who are connected and respected share another characteristic: they let their personality express itself. Authenticity is a key factor in meaningful digital communications.

Commit to consistency

The Top 50 Connected Leaders post more frequently than other active CEOs. These leaders post twice as much content as their peers, while maintaining a high level of quality in their content.



62% of the Top 50 Connected Leaders are present on more than one platform.

** Synthesio, 2019