

# Connected Leadership

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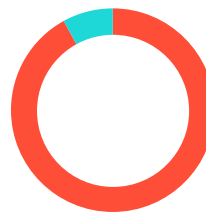
## United States

New research from Brunswick reinforces that social media use continues to be a leading source of information for key stakeholders in the U.S., especially for employees working from home due to the COVID-19 pandemic. With teams and stakeholders globally dispersed, business leaders must adapt to be more accessible, transparent, and connected.

### Key Findings

- **People increasingly experience business leaders and their companies through their screens.**  
Four in five U.S. employees use social media to get information, the second year in a row the data topped 80%. Social media use by financial readers was similarly high in 2019 but is nearly ubiquitous in 2020.
- **The COVID-19 pandemic has altered the way people live, work, and receive information.**  
Employees who are now working from home are more likely to get information from social media than employees who have not changed locations, and among those who expect to continue working from home beyond the pandemic, 89% get information from social media.
- **Leaders who use social media have a competitive advantage attracting and keeping talent.** After benefits and compensation, U.S. employees cite leaders who communicate directly and transparently as a top reason to stay with a current employer.
- **Employees would prefer to work for a leader who uses social media by more than a 3:1 ratio**, while financial readers would trust a CEO who embraces social media by more than an 8:1 ratio.

### The Landscape



**92%**

of employees cite direct and transparent leadership communications as a reason to stay with an employer.



**8 to 1**

financial readers would trust a CEO who uses social media more than one who does not.



**9 out of 10**

employees cite the importance of social media communications by CEOs during a crisis.



Learn more about Connected Leadership and how Brunswick can help by contacting [ConnectedLeadership@BrunswickGroup.com](mailto:ConnectedLeadership@BrunswickGroup.com)

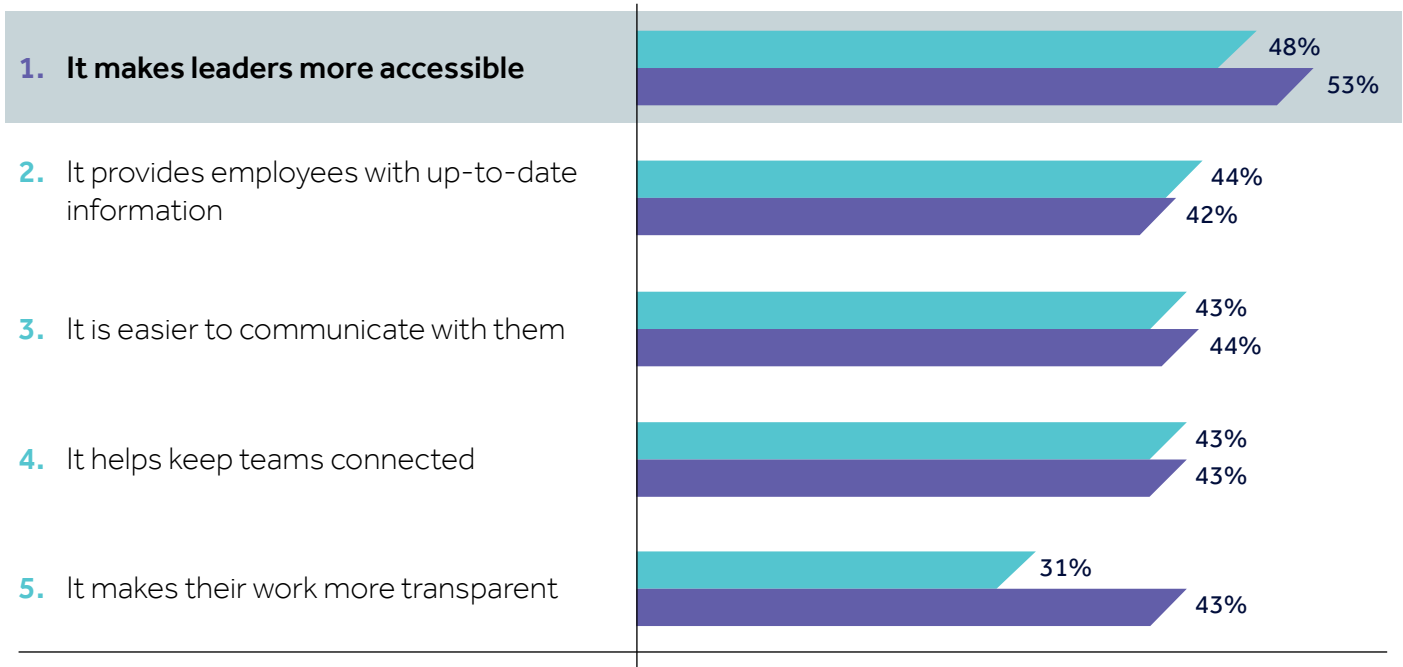


Click here to get the 2021 Connected Leadership report

## Practical benefits drive employee preference for Connected Leaders.

Why would you prefer to work for a CEO who uses digital and social media? Select all that apply.

Employees Financial Readers



### What's Next?

1. Begin implementing Connected Leadership today. How can you adapt your leadership to be more accessible and transparent?
2. Assess how your executive team has responded to the demand for accessible, transparent leadership. Does it compare favorably with your competition?
3. When prospective employees or investors search for you online, what will they find? Evaluate your reputation through the same lens as your stakeholders.
4. Determine which leadership adaptations should persist and evolve beyond the pandemic. What still needs improvement?
5. How will you lead through the next crisis? Build digital into your crisis response protocols.

### About Connected Leadership

Connected Leadership, powered by Brunswick, is the authoritative platform to understand how modern businesses can redefine leadership in a connected world. We asked readers of financial publications and employees of companies with more than 1,000 employees – groups emblematic of the external stakeholders business leaders want to reach – about their communications expectations of corporate leaders across 13 countries and markets.



Learn more about Connected Leadership and how Brunswick can help at [BrunswickGroup.com/ConnectedLeadership](https://BrunswickGroup.com/ConnectedLeadership)