

Connected Leadership

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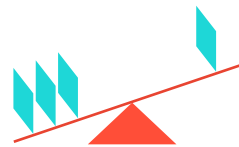
United Kingdom

The bar has never been higher for leaders confronted by a global pandemic, economic turbulence, and social upheaval. New research from Brunswick shows that key corporate stakeholders expect business leaders to adapt through these crises to be more accessible, transparent, and connected using digital and social media.

Key Findings

- **Business leaders need to reach people where they are and earn their attention.** 83% of employees and 86% of financial readers in the U.K. use social media to get information, for a second year in a row the data topped 80%.
- **Connected Leadership is a competitive business advantage to attract and retain talent.** Nearly half of all employees surveyed review at least one of a CEO's social media accounts before they join a company, and two thirds of financial readers will check at least one of a CEO's social accounts when learning more about them.
- **CEOs must communicate in new ways because where and how people work won't be the same after the pandemic.** Given the upheaval 2020 has had on the workplace, it is important for CEOs to adapt to digital tools to reach employees, regardless of physical location. 60% of U.K. employees report doing most of their work in a different location and a third expect to still be working from home after the pandemic ends.
- **Crises are magnified without Connected Leadership.** During a crisis, executives are expected to respond with speed and transparency on social media.

The Landscape



3 to 1

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



8 out of 10

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



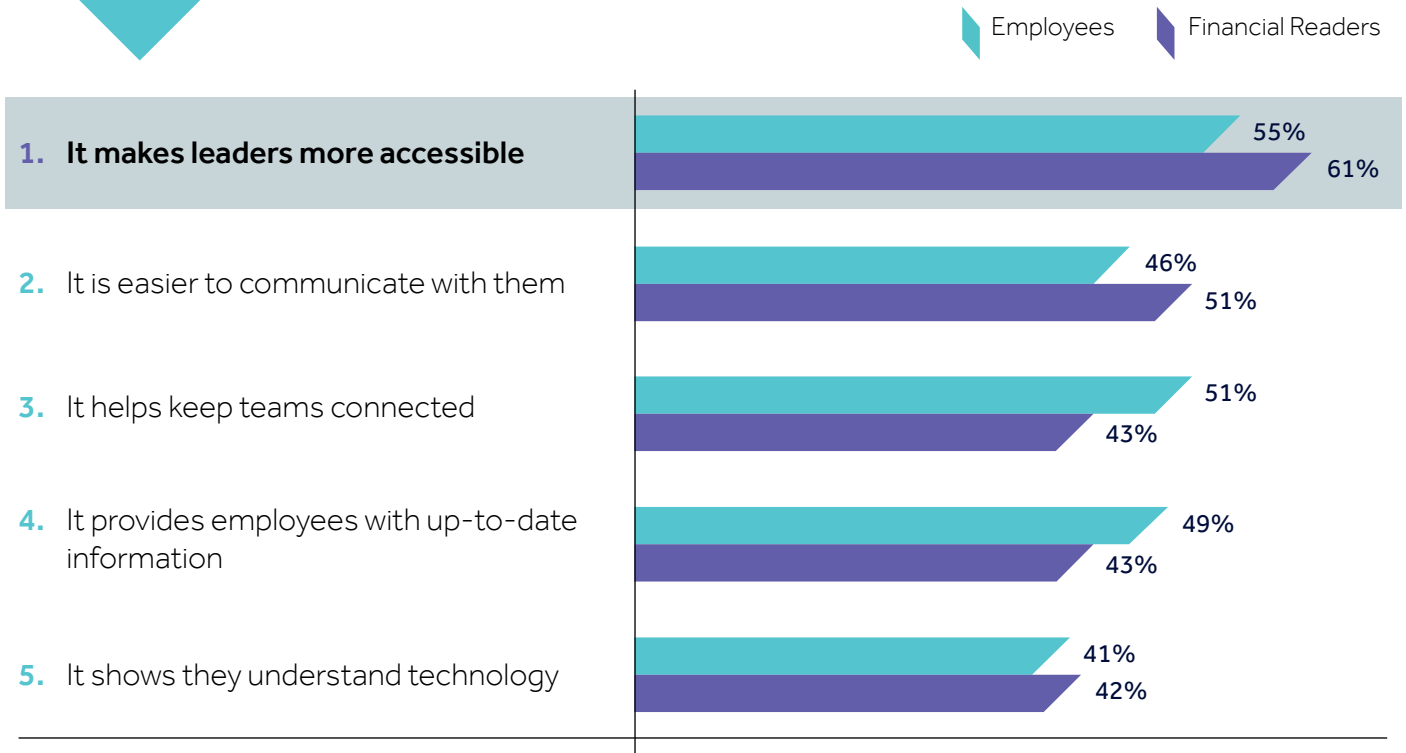
Learn more about Connected Leadership and how Brunswick can help by contacting ConnectedLeadership@BrunswickGroup.com



Click here to get the 2021 Connected Leadership report

Corporate stakeholders expect business leaders to take a more active role on digital and social media, and that they be more direct, accessible, and connected.

Leading drivers of preference for executives in the U.K. who use social media:



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