

Connected Leadership

Powered by Brunswick

Brazil

The bar has never been higher for leadership confronted by a global pandemic, economic turbulence, and social upheaval. In the face of such challenges, new research from Brunswick shows that business leaders must adapt to be more accessible and transparent than ever before – using social media to do so.

Key Findings

- **Business leaders must reach people where they are. Social media use is high in Brazil.** 93% of employees and 97% of financial readers use social media for work or personal use.
- **Where and how people work won't be the same after the pandemic.** 80% of employees report working in a new location due to the pandemic, with two-thirds working from their home.
- **Connected Leadership is a competitive business advantage to recruit and retain talent.** By a 10:1 margin, employees would prefer to work for a CEO who embraces digital tools. Employees believe CEOs who use social media are more accessible, more transparent, easier to communicate with, and better able to keep teams connected.
- **Social media is key to building and sustaining trust.** 84% of employees and 89% of financial readers trust a CEO who embraces digital tools - up to 23 points higher than their global counterparts.
- **Connected Leaders are better prepared for a crisis.** 98% of employees and financial readers in Brazil say it is important for CEOs to respond to a crisis through social media.

The Landscape



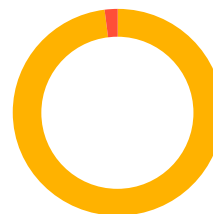
7 out of 10

employees and financial readers believe it is **very important** for business leaders to communicate on social media.



16 to 1

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



98%

of employees and financial readers cite the importance of social media communications by CEOs when a company is in crisis.



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

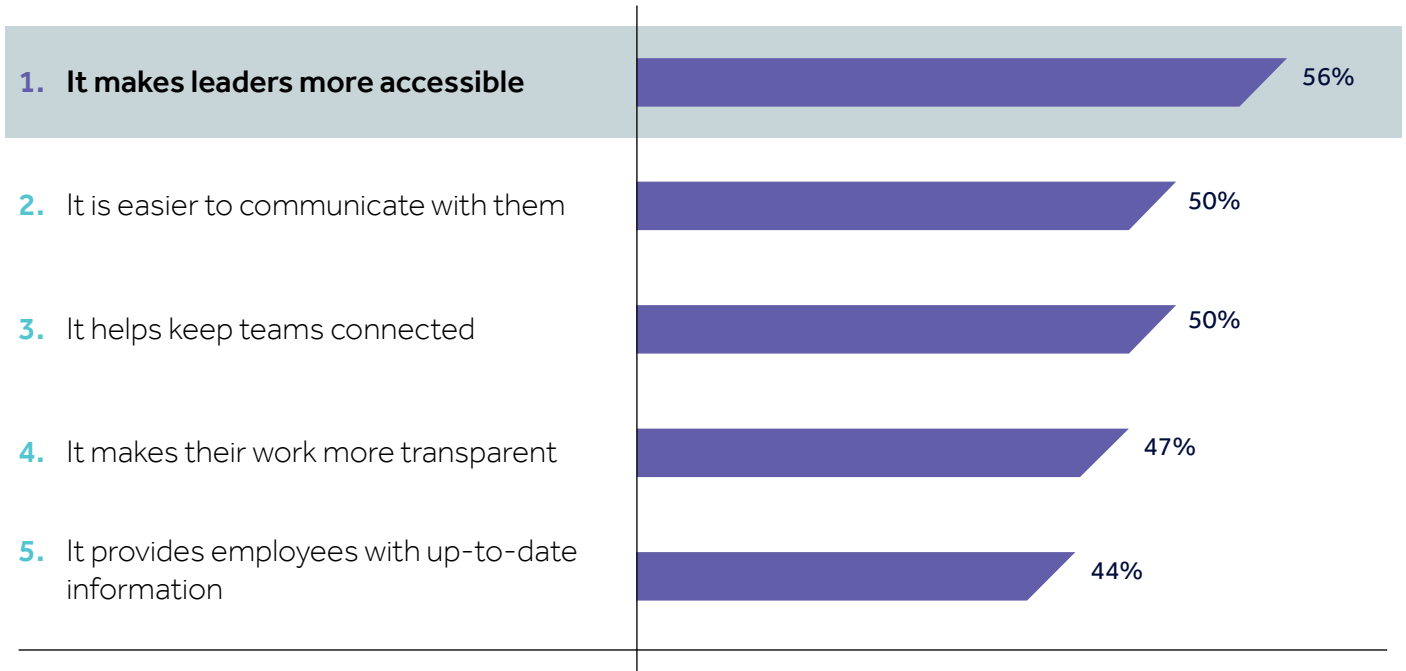


Click here to get the 2021 Connected Leadership report

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



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