

Connected Leadership

Powered by Brunswick

France

New research from Brunswick reveals that while employees and financial readers in France expect executives to be active and accessible through social and digital media, just 35% are so today. Business leaders who adapt to meet these demands will have a competitive business advantage in talent recruitment and are more likely to emerge stronger from crises and sustain trust with stakeholders.

Key Findings

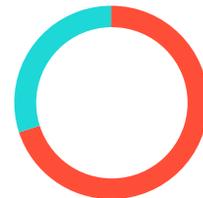
- **People increasingly experience business leaders and their companies through their screens.** Despite employees and financial readers believing it is important for business leaders to use social media, just one third of employees report that their company's leaders actively communicate with them online.
- **To build and sustain trust at a time when trust in leadership is fragile, executives must forge and fortify their reputation online.** By a 2:1 ratio, employees trust a CEO more who uses social media than one who does not. For financial readers, this is even higher.
- **Connected Leadership is a competitive business advantage to attract and retain talent.** Future employees are already looking for a leader's social media presence – nearly half of employees in France will review a CEO's social media accounts before joining a company.
- **Crises are magnified without Connected Leadership.** During a crisis, executives are expected to respond with speed and transparency on social media.

The Landscape



3 in 4

financial readers say business leaders should use social media to communicate with the public.



70%

of employees say it is important for CEOs to actively communicate on social media. This jumps to 77% in a crisis.



3 to 1

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



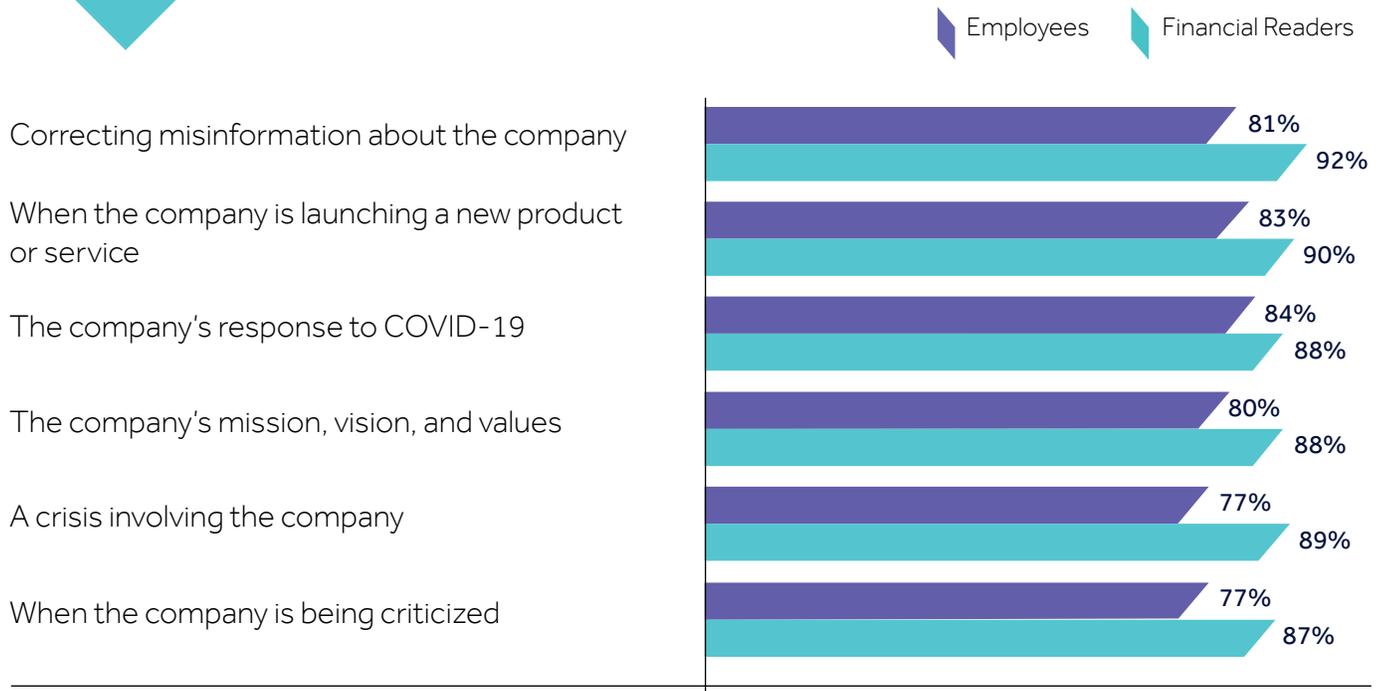
Learn more about Connected Leadership and how Brunswick can help by contacting ConnectedLeadership@BrunswickGroup.com



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Corporate stakeholders expect business leaders to take a more active role on digital and social media across a range of issues.

Top issues employees and financial readers in France believe are important for business leaders to communicate about on 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