

# Connected Leadership

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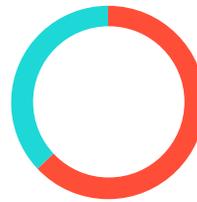
## Italy

The bar has never been higher for leadership confronted by a global pandemic, economic turbulence, and social upheaval. In the face of such challenges, business leaders must adapt to be more accessible and transparent than ever before. New research from Brunswick reveals that employees and financial readers in Italy expect company leadership to use social and digital media to communicate, though in 2019, just 15% of Borsa Italiana FTSE Mib, Mid Cap & Small Cap CEOs had an active presence<sup>1</sup>.

### Key Findings

- **Business leaders must reach people where they are.** Employees and financial readers use social media daily and exceeds their use of traditional media by more than 10%, indicating that an effective communications strategy must incorporate both social and traditional media.
- **88% of employees in Italy find it vital to hear from leaders in times of crisis.** However, regardless of the situation, 9 out of 10 financial readers say it is important to hear from CEOs on social media.
- **Leaders must build and sustain trust using social media.** Majorities of employees and financial readers in Italy trust a CEO who uses social media more than one who does not.
- **Stakeholders will draw their first impressions from digital sources.** More than half of employees will review a CEO's social media presence before joining a company.

### The Landscape



**6 to 1**

employees prefer to work for a CEO who uses digital and social media.



**9 out of 10**

financial readers say it is important for business leaders to actively communicate on social media.



**8 to 1**

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



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

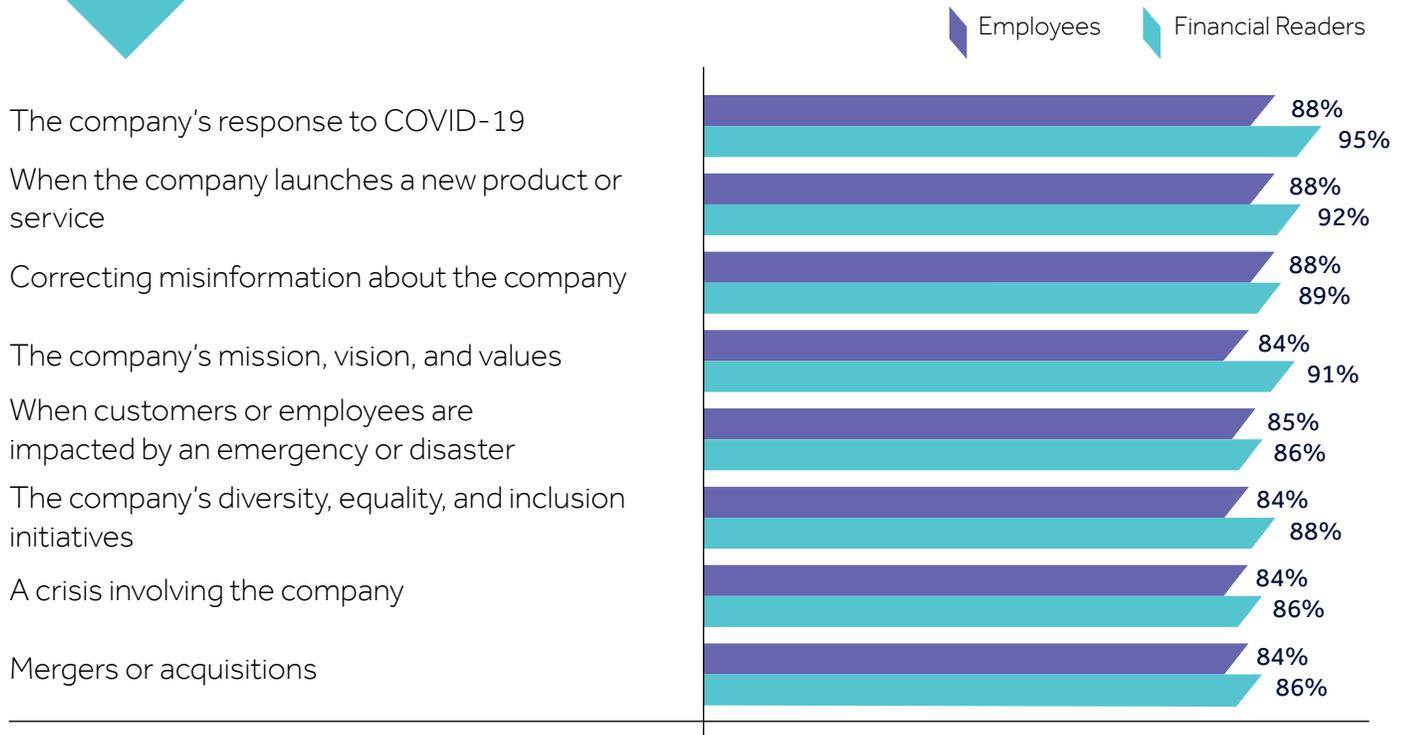


Click here to get the 2021 Connected Leadership report

<sup>1</sup> [Connected Leadership Expands with Italian CEOs](#)

## Across a range of issues, corporate stakeholders expect to hear from company leaders on social media.

Top issues employees and financial readers 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](https://BrunswickGroup.com/ConnectedLeadership)