

Connected Leadership

Powered by Brunswick

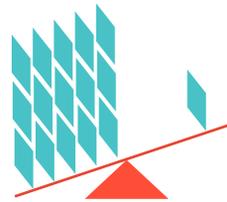
Singapore

New research from Brunswick shows that corporate stakeholders in Singapore expect business leaders to be adaptive, connected, and engaged – using social media to do so. Despite growing expectations from key stakeholders and the efficacy of the government’s use of social media during the pandemic, data shows that business leaders in Singapore are missing a key opportunity to engage, build and sustain trust, and connect.

Key Findings

- **Almost 9 in 10 employees say it is important for CEOs to actively communicate on social media about their company** – higher than stakeholders globally – yet just one third of employees in Singapore think their company’s leaders are doing this effectively.
- **In a crisis, the expectation for Connected Leadership is magnified.** 96% of employees cite the importance of CEO communications on social media during a crisis, 10 points higher than employees around the world.
- **By a substantial 14:1 ratio, employees would prefer to work for a CEO who embraces digital and social media** – and would trust a Connected Leader even more so.
- Employees and financial readers are likely to use LinkedIn and Twitter to follow companies and their leaders, but many employees think leaders should also use WhatsApp, Facebook, and YouTube.

The Landscape



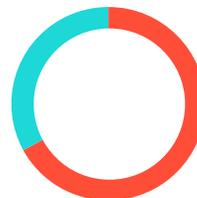
15 to 1

employees trust a CEO who uses social media as part of their work more than one who does not.



9 in 10

employees say it is important for CEOs to actively communicate on social media.



67%

of employees believe the leaders of their company could be more effective at using social media to communicate with them.



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



Click here to get the 2021 Connected Leadership report

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

Top issues employees and financial readers in Singapore 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