

Connected Leadership

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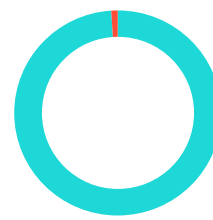
India

More than ever, it is vital for business leaders in India to connect with their stakeholders using digital and social media platforms. Brunswick's global, annual survey of employees and readers of financial publications highlights the ubiquitous use of social media by corporate stakeholders, their high expectations for transparent, accessible leadership, and the impact of COVID-19 on workplace communications in India.

Key Findings

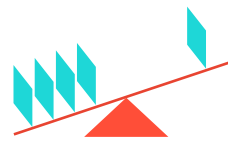
- **Business leaders must reach people where they are.** Higher percentages of employees and financial readers in India use social media than their counterparts globally. WhatsApp, Facebook, and YouTube emerge as the most used platforms.
- **Connected Leadership is a competitive business advantage to attract and retain talent.** Nearly all employees would prefer to work for a CEO who uses social media. In fact, 81% strongly agree with this – a higher proportion than any other country surveyed.
- **Almost unanimously, stakeholders in India would trust a CEO who uses digital and social media** as part of their work and communications more than a CEO who does not.
- **Executives should engage with employees using digital enterprise tools.** Employees in India use digital enterprise tools, like Slack, Discord, Workplace, and Yammer, and expect leaders to communicate using these channels.
- **Connected Leadership is vital to engaging a remote workforce.** 3 in 5 employees currently work from their residence and nearly half expect to remain working remotely when the pandemic ends.

The Landscape



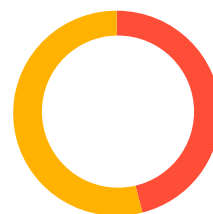
99%

of employees and financial readers believe it is important for leaders to communicate publicly on social media about a company.



48 to 1

employees prefer to work for a CEO who uses digital and social media over a CEO who does not.



44%

of financial readers use LinkedIn or Twitter to follow business leaders.



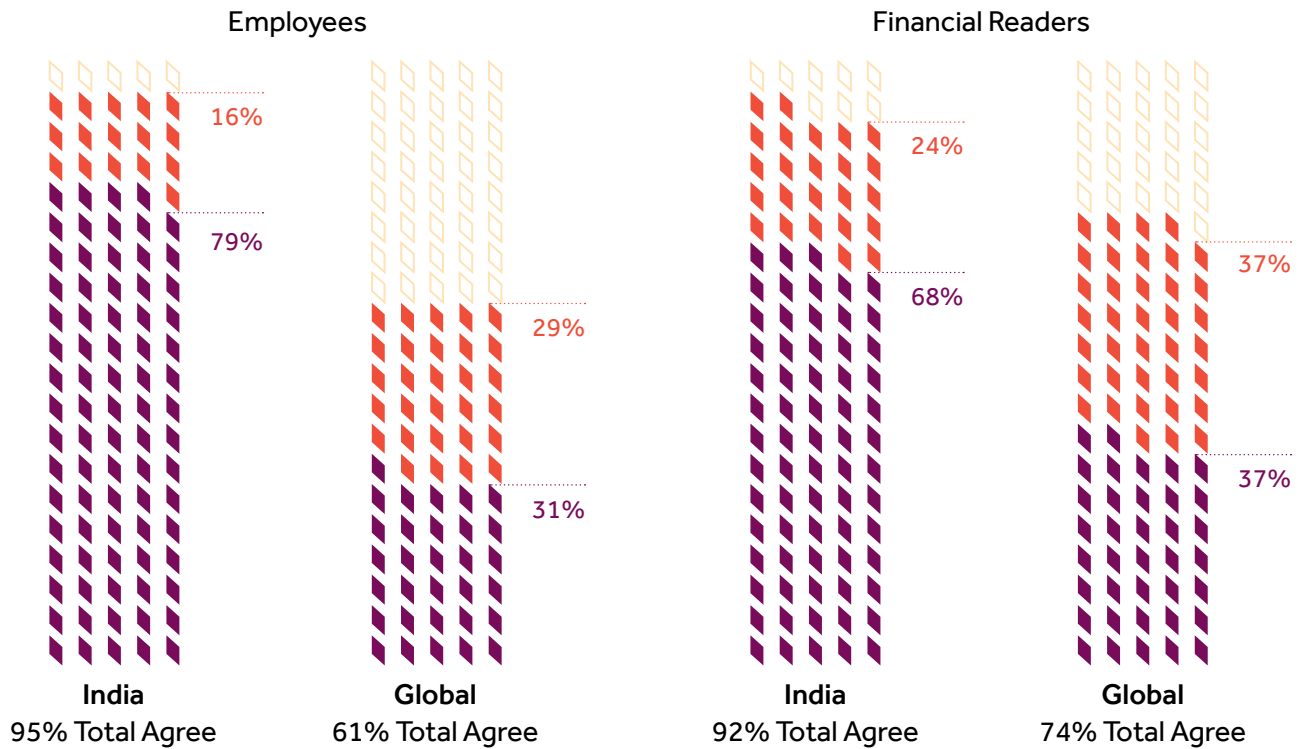
Learn more about Connected Leadership and how Brunswick can help by contacting ConnectedLeadership@BrunswickGroup.com



Click here to get the 2021 Connected Leadership report

Almost unanimously, stakeholders in India trust a CEO who uses digital and social media as part of their work and communications more than a CEO who does not.

Strongly Agree Somewhat Agree



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