

# Connected Leadership

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## United Arab Emirates and Saudi Arabia

New research from Brunswick shows that corporate stakeholders expect business leaders to be adaptive, connected, and engaged – using social media to do so. The bar has never been higher for leaders confronted by a global pandemic, economic turbulence, and social upheaval. In the UAE, Saudi Arabia, and globally, readers of financial publications trust leaders who have adapted through these crises to be more accessible and transparent, including through social media.

### Key Findings

- **Social media use is nearly universal** among financial readers in the UAE and Saudi Arabia and a strong majority believe that business leaders should use these channels to communicate.
- **3 out of 4 financial readers believe it is very important for CEOs in Saudi Arabia to actively communicate on social media about their company**, especially about a crisis, the launch of a new product or service, or correcting misinformation about the company.
- Across the UAE and Saudi Arabia, **accessibility**, keeping teams **connected**, and leading with **transparency** are cited as top reasons for business leaders to communicate on social media.
- **In Saudi Arabia, leaders must build and sustain trust using social media.** By a 9:1 margin, financial readers trust a CEO who uses social media as part of their work more than a CEO who does not.
- **Stakeholders draw their first impressions from digital sources.** 9 out of 10 financial readers in the UAE and Saudi Arabia check at least one of a CEO's social media accounts when learning more about them.

### The Landscape

#### UAE



**97 to 1**

financial readers trust a CEO who uses social media more than one who does not. A 4:1 margin agrees strongly.



**9 out of 10**

financial readers will check social media to learn more about a company's CEO.

#### Saudi Arabia



**98%**

of financial readers believe it is important for business leaders to communicate via social media.



**9 to 1**

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



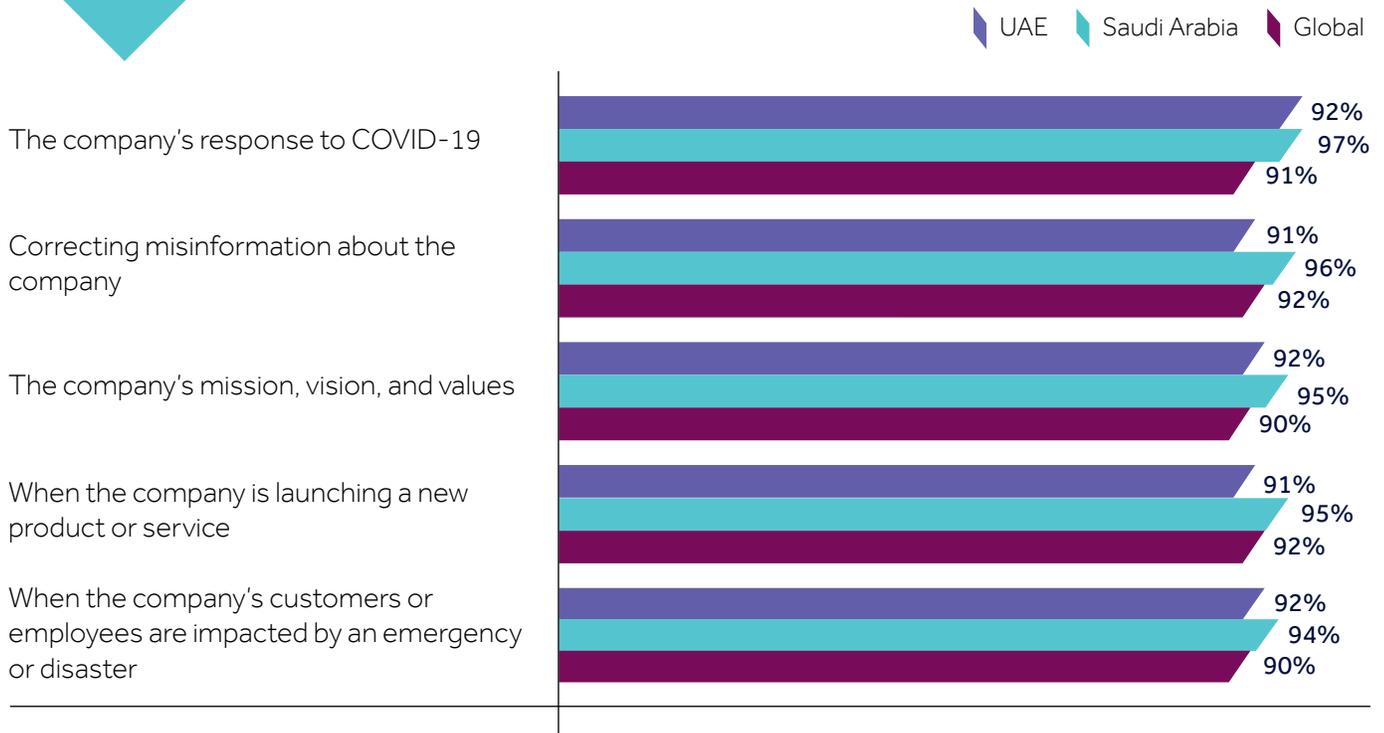
Learn more about Connected Leadership and how Brunswick can help by contacting [ConnectedLeadership@BrunswickGroup.com](mailto:ConnectedLeadership@BrunswickGroup.com)



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## Financial readers expect leaders to communicate actively across a range of important business issues – from crises to employee engagement.

Top issues 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)