

# Connected Leadership

Powered by Brunswick

## Chinese Mainland

New research from Brunswick highlights that modern leadership must be engaging, authentic, and sustained to build trust with key corporate stakeholders. To do this, business leaders must embrace digital tools and social media. Across a range of issues, financial readers living in major Chinese Mainland cities (Beijing, Shanghai, and Guangzhou) have high expectations for business leaders to use social media to communicate with the public.

### Key Findings

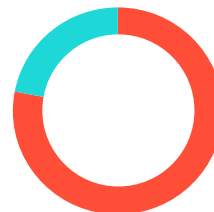
- **9 out of 10 financial readers trust a CEO who uses digital and social media over one who does not**, citing transparency and accessibility as top reasons why. This is 16 percentage points higher than the global average, indicating a significant opportunity for leaders in the Chinese Mainland to build and sustain trust domestically.
- **Financial readers in major Chinese Mainland cities place high expectations on business leaders to communicate via social media about their company.** 63% say it is very important, which jumps to 74% during a crisis.
- **Weibo is a key platform for leaders to reach a captive, external audience.** 81% of financial readers use Weibo and among those, 97% are frequent users of the platform. Further, 3 out of 5 financial readers believe company leaders should use Weibo to communicate with the public.

### The Landscape



**100%**

of financial readers say it is important for CEOs to actively communicate on social media about their company, compared to 89% globally.



**78%**

of financial readers will check a CEO's social media accounts when learning more about them.



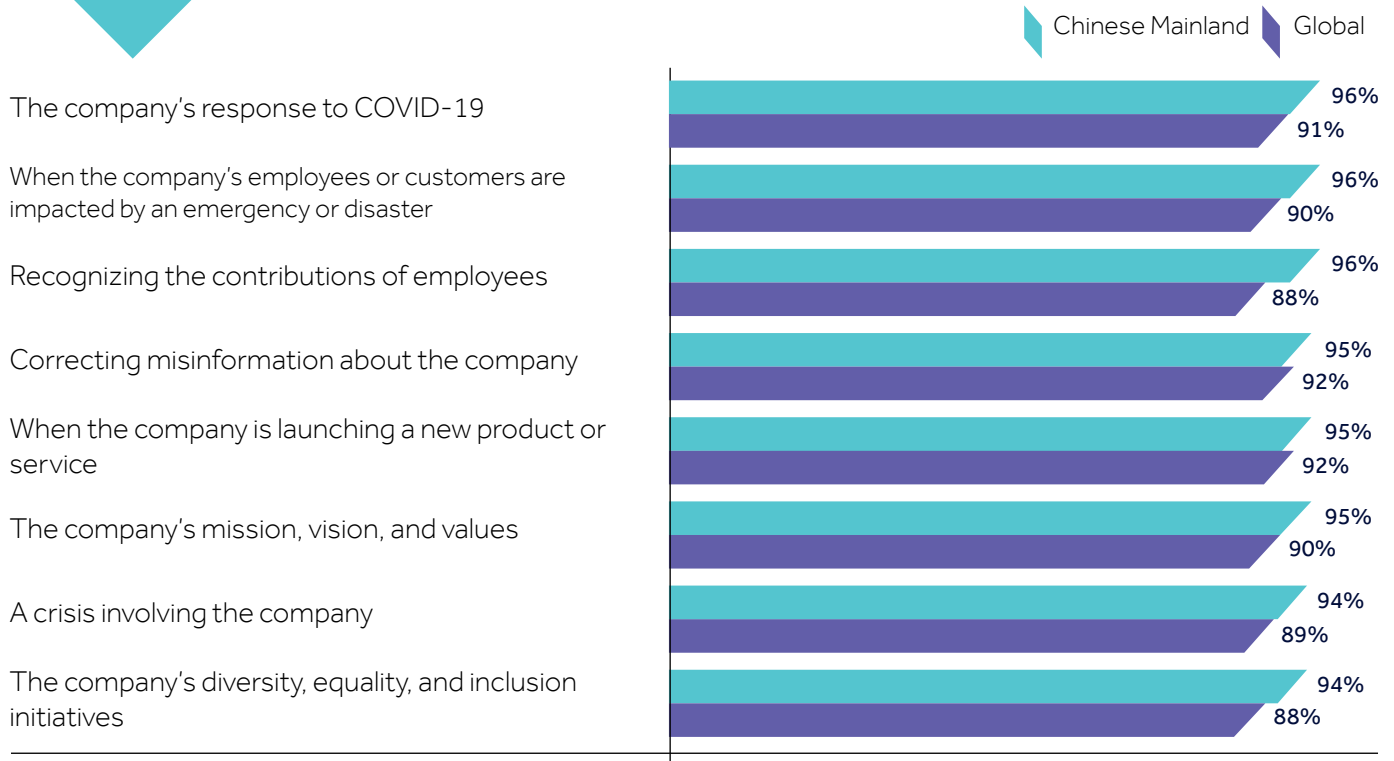
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## Across a range of issues, external stakeholders expect to hear from company leaders on social media.

Financial readers in major Chinese Mainland cities believe it is important for business leaders to communicate about these top issues 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)