

# The 2020 Worldcom Confidence Index

## What difference a pandemic makes

Words like unprecedented and cataclysmic have been used to describe the impact of the COVID-19 pandemic. The effects have been felt everywhere and many things have already changed for ever. With a social, commercial, political and personal environment that changes daily, there has never been a greater need for insight into where to focus leadership attention and action. That's why we are proud to provide the [2020 Worldcom Confidence Index \(WCI\)](#). Not only does it show which topics CEOs and CMOs are most engaged with, but also measures their levels of confidence or concern in handling them.

In September 2019, with the aid of [ASI](#), the experts in AI-augmented research, we scaled up our WCI report from survey responses by 540 business leaders, in seven of the world's largest economies, to analysis of online content posted by over 54,000 CEOs and CMOs worldwide. Over the last 12 months we have continued to invest in the WCI, adding 11 industry sectors, a number of new topics and 21 countries. We also responded to the need for continuous insight created by the pandemic, by releasing monthly WCI results, since April 2020, that provide a 'moving window' on the issues that are uppermost in CEOs/CMOs minds.

As a result, the 2020 annual report provides data for 36 countries and comparisons for 15. It provides the results for September 2020 and comparisons with September 2019. Our top 12 findings (the WCI 12) are summarized below. We encourage you to review the results globally, regionally and locally to inform your plans and guide your actions for 2021.

More details and further charts are available on our [WCI website page](#).

### #1

The pandemic drives leaders' confidence down 8% since 2019 - continuing the downward trend since 2018



### Only four topics (out of 21) see an increase in confidence



### #2

Are female leaders better at handling crises?



### #3

Communicating confidently with the media is seen as important to protecting brand image and reputation in 2021



Media consumption increases significantly during the pandemic

### #4

Confidence in four employee issues falls



### #5

Upskilling and reskilling bucks the trend

#1 topic for leader attention and confidence as the pandemic is accelerating the need for an upskilled and reskilled workforce worldwide



### #6

Confidence in the use of technology to collaborate and innovate shoots up



### #7

The pandemic drives biggest increases in leaders' engagement with issues since 2019



Both of these topics remain in the TOP FIVE TOPICS OF CONCERN for business leaders along with:

- Global trade agreements and tariffs
- The impact on business of the way political leaders communicate on social media
- Sexual harassment and other bad behavior

### #8

Leaders continue to focus on long term challenges with plastics and other sustainability issues



Organizations will need to communicate how they are addressing sustainability issues if they want to protect and enhance their reputation and build brand loyalty in 2021 and beyond

### #9

The 'rise of new influencers' keeps influencers as #1 audience for leaders



Brand communications shift toward relationship-based influencer marketing - making it the key part of communications strategy for 2021

### #10

Confidence rises in North America - now the most confident region



### #11

Industry sector confidence table points to the winners and losers of the pandemic



### #12

It pays to have a local view on leadership confidence



The WCI uncovers some marked differences in confidence between the 36 countries in the rolling study

TO VIEW THE FULL 2020 GLOBAL WORLD COM CONFIDENCE INDEX (WCI) RESULTS [CLICK HERE](#)

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