

# The Worldcom Confidence Index 10 - June 2020

June's update to CEO/CMO confidence and concerns reports on 30 countries – double the number reported on in May. It is a further demonstration of Worldcom's desire to provide global, regional and local insight that assists decision-making by business leaders.

The Worldcom Confidence Index (WCI) 10 – is drawn from over 54,000 CEOs and CMOs around the world. It highlights the issues that are uppermost in their minds as they respond to the rapidly changing landscape of the Covid-19 pandemic and navigate other significant business challenges. The June WCI 10 shows the main changes since May 2020.

## #1

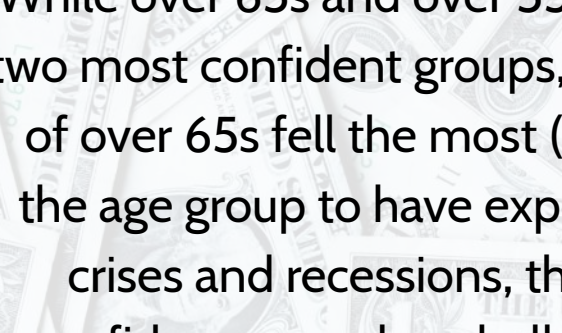
As predicted in May, the impact of the George Floyd murder saw brand reputation fall out of the top five CEO topics of confidence. Corporate image and brand reputation saw the third largest decline in confidence – down 5%

▼ 5%

Potential concerns over their handling of the crisis saw leaders' confidence in corporate image and brand reputation decline by 5%



India, the U.K. and the U.S. took the top three places for confidence in brand reputation



Bulgaria and Iceland had the lowest confidence

## #2

Decline in confidence of leaders aged over 65 may be a bellwether for the severity of the economic crisis to

▼ 4%

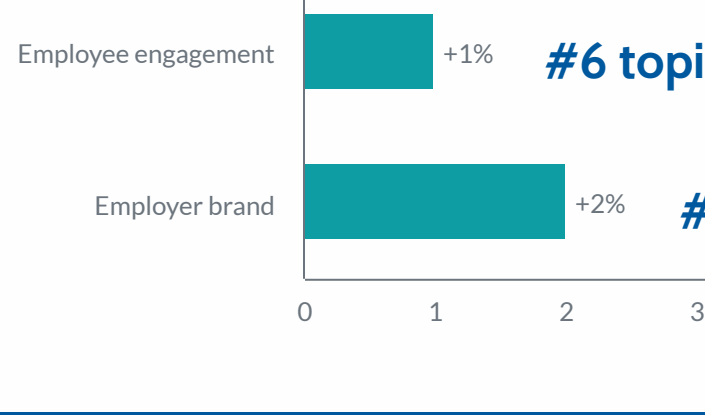
While over 65s and over 55s remained the two most confident groups, the confidence of over 65s fell the most (down 4%). As the age group to have experienced most crises and recessions, this decline in confidence may be a bellwether for the severity of the current crisis



Gen X – and Gen Z were the only age groups with below average confidence

## #3

As the financial implications of the pandemic began to bite, leaders' confidence in financial and economic influences on success saw the fourth largest decline (down 4%) to #18 on the WCI



Slovakia had the lowest confidence. The Netherlands had the third lowest confidence



The U.K. and the U.S had the highest confidence

## #4

Employer brand, keeping employees and giving them the new skills they need to be more productive in the 'new normal', all saw increases in leader engagement

### Engagement levels in the topics:



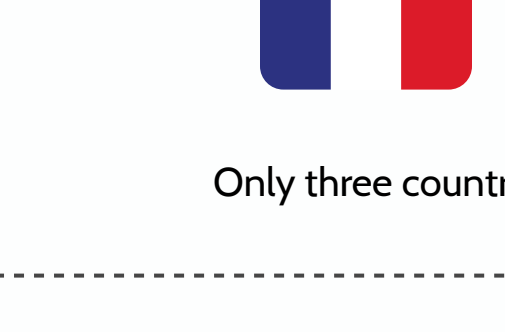
Employee related topics take five out of the top eight topic places

## #5

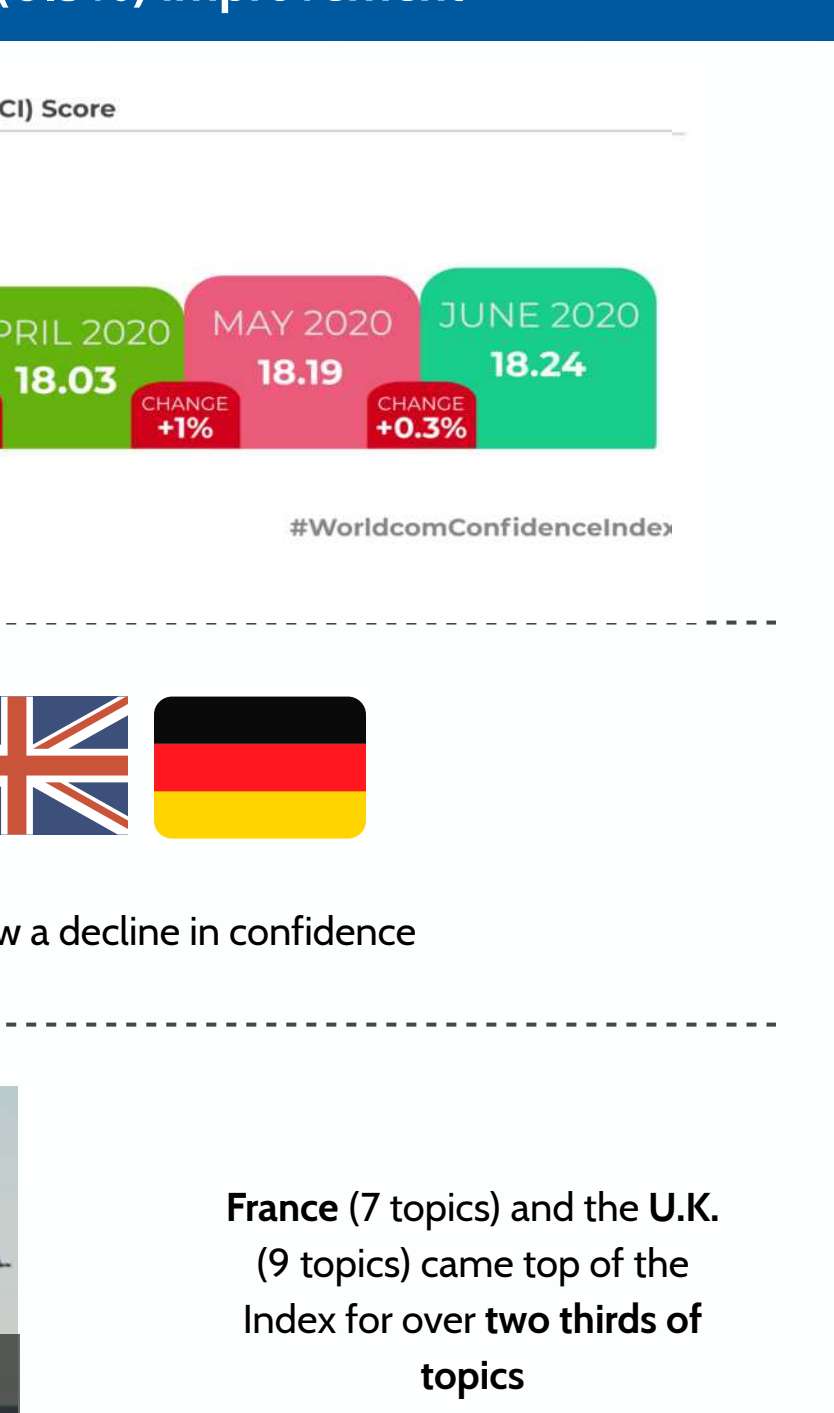
Confidence in using technology to collaborate and innovate saw the fourth largest fall. Perhaps this points to employees beginning to struggle with lack of face-to-face contact



UK and France were most confident



Russia and Bulgaria least confident



This topic was also the fifth topic of concern for CEOs. So, despite the surge in the use of applications like Zoom and Microsoft Teams, organisations may need help to use them in a way that aids effective collaboration

## #6

Reducing plastics and other sustainability issues saw the biggest increase in attention from leaders (up 7%) but the biggest fall in confidence – down 7%

▲ 7%

The topic engagement increased by 7% since May



Confidence declined by 7%. The topic moved down from #3 to #4 on the Worldcom Confidence Index. This may be a function of consumers becoming more active on sustainability issues



The U.S. and Russia were the most confident countries for sustainability issues and Iceland and Slovakia the least confident

## #7

Influencers extended their lead as #1 audience for leader attention – up 3% since May. But confidence in the ability to satisfy influencers fell by 8%. Customers and employees also saw increases in attention



Organisations are clearly trying to garner support for the decisions they take to position themselves for the recovery

▼ 8%

Confidence in the ability to satisfy influencers fell by 8% – demonstrating the levels of uncertainty leaders have about how influencers will react to the decisions they take to manage the crisis.

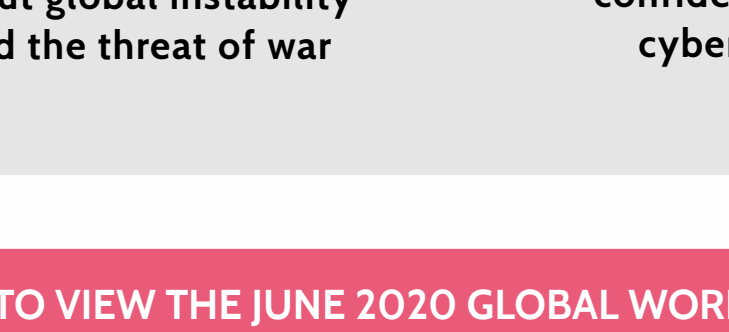
## #8

Confidence levels in June were 28% lower than in November 2019 despite a tiny (0.3%) improvement

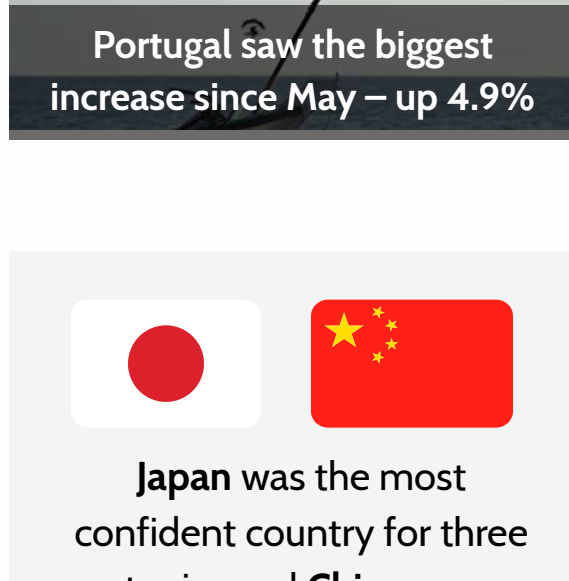


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#WorldcomConfidenceIndex



Only three countries saw a decline in confidence

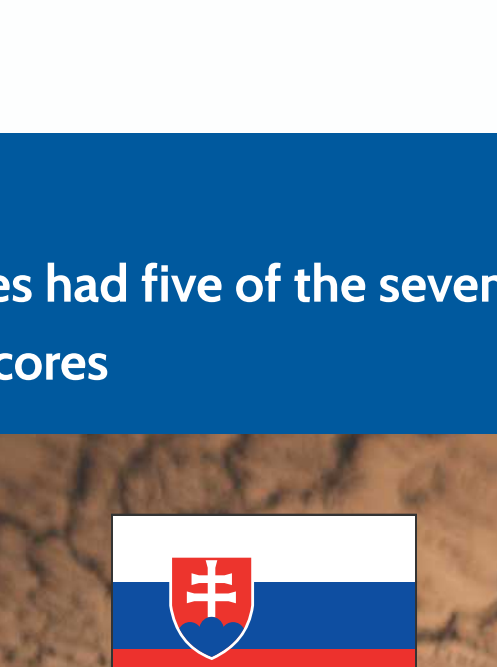


Portugal saw the biggest increase since May – up 4.9%

France (7 topics) and the U.K. (9 topics) came top of the Index for over two thirds of topics



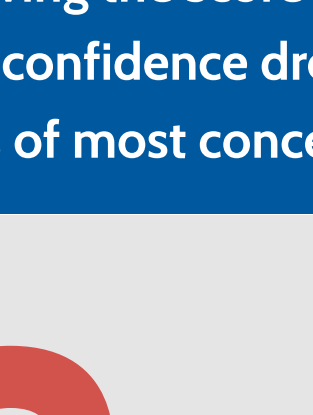
Japan was the most confident country for three topics and China one



## #9

Central and Eastern European countries had five of the seven lowest confidence scores

Countries in Central and Eastern Europe came bottom for 12 of the 23 topics. Bulgaria came last for six of those



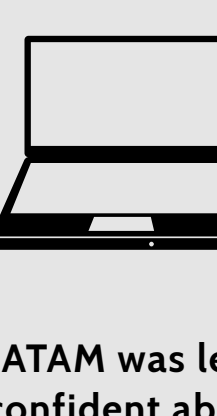
Slovakia had the lowest confidence score

## #10

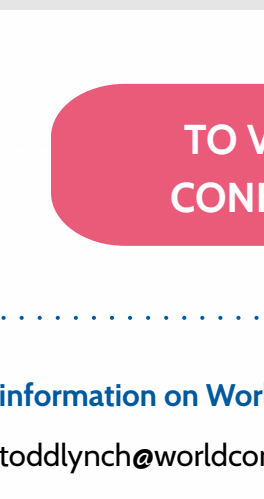
Australasia's confidence dropped 5% – leaving the score just above the Regional average. North America's confidence dropped 1%. Regions show clear variations in areas of most concern



All other regions saw an improvement in confidence



Australasia was least confident about attracting talent



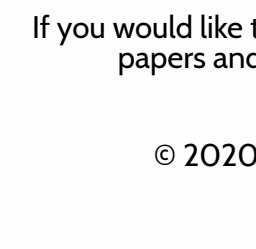
North America was least confident about handling sexual harassment and other bad behaviour



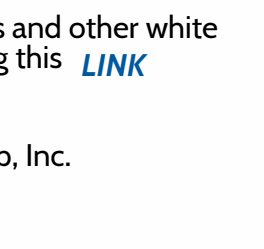
Asia was least confident about the impact of the way political leaders communicate on social media



Europe was least confident about reducing plastics and other sustainability issues



Africa was least confident about global instability and the threat of war



LATAM was least confident about cybercrime

TO VIEW THE JUNE 2020 GLOBAL WORLD.COM CONFIDENCE INDEX (WCI) RESULTS CLICK HERE

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