

The Worldcom Confidence Index 10 - May 2020

This month's update to CEO/CMO confidence and concerns across 23 topics and six audiences show which issues are uppermost in their minds as they respond to the rapidly changing landscape of the COVID-19 pandemic. The Worldcom Confidence Index (WCI) for May shows the main changes since April 2020.

Confidence levels decline for all 15 countries in the May study

Although the overall Worldcom Confidence Index (WCI) score stabilised with a 1% increase, the WCI score for all 15 countries we feature fell since April.

Global Worldcom Confidence Index (WCI) Score



all significantly impacted by the pandemic, saw the biggest falls in confidence since April

Four countries come bottom for most of the topics: • Mexico - bottom for 12 topics

times higher than the decline in Australasia • Brazil three topics (-7%)Japan was the most confident country for customer satisfaction and upskilling and reskilling employees – both essential to a strong recovery to the crisis

France (9 topics) and the U.K. (8 topics) came top of the Index for over two thirds of

topics

topics take five out

of the top seven

• Russia and Portugal four each

Employee-related topics received more attention from leaders as Engagement levels in the topics:

they adjust their COVID-19 recovery strategies. But confidence in the ability to address them declined. #1 topic: +56% #2 topic: +45% #5 topic: +32% Employee related

topic places #7 topic: new topic in May **Employer brand** 20 50 Confidence in addressing the topics:

-16%

-15%

-18%

+25%

#6 topic:



#4 The impact and role of the media became the #3 topic

leaders, but... confidence in handling the media fell **V** 10%

#5

In the heart of the COVID-19 crisis, confidence in the

ability to manage a crisis continued to slide

15%

Leaders may be

underestimating the

increased risk of harm from

industrialised cybercrime

bearing in mind the rash of

COVID-19 related scams and

the number of people forced

to work from home

Crisis management had the fourth lowest score – down 15% and one place on the Index And... Confidence about the impact of the way political leaders

communicate on social media continued to leak away

#6

- up from #4 in April

13%

The impact of the way

political leaders communicate

on social media had the third

lowest score and declined a

further 13% since April

The U.K., India and the U.S.

take top three places for

confidence in handling

cybercrime

Influencers extended their lead as #1 audience for leader attention - up 10% since April 10% and ...

in attention

Confidence in the ability to satisfy

employees fell by 10% -

demonstrating the levels of

uncertainty leaders have about the

impact of the crisis on employees

increase in attention from leaders

The topic engagement increased by 44% since April. This may be a

recognition that people have become much more aware of

to the same behaviour as before the pandemic

In relative terms, leaders seem more confident about

44%

#8

handling this topic than most others. Despite a confidence decline of 11% the topic moved up to #3 on the Worldcom Confidence Index However, consumers are increasingly expecting organisations to take an active stance on topics like this and some organisation may need to be more proactive or

lose consumer confidence in them

Over 55s remained the most confident leaders – no doubt

drawing on experience of many crises

Youngest leaders saw confidence

plummet – down 17% since April

- as the full extent of the impact

of COVID-19 became clearer

CEOs and CMOs shared the same five main concerns for the first time The bottom five topics for confidence were also the five topics of most concern for CEOs and CMOs. This is the first time they have shared the same concerns:

their confidence levels fall by one to two percent

Sexual harassment and Crisis management other bad behaviour

TO VIEW THE MAY 2020 GLOBAL WORLDCOM For more information on Worldcom please contact:

Public Relations Group

Government and legislative change the way political leaders communicate

Global trade agreements and tariffs on social media



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CONFIDENCE INDEX (WCI) RESULTS CLICK HERE If you would like to discuss this guide please contact: crispinmanners@worldcomgroup.com

2018

Only three countries had above global average confidence in May – U.S., U.K. and India – although all three also saw a decline in confidence ranging from 7% down to 13% down

LATAM's confidence plummeted down 21% - three

China was top for confidence in the ability to drive productivity through employee engagement another key requirement if organisations want to emerge strongly from the crisis

Upskilling and reskilling

Retaining talent Economic migration Employee engagement

Upskilling and reskilling i.e. how to reskill people to the needs of a changed world How to retain the best talent

How to make people more productive through engagement How to attract new talent to meet

for leaders' attention but confidence in handling it fell 42% increase in engagement by

Handling cybercrime had the highest confidence in May

Customers, employees and governments also saw increases

Reducing plastics and other sustainability issues saw further environmental issues during the lockdown and seem keen not to return

Gen X – previously the least confident generation saw another significant drop (down 7%) Over 55s remain the most confident age group They retain above global average confidence but did see

Impact on business of