

The Worldcom Confidence Index 10 - April 2020

The **Worldcom Confidence Index (WCI)** highlights concerns/confidence across 24 topics and six audiences. We have outlined the top 10 findings in what we call "The Worldcom Confidence Index 10."

#1

Confidence levels continue to slide – down 9.5 percent

Global Worldcom Confidence Index (WCI) Score

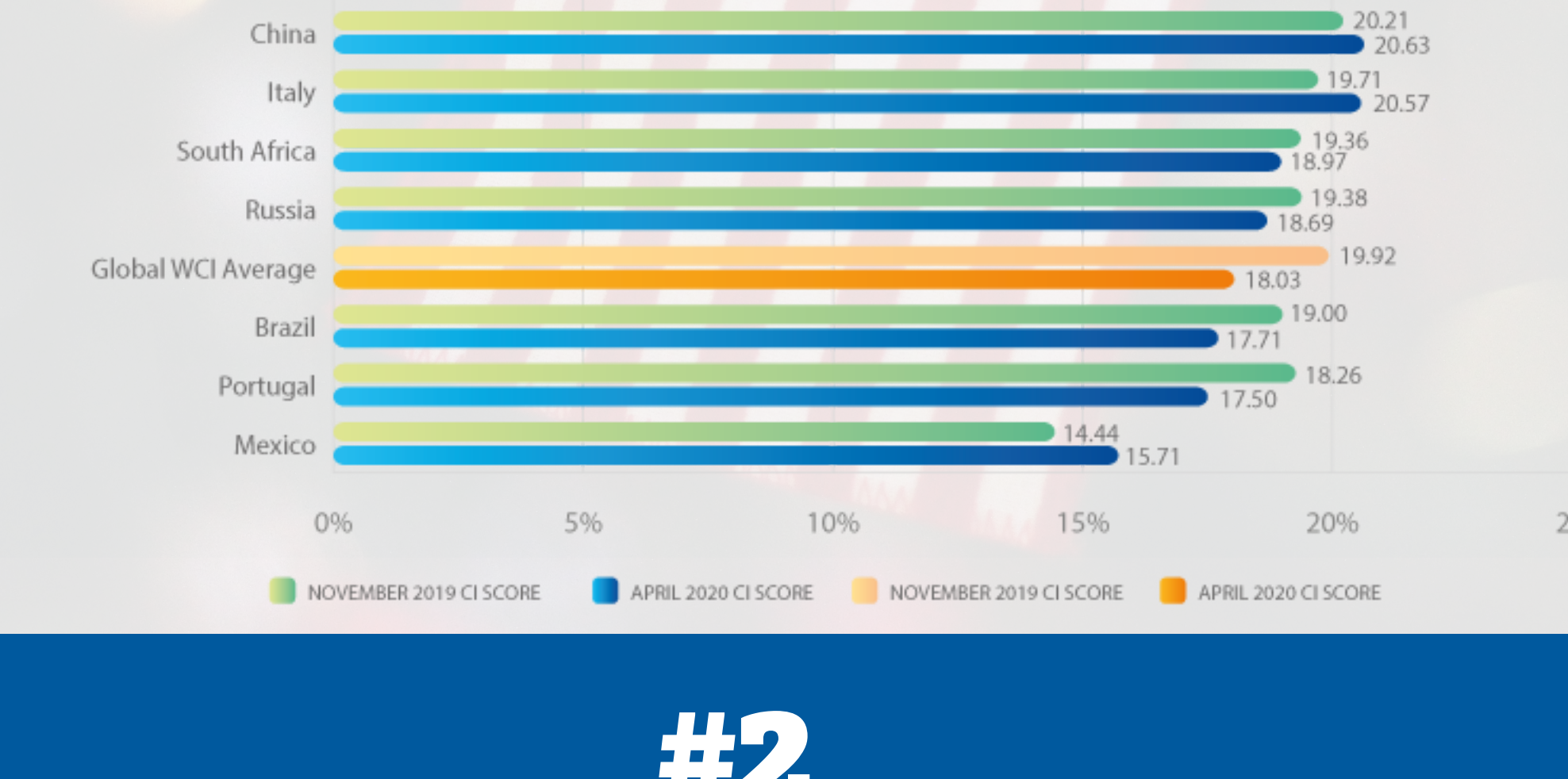


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#WorldcomConfidenceIndex

The United States is the biggest riser (up 25 percent) but confidence still lower than 2018 levels

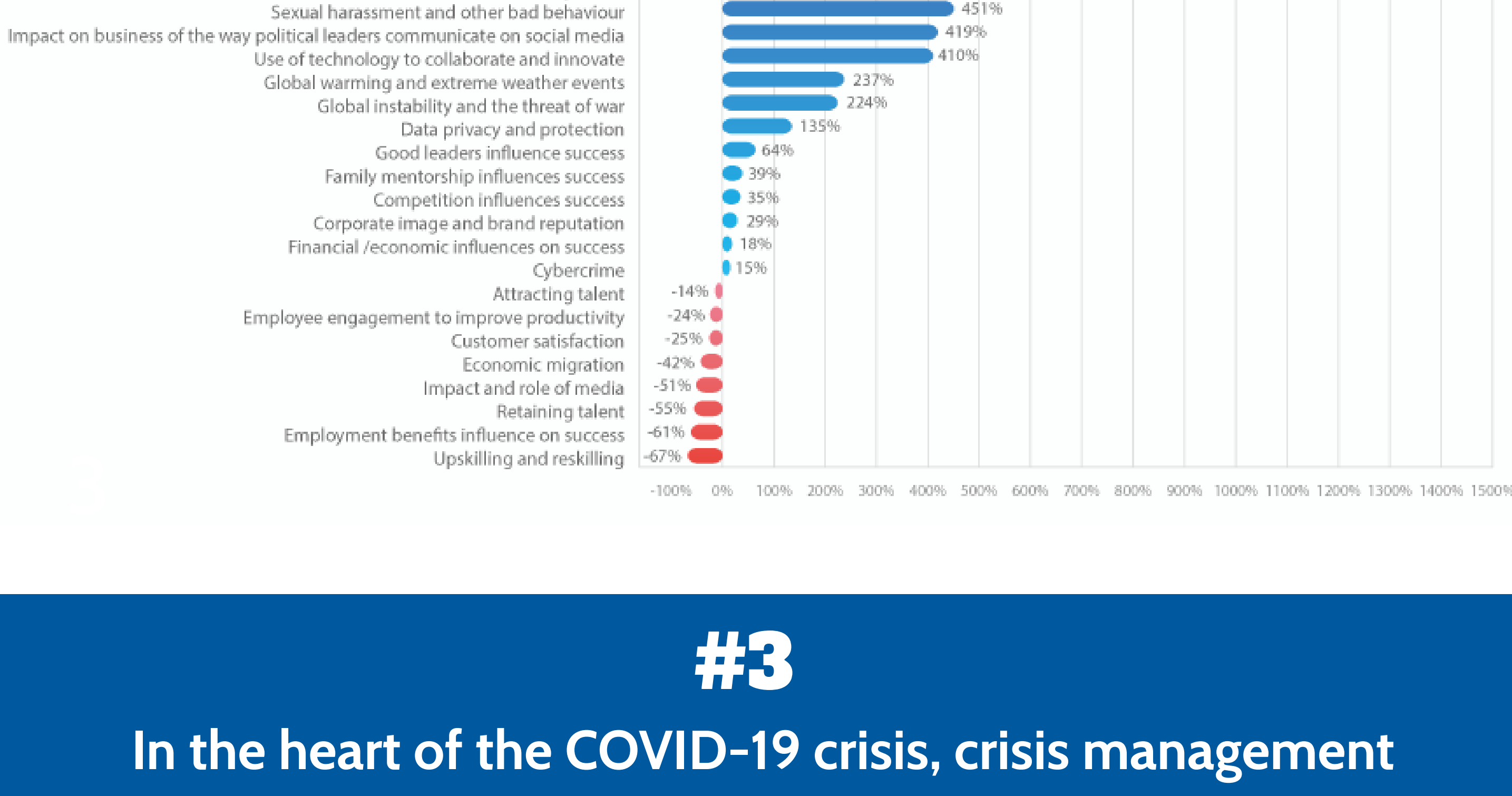
April 2020 Worldcom Confidence Index by Country - %age change since 2019



#2

Government and legislative change sees huge rise in attention (up 1280%) and the lowest confidence of all topics

Leaders' engagement level for topics in April 2020 - %age change since 2019



#3

In the heart of the COVID-19 crisis, crisis management has fifth lowest Worldcom Confidence Index score

April 2020 Worldcom Confidence Index by Topics



#4

Influencers remain #1 audience, but suppliers see huge increase in leader attention – up 273 percent

Changes in leaders' attention to audiences



#5

The impact and role of the media becomes the #1 topic for leaders' attention

#1 IMPACT AND ROLE OF MEDIA

#2 RETAINING TALENT

#3 UPSKILLING & RESKILLING



#6

Employee-related topics continue to feature high on leaders' agenda and take four of the top six topic places

RETAINING TALENT – the #2 topic

UPSKILLING AND RESKILLING – the #3 topic

EMPLOYEE ENGAGEMENT – the #5 topic

ECONOMIC MIGRATION – the #6 topic

#7

Plastics and Weinstein effect create outliers in Index dominated by the impact of COVID-19

▲ 451%

The topic of sexual harassment increased by a massive 451% and confidence in handling it was the second lowest on the Index

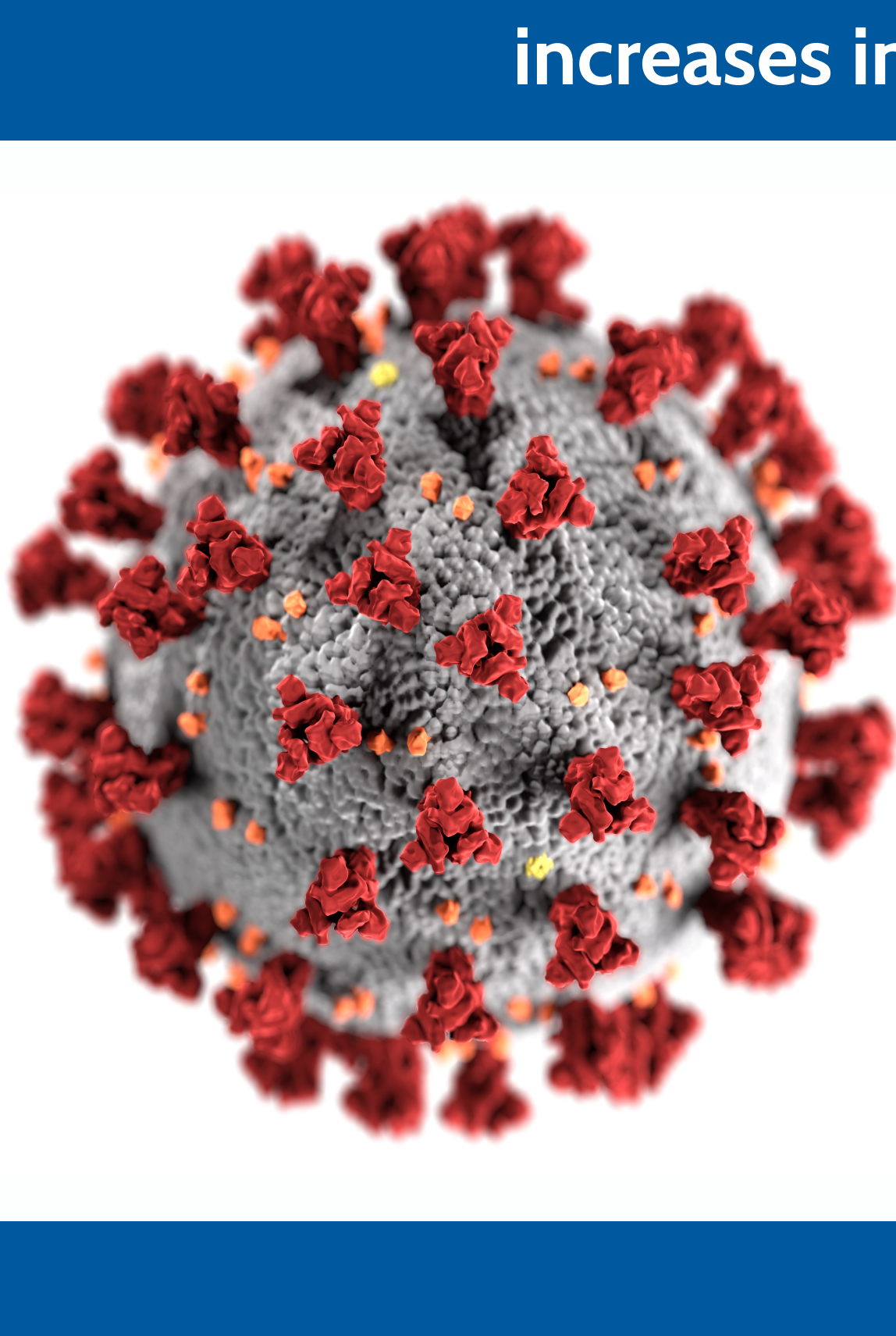


Reducing plastics and other sustainability issues was a new entrant at #4 in the topic Index

But leaders seem quite confident about handling this with the third highest Worldcom Confidence Index score

#8

Responses to the COVID-19 pandemic drive huge increases in topic engagement



▲ 1280% Government and legislative change

▲ 779% Global trade agreements and tariffs

▲ 472% Crisis management

#9

The impact of the way political leaders communicate on social media is up 419%

Change in confidence for impact of the way political leaders communicate on social media



#10

Over 65s are the most confident leaders – no doubt drawing on experience of many crises

Generation X leaders are least confident, and the only age group with below average confidence

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

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