

The Worldcom Confidence Index 10 - August 2020

<u>The Worldcom Confidence Index (WCI) 10</u> provides a 'moving window' update on business leaders confidence and concerns, which is drawn from content 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 August WCI 10 shows the main changes since July 2020 and now provides a detailed picture for 31 countries. This month we have also identified the main trends across 11 business sectors from communications services to utilities. This is a further proof of Worldcom's desire to provide global, regional, and local insight that assists decision-making by business leaders.

#1 The gentle upward trend in global confidence continued in August



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#2

The main topics of focus remained unchanged since July

The top 10 topics are solidifying as the ones leaders think are key to the recovery

Employees with the right skills are seen as most important to the recovery – but confidence in dealing with employees was below average for audiences

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Employee-related topics represented 5 of top 7 topics for CEOs and CMOs:

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#1 Upskilling and reskilling#2 Retaining talent
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Organisations need to communicate clearly what they will do to ensure that employees have the skills needed to succeed in a changed world

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Leaders also see the media and how they influence success as important as this topic featured at #3 for leader engagement Sustainability issues remained at #4 for leader engagement - organisations will need to communicate how they are addressing sustainability issues if they want to protect and enhance - their reputation



Satisfying customers was the fourth area of focus, featuring at #8 for leader engagement staying in tune with changed customer expectations will be vital to success

Corporate image and brand reputation featured at #9 for leader engagement - this shows that the reputational issues

Financial and economic influences rounded out the

relating to employees, the media, sustainability and customers is high on leaders' agenda

areas of most importance at #10 for leader engagement

Leaders are clearly trying to focus on the areas that matter to their business survival and recovery



#3

The top five areas of concern remained the same since July

These are - in increasing levels of concern:

Crisis management

Sexual harassment and other bad behavior

The impact of the way political leaders communicate on social media

Government and legislative change

Global trade agreements and tariffs



Worldcom Confidence Index data is now available for Thailand



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Three countries took the #1 position for confidence for 19 of the 23 topics



France took the #1 position for confidence for 10 topics

The U.K. took the #1 position for confidence for five topics



Japan took the #1 position for confidence for four topics



Bulgaria took the last position for confidence for four topics

Five countries took the last position for confidence for 16 topics



Iceland, Slovakia, Thailand and Russia took the last position for confidence for three topics each

INDUSTRY SECTOR TRENDS

This month we have identified the main trends across 11 business sectors from communications services to utilities

#6

Leaders in the utilities, healthcare, IT and industrial sectors had above average confidence. Leaders in the energy sector had the lowest confidence



#7

Regional differences in confidence by sector



Leaders in **Asia** were more confident than their peers in **two** sectors: Communications services, Consumer discretionary Leaders in Africa were more confident than their peers in three sectors: Consumer staples, Financials, Industrials

Leaders in **Europe** were more confident than their peers in only **one** sector: Energy

The same score as North America

Leaders in LATAM were more concerned than their peers in five sectors: Consumer Staples, Healthcare, Industrials, Information Technology, Real estate

Leaders in Africa were more concerned than their peers in five sectors: Communications services, Consumer discretionary, Energy, Materials, Utilities

Leaders in **Europe** were more concerned than their peers in **one** sector: Financials

#8 IT was the most confident sector in 12 of the 31 countries featured

Industrials was the most confident

sector in eight countries





#9

The confidence in topics in each sector shows some interesting sectoral differences



Leaders in the **communications services** sector were most confident about their ability to upskill and reskill employees, but most concerned about their employer brand and general brand reputation

Leaders in the **consumer staples** sector were most confident about customer satisfaction, but most concerned about the impact and role of the media





Leaders in the **healthcare sector** were most confident about the use of technology to collaborate and innovate. The COVID-19 pandemic has seen this sector lean heavily on technology to meet new needs. Leaders in this sector were most concerned about sexual harassment and other bad behavior.

Leaders in the **IT** sector were most confident about upskilling and reskilling, and most concerned about crisis management





Leaders in the **real estate** sector were most confident about retaining talent, and most concerned about the way political leaders communicate on social media.

Leaders in utilities were most confident about upskilling and reskilling, and most concerned about reducing plastics and other sustainability issues.





CMOs in the energy sector had the lowest confidence level of all sectors

This possibly points to the reputational challenges faced by this sector around sustainability issues which was the fifth highest topic of concern for leaders in this sector.



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