

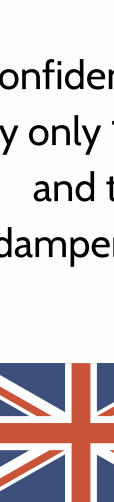
The Worldcom Confidence Index 10 - July 2020

July's update to leaders confidence and concerns draws upon content created by CEOs and CMOs from all around the world. A detailed picture is now available for 30 countries from Malaysia to Russia and Belgium to Canada. This is double the number reported on in May and further proof 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. 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 July WCI 10 provides a 'moving window' on how CEOs are feeling. It shows the main changes since June 2020.


#1 While global confidence remained flat, countries emerging from lockdown saw a surge in confidence. But will this be sustained if the virus returns?



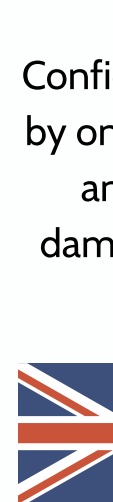


26%

Confidence of leaders in China increased by 26%. This is over three times the increase in the U.S. (8%) where some individual states continue to struggle with the impact of the pandemic.



8%



12%

Confidence in the UK improved by only 12% as local lockdowns and the spectre of Brexit dampened down confidence.

European countries saw some of the biggest improvements


20-24%

Confidence of CEOs and CMOS from The Czech Republic, Sweden, Italy, the Netherlands, Russia, Finland, Poland, Denmark and Belgium increased between 20% and 24%.

#2 Millennials became the second most confident age group.

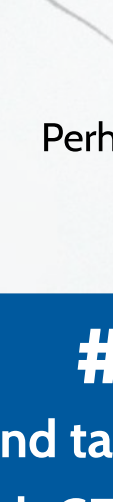
Millennials are a group that is 'Purpose' driven.

This increase in their confidence may be a function of [higher performance by purpose-driven companies](#).



20%

GEN X




22%

GEN Z

Perhaps flexible working suits Gen Z the most.


Gen X – and Gen Z remained the least confident but saw the biggest increases in confidence since June – rising by 20% and 22% respectively.

#3 Global trade agreements and tariffs was the topic of most concern for both CEOs and CMOs.




6 PLACES

This topic is now bottom of the WCI – falling six places since June.



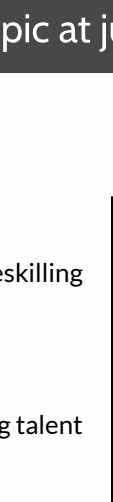
Leaders from Portugal had the lowest confidence in this topic.




#1

France - the most confident country on the WCI for this topic – had confidence levels over two and a half times higher than Portugal.

#4 Leaders focused on the new skills needed to succeed in a world changed by COVID-19. Upskilling and reskilling saw the largest rise in engagement since June – up 63% and remained the #1 topic.

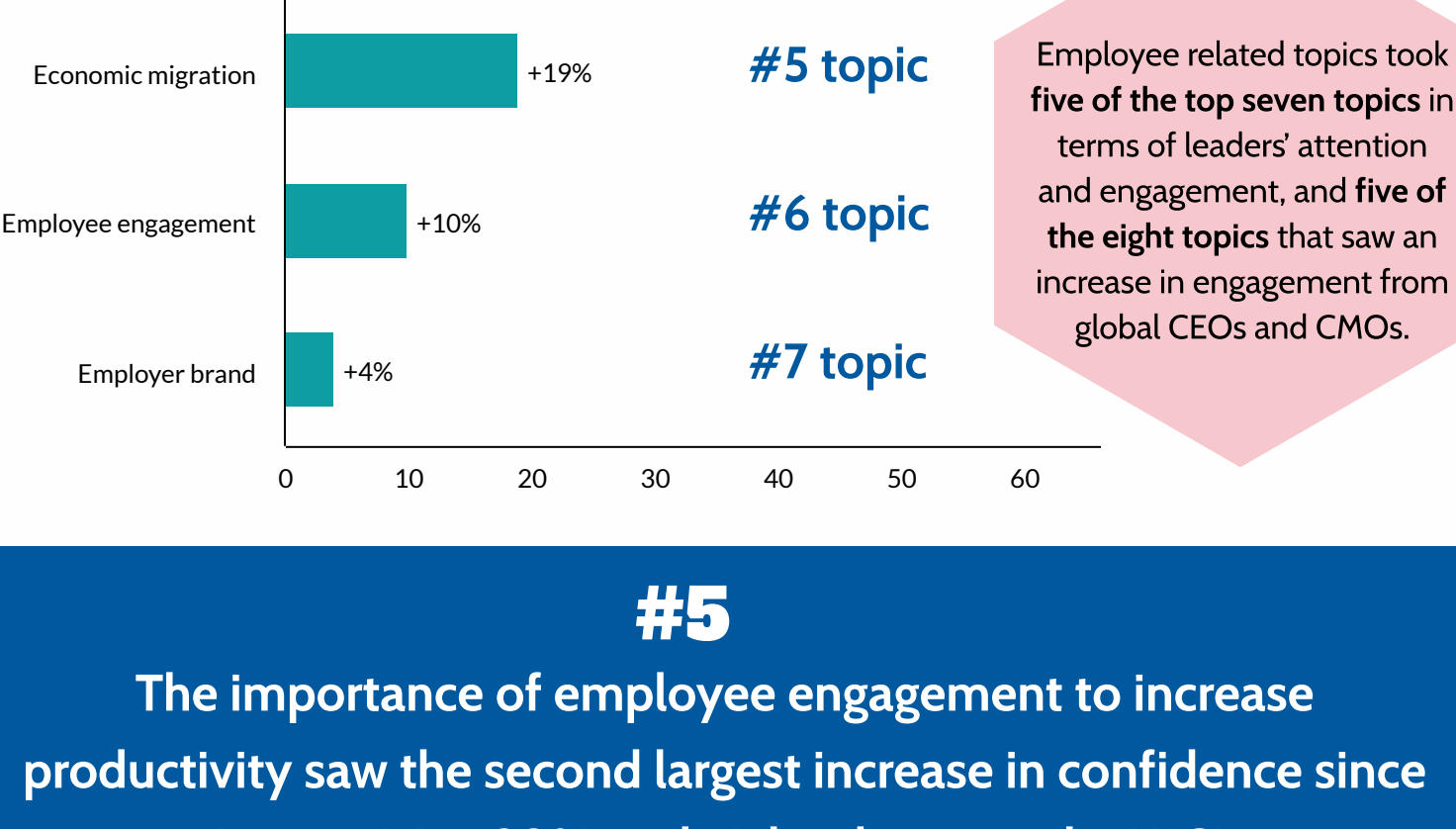


Hungarian leaders had the lowest confidence for this topic at just 11.95.




#1

Japanese leaders' confidence was almost three times higher at 34.55, making Japan the #1 country on the WCI for this topic.




#5 The importance of employee engagement to increase productivity saw the second largest increase in confidence since June – rising 28% and eight places on the WCI.




28%

confidence in the ability to drive engagement through employee engagement.



Leaders from China - the #1 country on the WCI for this topic – had confidence levels almost six times higher than Slovakia at 23.01.



Leaders from Slovakia had the lowest confidence in the ability to drive employee engagement at just 3.86.

#6 Confidence in using technology to collaborate and innovate saw the largest rise in confidence – up 38% since June. This topic is #2 on the Worldcom Confidence Index in July.

#1



France's confidence is two and half times higher than Iceland's and makes France the #1 country on the WCI for this topic.




Iceland's leaders had the lowest confidence for this topic at just 12.92.




Surprisingly, as many of the applications that are used to collaborate originate in the U.S., the U.S. had below average confidence for the topic.


#7 Crisis management and sexual harassment remained on the list of topics causing both CEOs and CMOs the most concern.

#1



The U.K. - the #1 country on the WCI for crisis management – had confidence levels over two and a half times higher than Russia.





Leaders in Russia and Bulgaria had the lowest confidence in the ability to protect a brand in a crisis – both below nine points on the WCI.

#8 Influencers - including the new types of influencers - continued to extend their lead as the #1 audience for leader attention – up 26% since June

With so many issues to contend with – from COVID-19, to recession, extreme weather and diversity and inclusion – leaders are looking to influencers to help address these concerns.



4%

Confidence in the ability to satisfy influencers had the lowest increase of all audiences in July – up just 4%.

#9 Malaysia, the latest country to be added to the Worldcom Confidence Index, is #16 on the country list with a score just below average.

Leaders in Malaysia were most confident about **upskilling and reskilling** and least confident about handling issues such as **sexual harassment and other bad behavior**.

Leaders in Malaysia had the highest topic engagement with **retaining talent** and lowest with **government and legislative change**.

#10 Latin America had the lowest confidence score for a Region but saw the largest increase since June – up 20%

4%

North America's leaders remained the most confident out of all regions in July but saw the smallest increase in confidence at just 4%.



LATAM's leaders saw the biggest rise in confidence since June, but their confidence level is still the lowest of all Regions.

Australasia's leaders

- most confident about cybercrime
- least confident about retaining talent

North America's leaders

- most confident about upskilling and reskilling
- least confident about handling issues such as sexual harassment and other bad behavior

Europe's leaders

- most confident about the use of technology to collaborate and innovate
- least confident about reducing plastics and other sustainability issues

Asia's leaders

- most confident about upskilling and reskilling
- least confident about employee benefits

Africa's leaders

- most confident about upskilling and reskilling
- least confident about handling issues such as sexual harassment and other bad behavior

LATAM's leaders

- most confident about upskilling and reskilling
- least confident about cybercrime