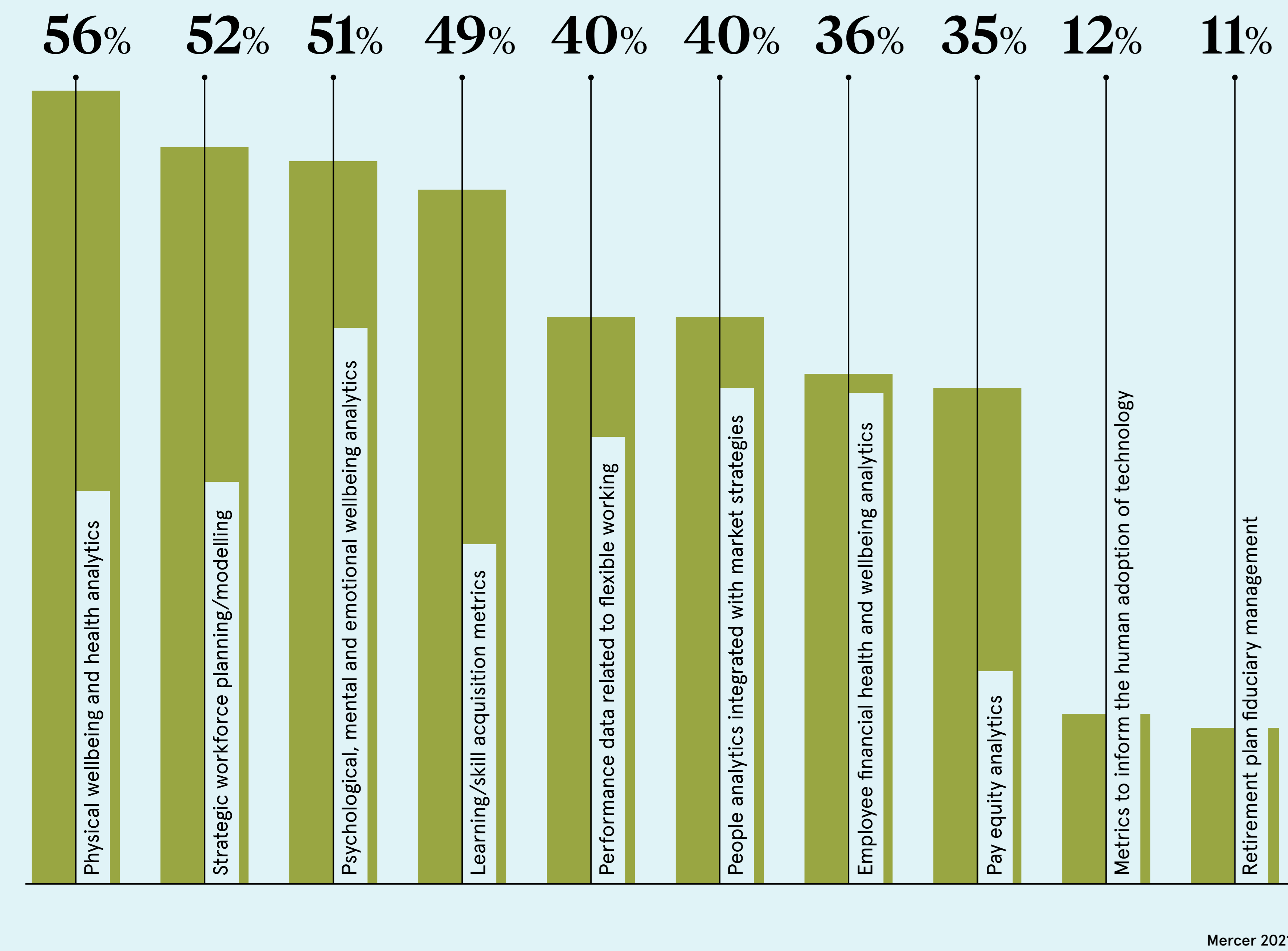


CEOs WITH PURPOSE

In times of crisis, people look to strong figures for reassurance - be that government officials, community leaders, or business directors. Increasingly, though, employees and members of the public are demanding more from CEOs than a safe pair of hands; they want business leaders to have purpose. From employee engagement to ESG concerns, COVID-19 has shaken expectations of what it means to lead and it's never been clearer that it pays to care

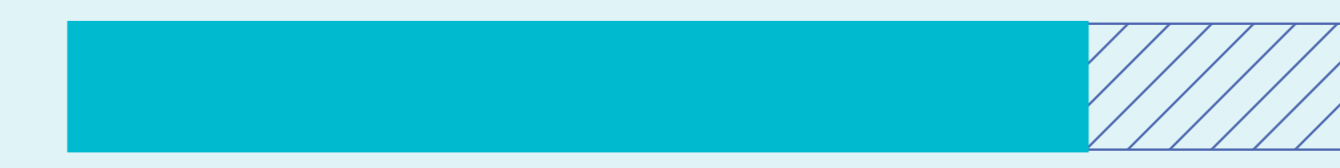
USING DATA TO SUPPORT PURPOSE

The percentage of organisations who have plans to use data analytics in the following areas



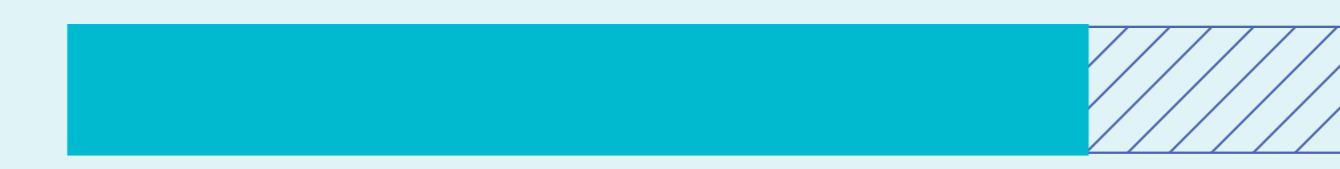
79%

of CEOs say they feel a stronger connection to their company purpose since the COVID-19 crisis began



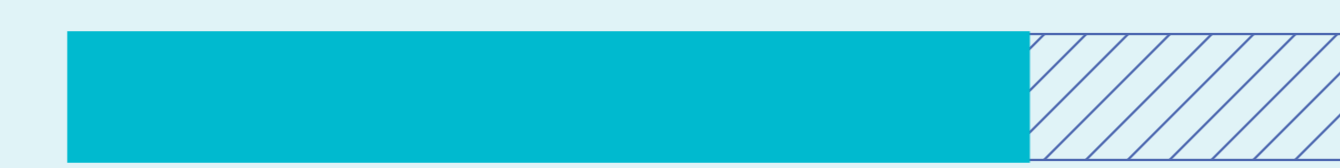
79%

said they had to re-evaluate their purpose as a result of COVID to better address the needs of their stakeholders



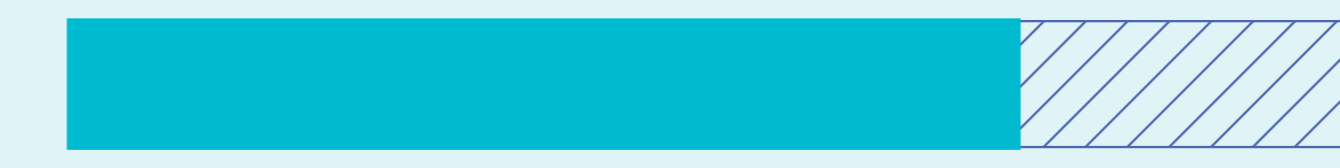
77%

say their purpose has helped them understand what they need to do to meet the needs of stakeholders, employees, communities, customers, partners and investors



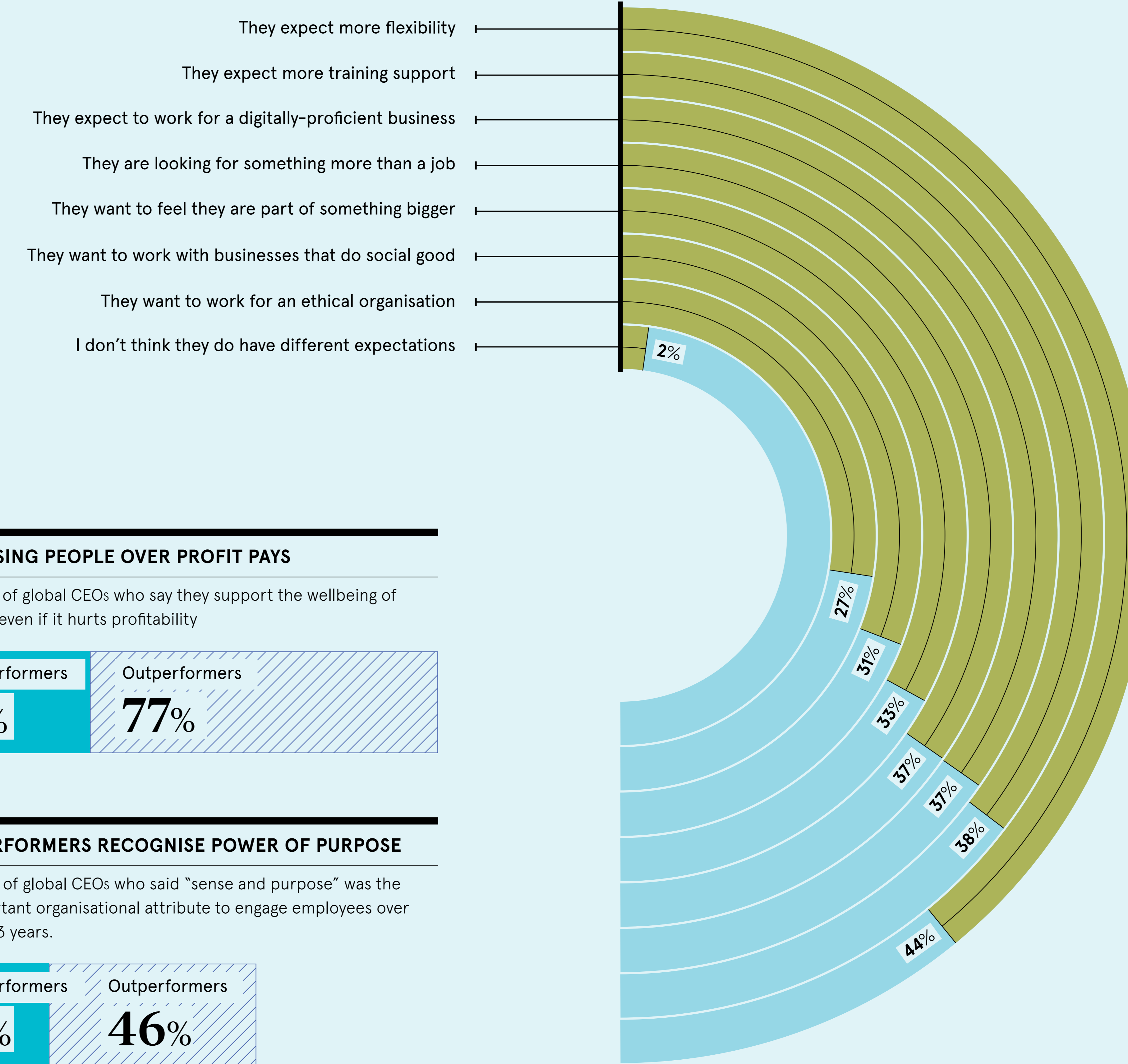
74%

say their response to the pandemic has caused their focus to shift to the social component of their ESG programme



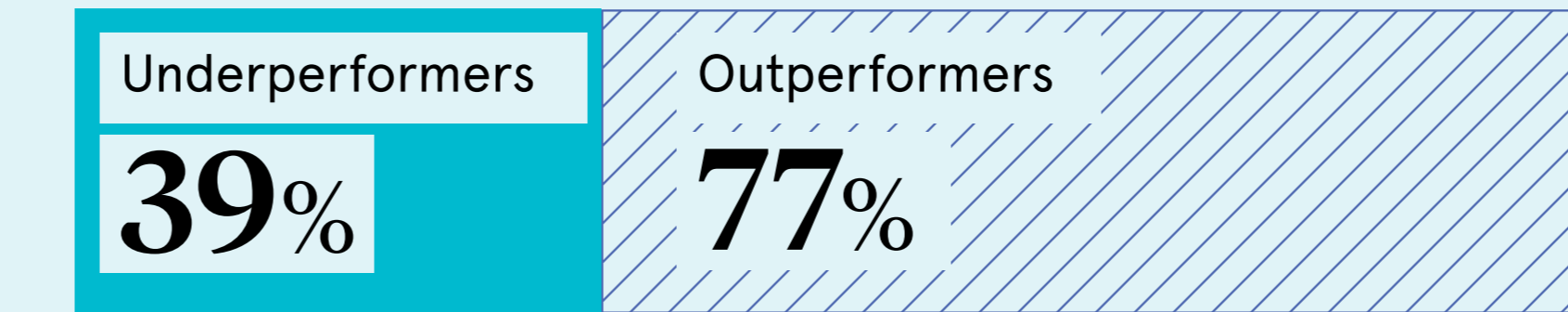
THE PURPOSEFUL CEO UNDERSTANDS WHAT DRIVES EMPLOYEES

Percentage of global CEOs who believe the new generation of workers look for the following in a job, compared with previous generations



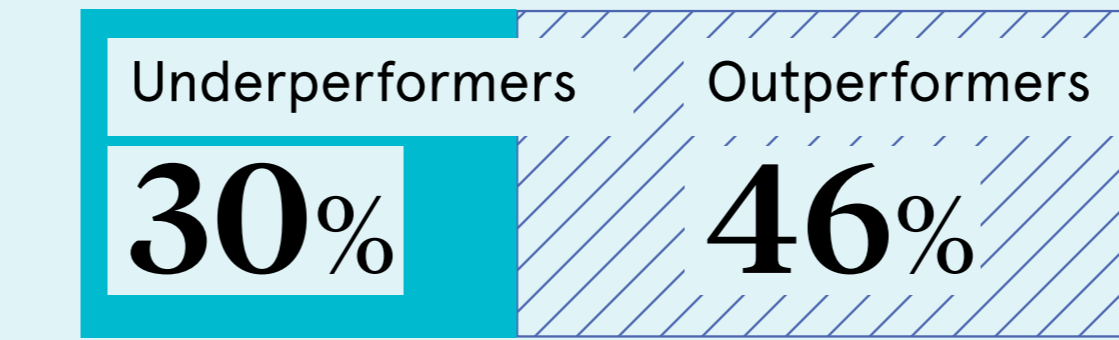
PRIORITISING PEOPLE OVER PROFIT PAYS

Percentage of global CEOs who say they support the wellbeing of employees even if it hurts profitability



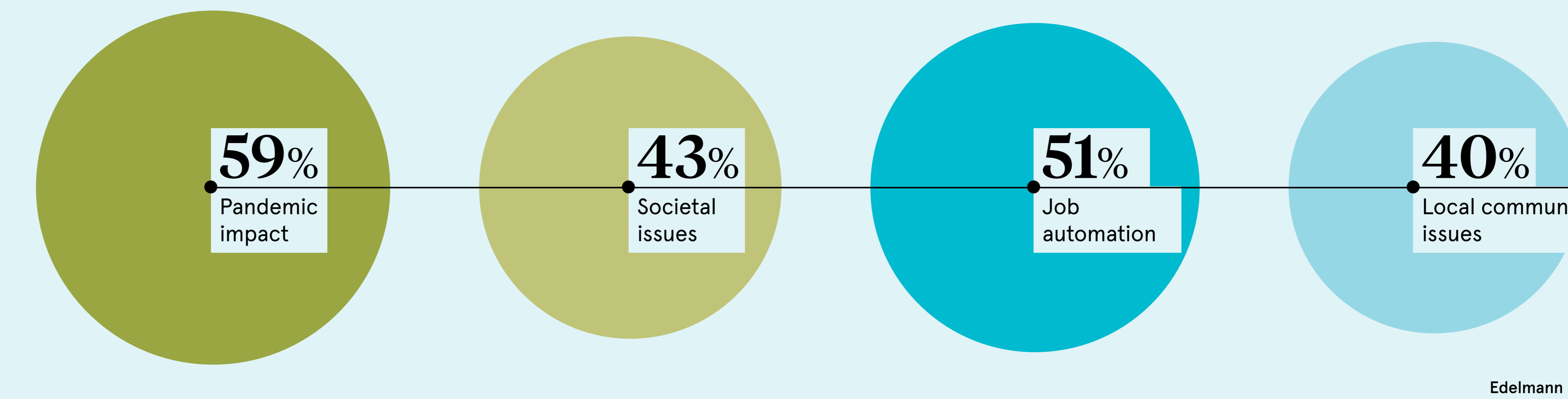
HIGH PERFORMERS RECOGNISE POWER OF PURPOSE

Percentage of global CEOs who said "sense and purpose" was the most important organisational attribute to engage employees over the next 2-3 years.



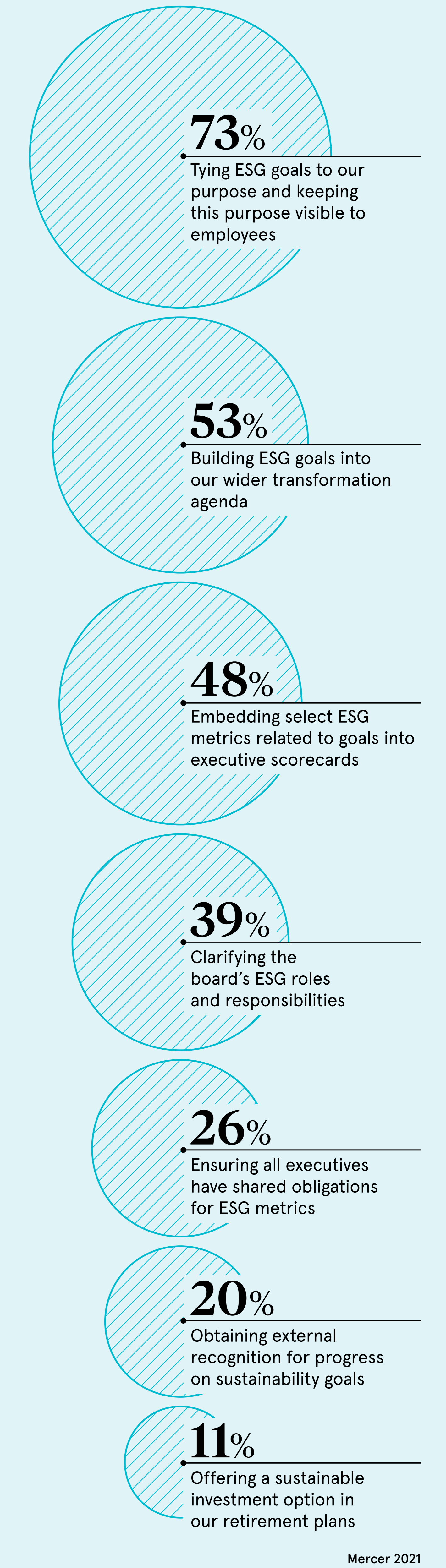
PEOPLE DEMAND CEOs TAKE A STANCE

Percentage of respondents in this year's Trust Barometer who say they expect CEOs to speak out about the following societal challenges



HOW COMPANIES ARE PUTTING PURPOSE INTO PRACTICE

Percentage of organisations who are taking the following actions to make ESG concerns a priority.



PURPOSE-LED CEOs ARE...

