

# Executive Communications Survey 2020

## Summary of Results

EXECUTIVE  
COMMUNICATION  
COUNCIL

# Who Responded:

Hosted and reported by: TWI SUR EYS

### Administered June 2020


**Respondents**  
N = 105




**Directly support your organization's CEO**  
Yes **76.5%**      N: **23.5%**

### Executives you directly support

38% 1  
43% 2 - 5  
15% 6 - 12  
4% More than 12




### Budget for exec comms




43% Less than \$100k  
39% \$101 - \$500K  
7% \$501 - \$1 MM  
8% \$1 - 3 MM  
3% \$3M+

### Size of exec comms team




More than 6 9%	Less than 1 11%
4 - 6 23%	1 22%
2 - 3 36%	

### Sector



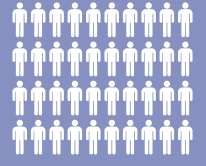
9% Technology	14% Financial
5% Manufacturing	2% Service
6% Health care	21% Non-Profit
5% Consumer goods	10% Government
6% Retail	3% Transportation
1% Resources	16% Other
4% Utility	

### Approximate annual revenues



More than \$2 billion 50%	Less than \$50 million 15%
\$1 billion - \$2 billion 8%	\$50 - \$149, 999 million 7%
\$500, 000 - \$999,999 million 13%	\$150, 000 - \$499, 999 million 7%

### Approximate # of employees



100,000+ 7%	Less than 1,000 27%
50,000 to 100,000 8%	1,000 to 9,999 30%
10,000 to 49,999 29%	

# About You:

How have you spent your time in the last three months?



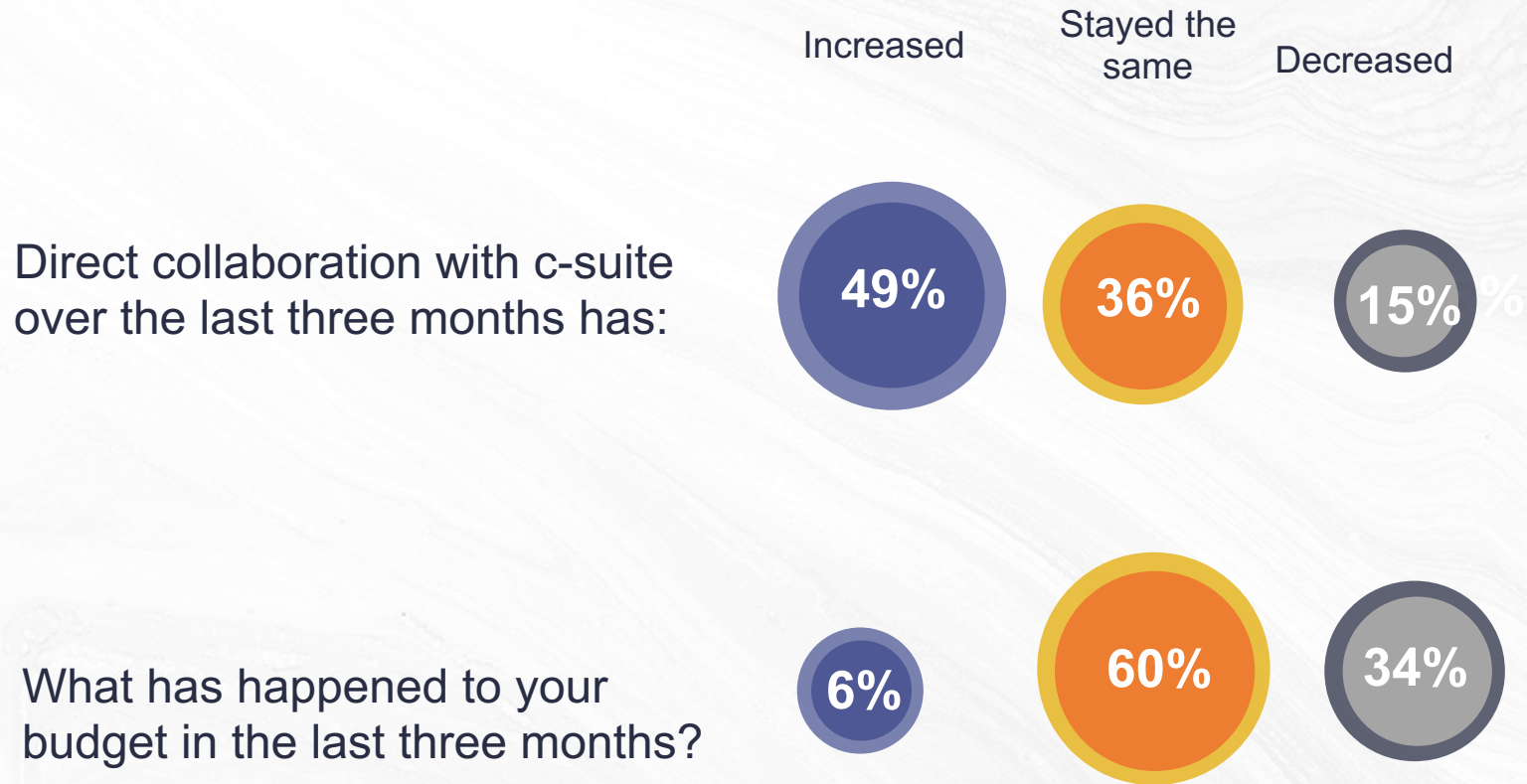
- **49%** Pulled in all directions to meet stakeholders' needs for information
- **38%** Primarily focused on internal audiences
- **13%** Primarily focused on external audiences

How has your role changed since the pandemic?



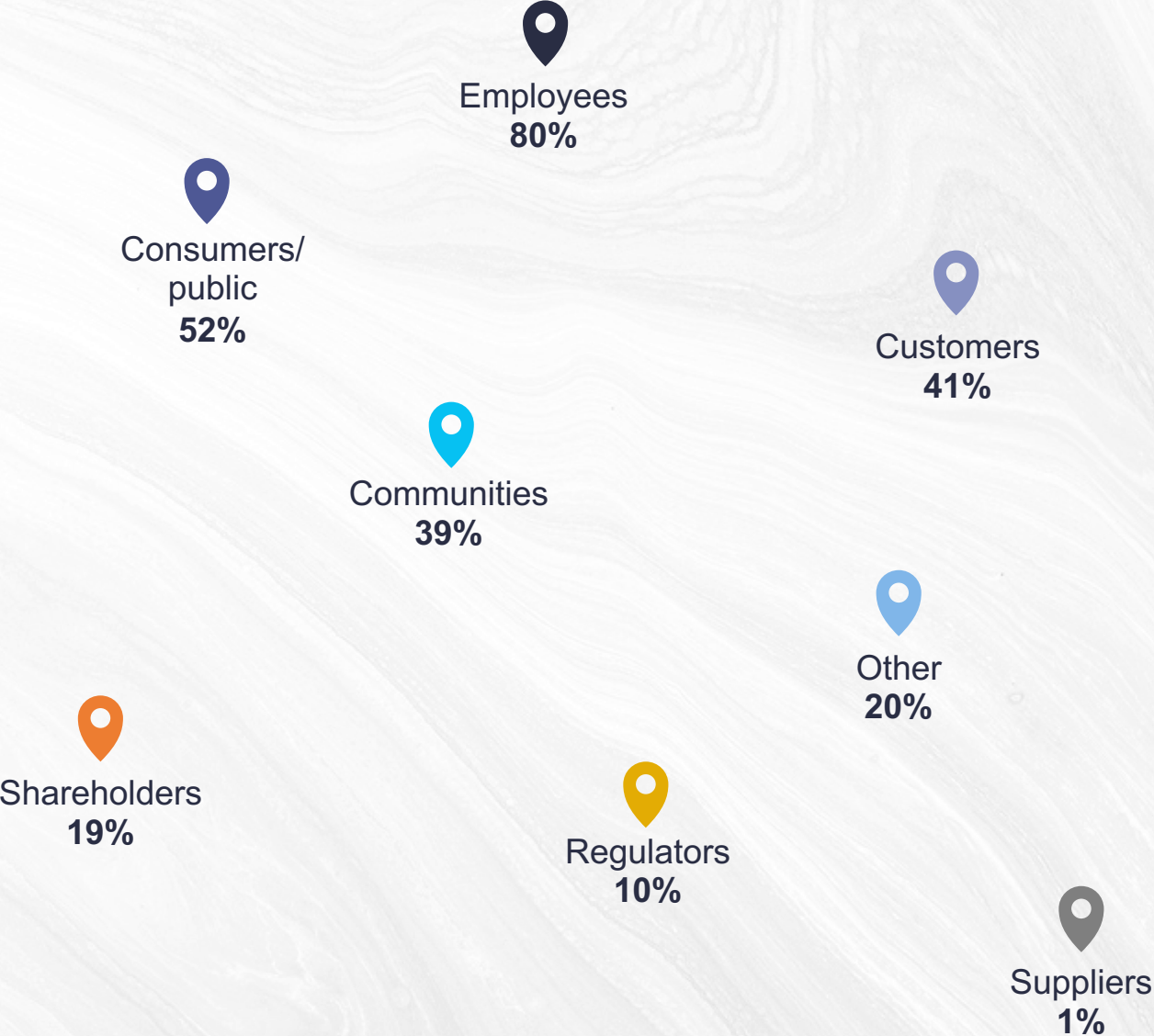
- **59%** Changed significantly
- **40%** Little change
- **1%** No change

# About You:



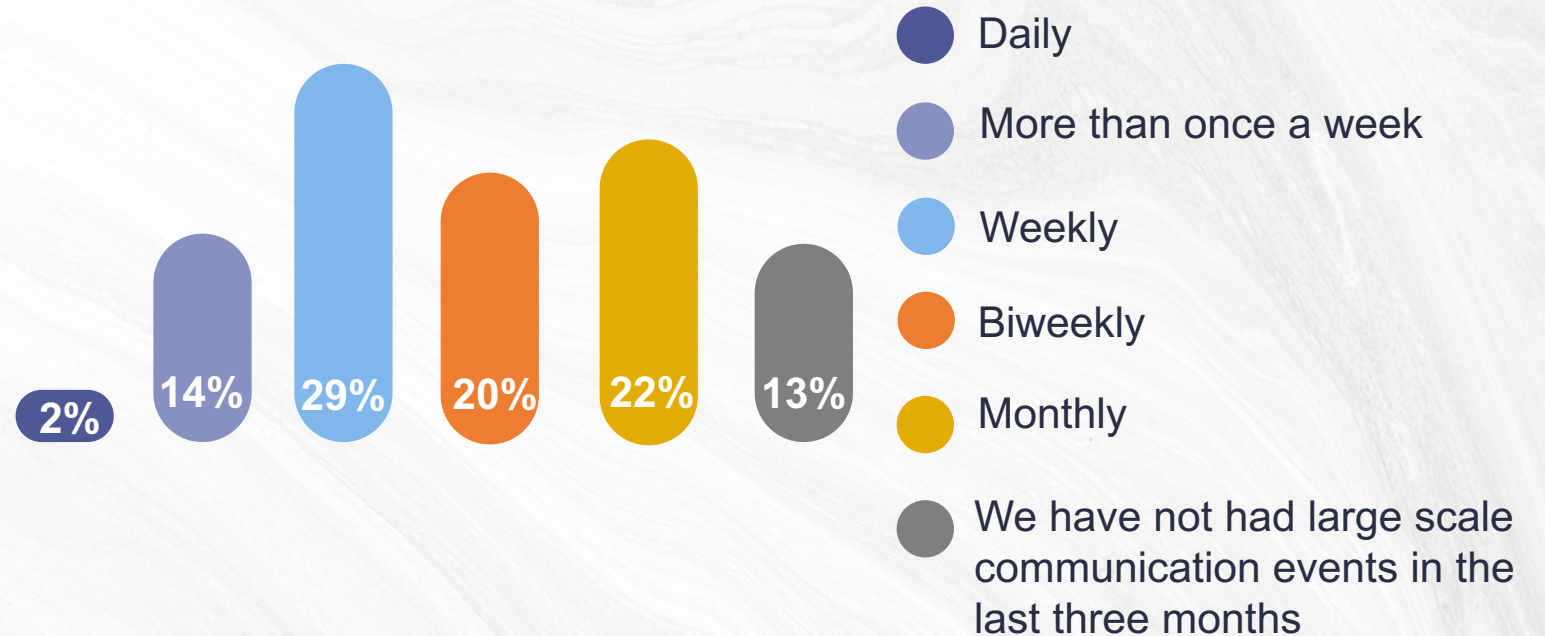
# About your CEO/Execs:

What audience (s) are you most urgently responsible to influence through executive communications?  
(Select up to three)



# About your CEO/Execs:

How frequently has your CEO/ Executive convened communication events during COVID-19 i.e. virtual townhalls, large scale conference calls, and large-scale Zoom/Skype/Webex meetings?



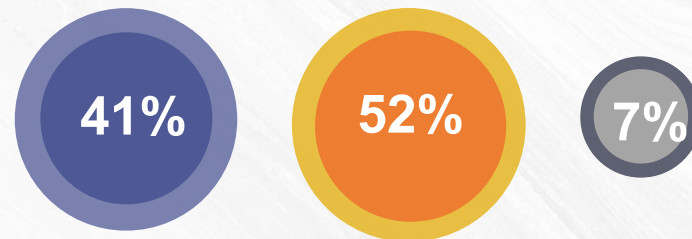
# About your CEO/Execs:

Increase      Stay the same      Decrease

Over the next three months, I expect the frequency of our CEO/Executive internal communications to:



Over the next three months, I expect the frequency of our CEO/Executive external communications to:

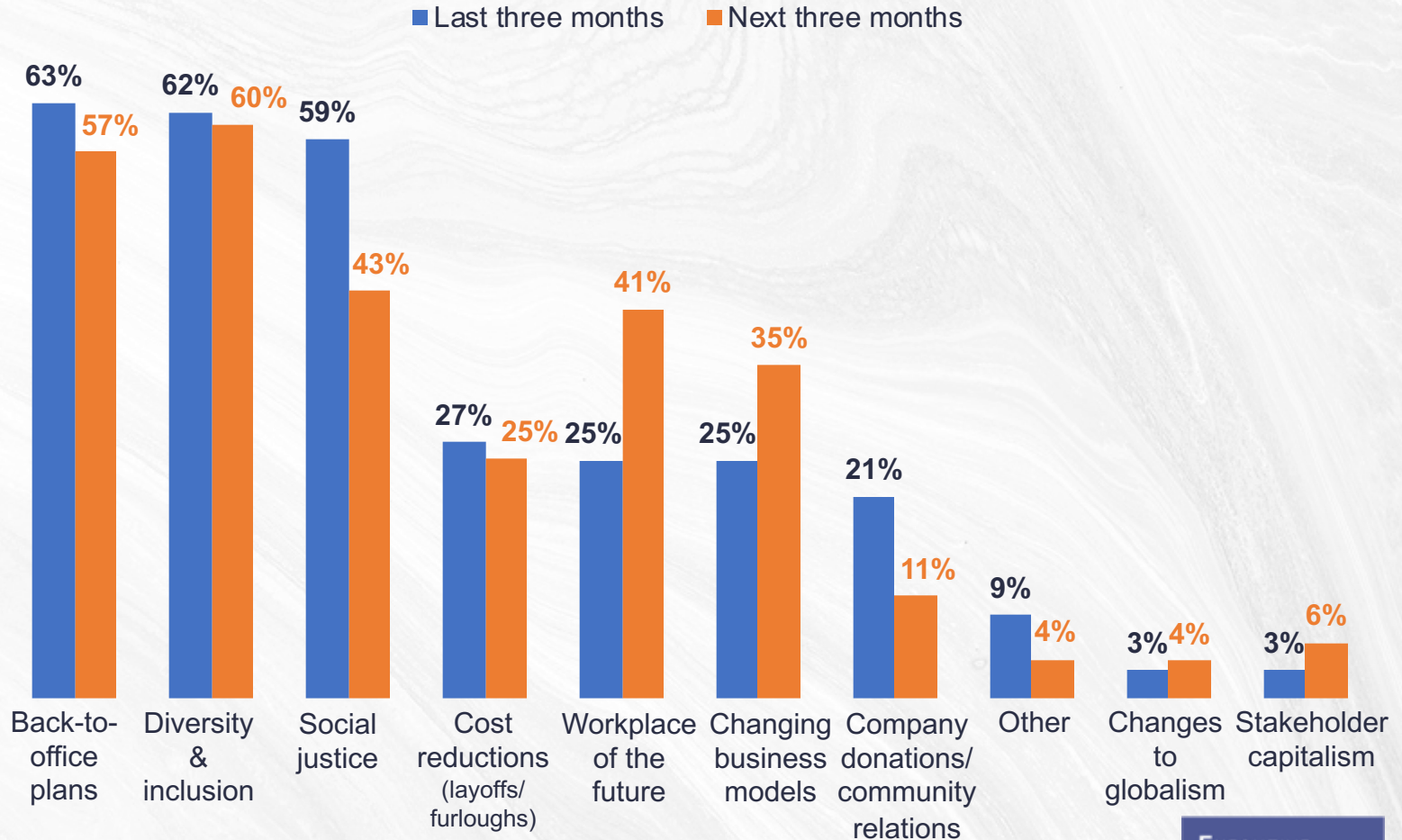


# Messaging:

Beyond the most directly COVID-19-related updates and information, which of these topics have your CEO and/or other execs discussed in the last three months? (Select top three)

Versus

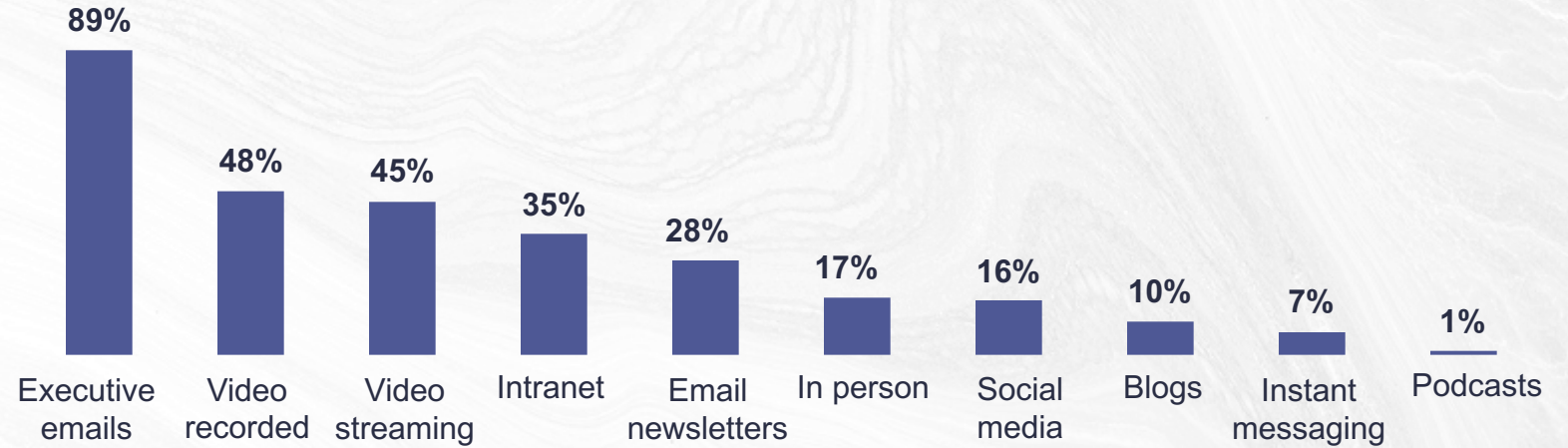
Which of these topics do you expect your CEO and/or other execs to address in the next three months? (Select top three)



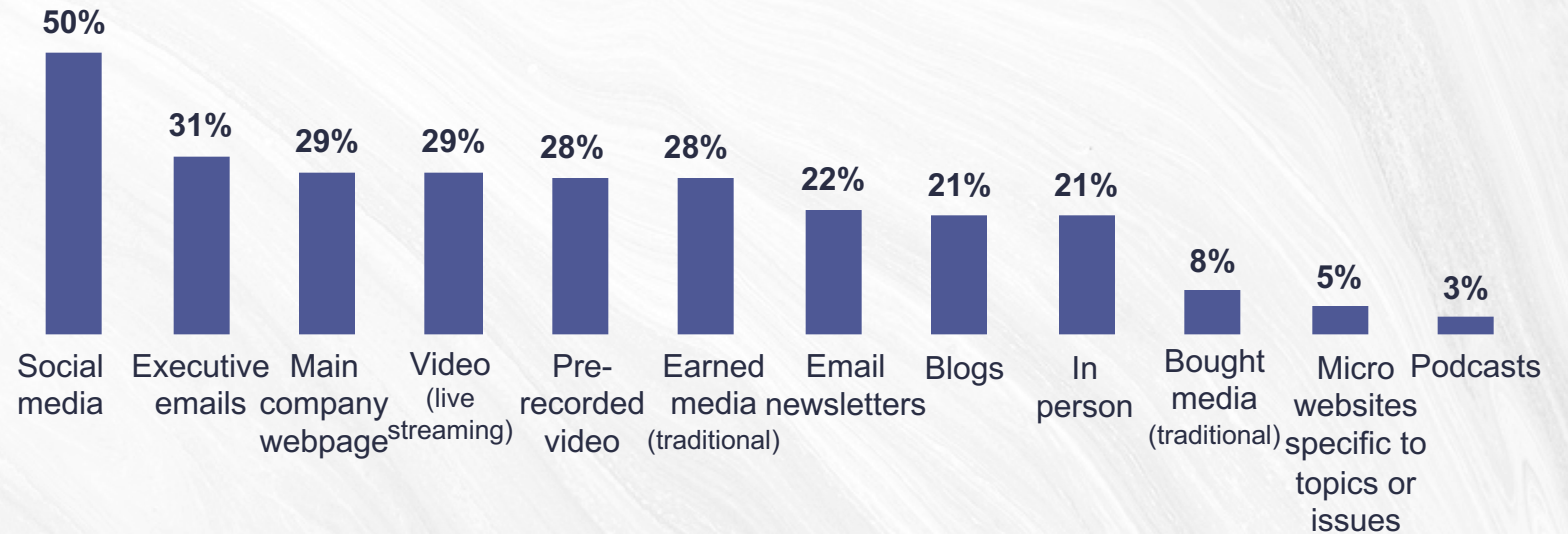


# Messaging:

What are the top three channels your executives use internally?



What are the top three channels your executives use for external audiences?



# Comments: (summary)

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**How has your role changed since the pandemic? –  
Please describe the change:**

Higher volume, urgent, intense, bigger stakes.

Internal focus.

More access and focus on senior leadership and board updates.

**Messages for crisis:** more positions, *“Stay safe and stay connected”* campaign.

Reimagine everything to be virtual.



# Comments: (summary)

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**On the other side of the COVID-19 crisis, working in executive communication will...**

**More:**

Valued, relevant, transparent, curious, rigor, vocal, constant, candor, frequent, authentic, empathetic, sensitive, vulnerable, risky.

**Messages:**

Culture, social justice, resilience, sustainability.

*“We say we’re chasing justice but in reality we’re trying to avoid being the next target of the mob.”*

*“Not sure.”*



# Comments: (summary)

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**What observations do you have about the nature and frequency of your executive communications over the last three months?**

Focus on frequent, internal, relevance, reassuring, and updating.

Work has been urgent, frantic, unsustainable, and panicky.

We have been learning and relocating to virtual channels.

CEOs becoming more comfortable in virtual channels.

Leaders have been confused and flummoxed by the rapid change and need for response.

Added feedback loops.



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*“There has been more communication than ever, and greater engagement than ever, but it’s not about advancing our mission.”*