

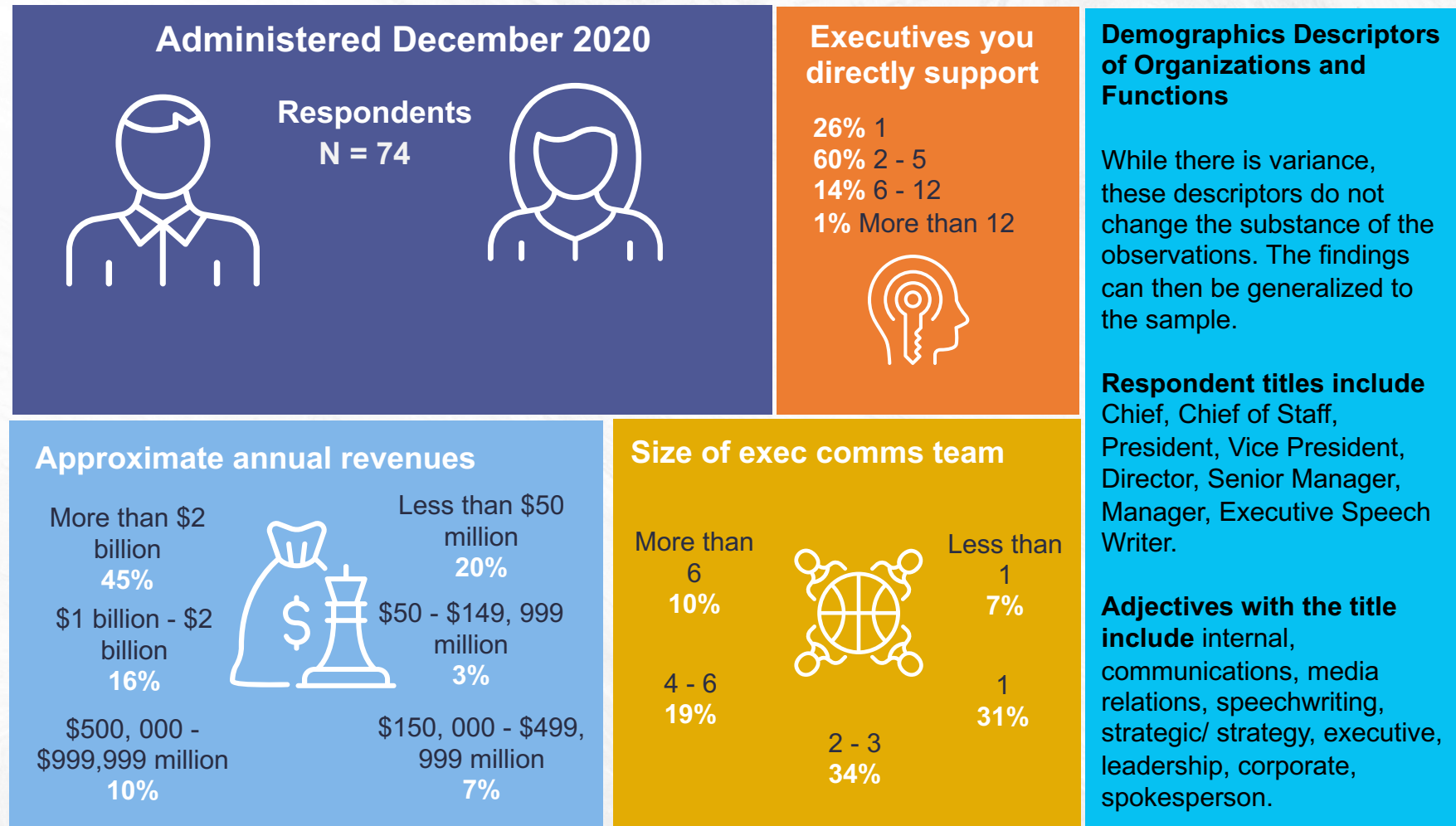
Executive Communications Survey December 2020

Summary of Results

EXECUTIVE
COMMUNICATION
COUNCIL

Who Responded:

Hosted and reported by: 



Big Finding #1

- In June of 2020, Executive Communications had taken a prominent role as a partner with the CEO and executive teams. Collaborating with the c-suite had increased with 49% of respondents. In December, that role appears to have solidified as the pandemic, and economic turmoil has continued. While not a significant increase, 53% of respondents in the December 2020 survey reported an increase in collaboration with the c-suite. That suggests a positive momentum further evidenced when confirming that only 7% of respondents report a decrease in their c-suite collaboration, which is an 8% shift downward.
- The increased partnership with executive communicators providing trusted advice will now need to be maintained. In the relationship of trusted advisors, they will have to lead, anticipate priorities, and advocate for resources to engage and influence critical stakeholders with the c-suite.

Big Finding #2

- In June of 2020, internal communication for executives had vaulted in priority and importance. Stay at home orders, safety plans, shifts in operations all requiring awareness, change support, and clarity of action to execute.
- In December 2020, we learned that internal communications would continue to maintain or increase over the next three months. The challenge for executive communications is that 52% of respondents anticipate an increase in external communications, which is 11 % higher than the June respondents.
- The implication of increasing activity and audience focus is that something will have to give, more resources or shifts in priorities. What cannot happen is a further expansion of activities without new resources.

About You:

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



- **51%** Pulled in all directions to meet stakeholders' needs for information
- **40%** Primarily focused on internal audiences
- **10%** Primarily focused on external audiences

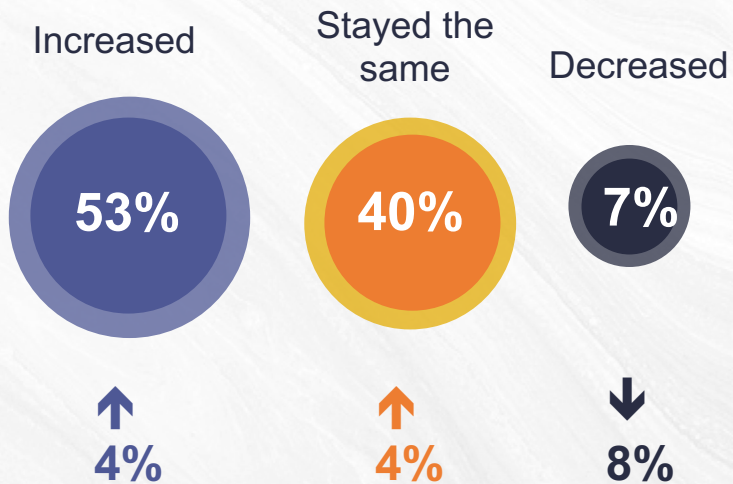
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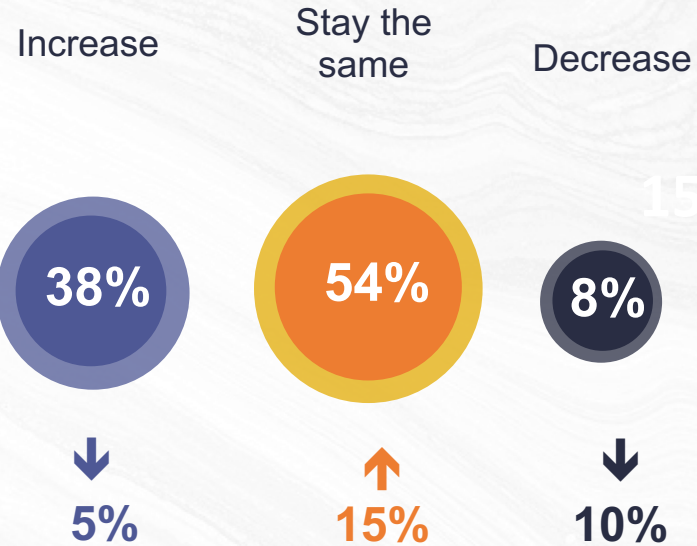
Trends since June 2020

Direct collaboration with c-suite over the last three months has:



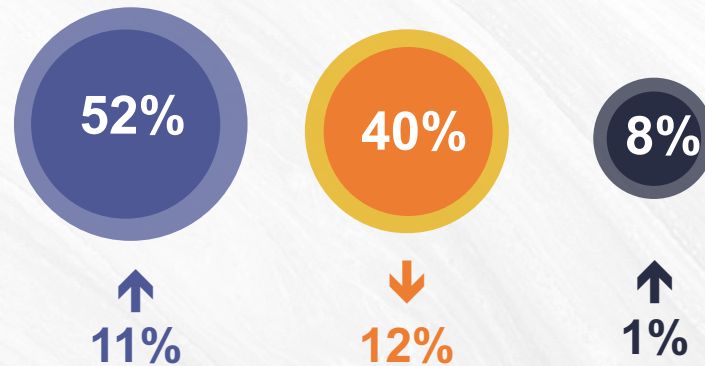
About your CEO/Execs:

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



Trends since June 2020

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



Qualitative Findings

How do you expect exec comms to change in 2021?

In long and strongly worded comments, exec comms pros tell us they are:

1. Worried about their workload.
2. Determined to become more strategically disciplined.
3. Ready to adopt new language and new messaging.