

# Executive Communication Survey 2023

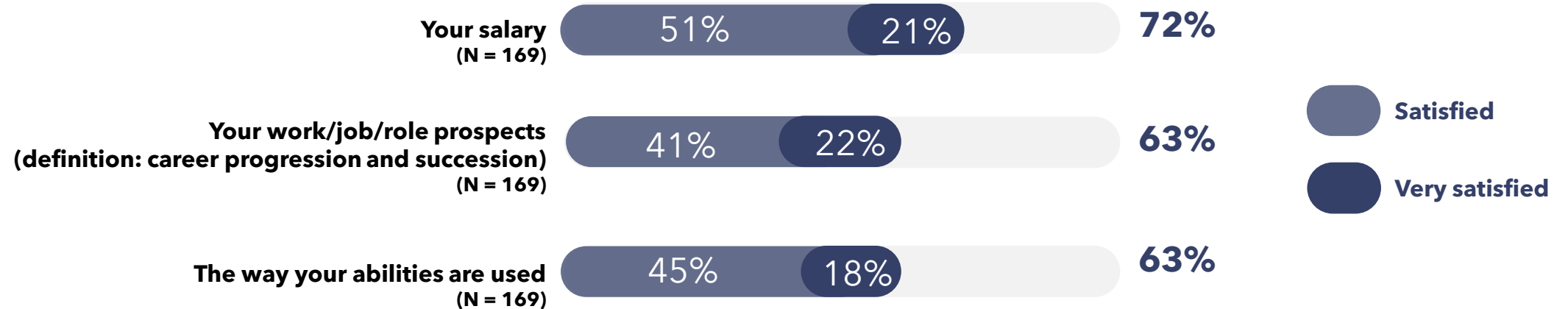


SUMMARY OF RESULTS (N = 169)

ADMINISTERED FEBRUARY 2023

# Health and wellness

Regarding your work in general, how satisfied are you with:



# Health and wellness

Relative to how you felt in early 2020 – prior to the start of the pandemic, where do you fall on a scale from **discouraged to enthusiastic?** (N = 168)

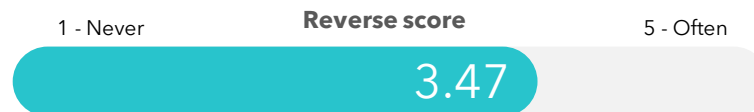


Relative to how you felt in early 2020 – prior to the start of the pandemic, where do you fall on a scale from **overwhelmed to energized?** (N = 169)



Previous question 'If rate 1, 2, or 3' display

How often do you feel that your work drains so much of your energy that it has a negative effect on your private life? (N = 104)



# Why?

## Themes & Sub-themes

(N = 63)

Do you feel more or less committed to making executive communication the focus of your career now compared to before the experiences you had over the past three years? (N = 168)

1 - Less

3 - More

2.22

17% Less

45% Same

39% More

49%

### Relevant & enjoyable line of work

- Exec comms are more important than ever
- I enjoy my job
- What we do has a lot of value

30%

### Career changes

- I made a career change
- I want to do something more meaningful/find purpose
- I have no plans to change jobs
- I'd like to switch to another organization
- Not sure what to do next

25%

### Challenging & exhausting work

- It's challenging work/There's lots to do
- Lack of work/life balance
- I'm burnt out
- Increasing demands

21%

### Recognition & progress

- There's many opportunities to grow
- I feel valued & recognized
- I am learning & progressing
- It's good pay
- It is rewarding

21%

### Administrative focus

- We need a more strategic focus
- Storytelling is one-sided
- It's becoming more people-focused
- There's a newfound need for collaboration
- Disorganization & lack of prioritization
- It's too political

19%

### Experience / adjustments as a result of the pandemic

17%

### Resources & support

- It's a supportive environment
- Lack of resources
- We are expanding
- Downsizing & staffing shortages
- Lack of recognition
- Leadership is lacking

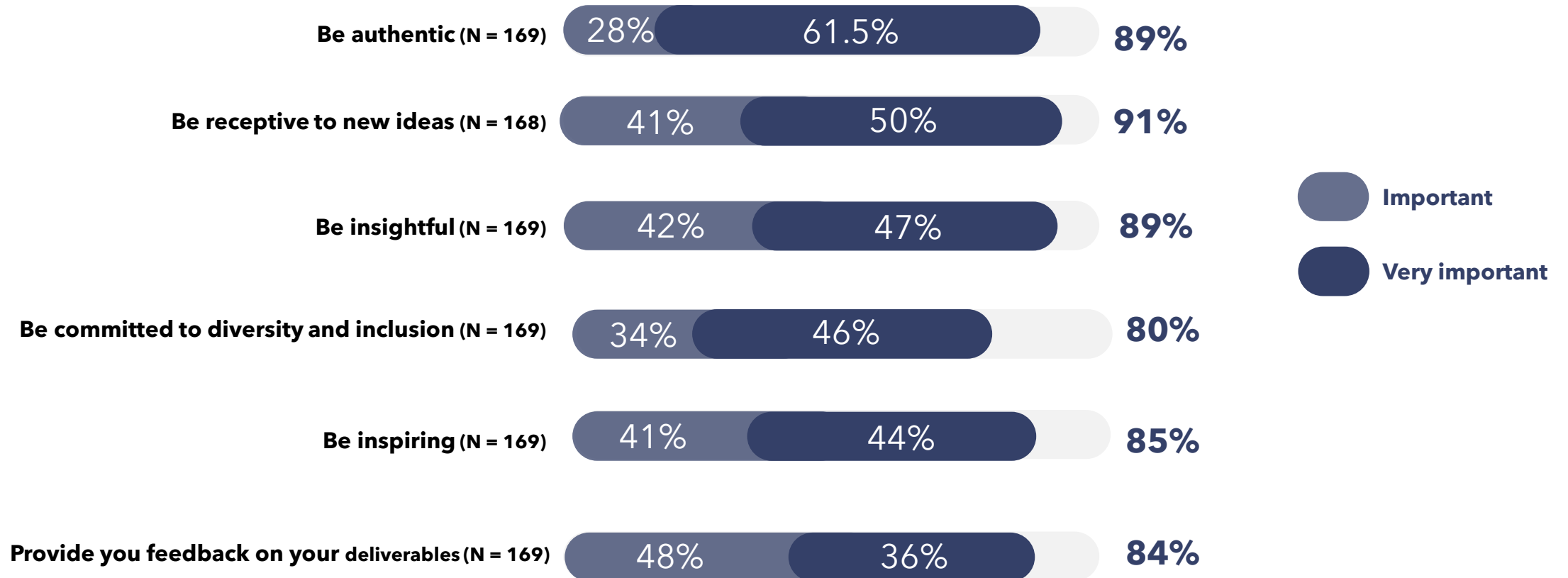
8%

### I don't like this job

- I'm not passionate about this
- This role is unnecessary
- It's discouraging
- Feels like a joke

# About executive(s) you support

How important is it for the leader(s) you support to:



# The future

Of the following topics, select the top three you believe that will have the biggest impact on your executive communication strategy this year: (N=168)



Since last survey



Since last survey



Since last survey

# Comments:

## Themes & Sub-themes

(N = 31)

I believe artificial intelligence (AI, such as ChatGPT, Jasper, etc.) will have a profound effect on executive communication in the next five years.  
(N = 169)



### 55% AI won't have a big impact

- AI tools are good but can't replace human contributions
- Next fad

### 35% AI will have a huge impact

- Comms people need more value added for them not to be replaced
- It's happening but maybe not in the next 5 years
- It'll be very impactful
- It'll have a negative effect

### 23% AI tools are helpful

- We need to learn how to use these tools for efficiency purposes
- It'll be helpful
- AI to edit illustrations & videos would be helpful

### 16% There's room for improvement

- here's many opportunities for improvement
- AI programming is biased & needs to be regulated

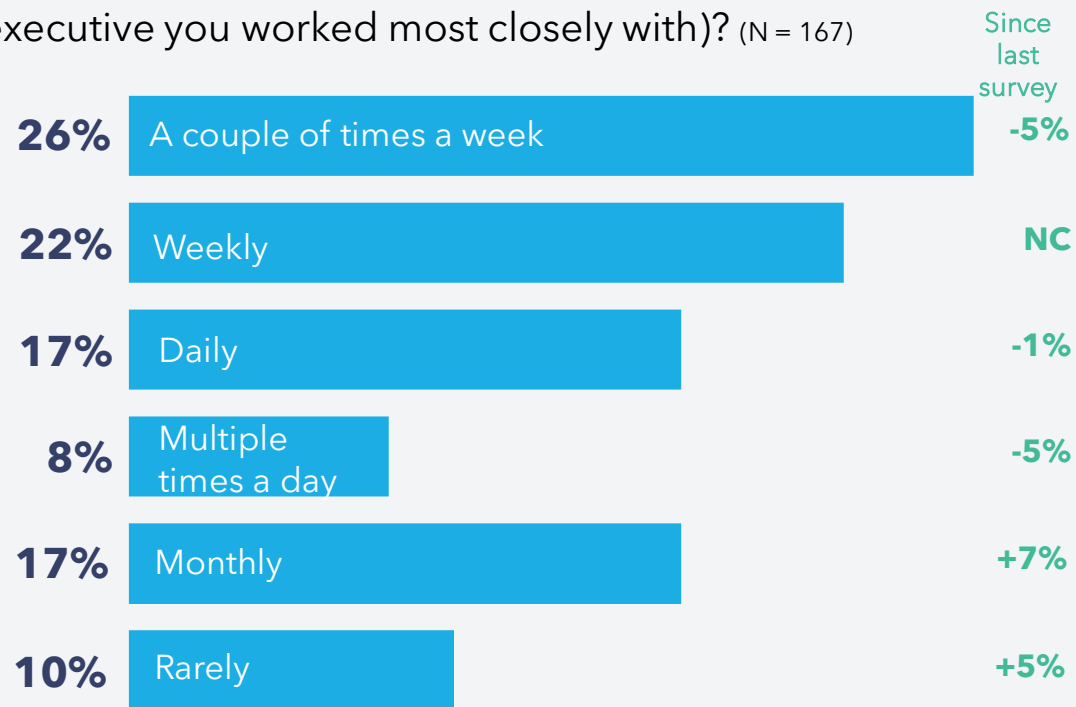
### 3% I don't know enough



# What they love: Access & collaboration

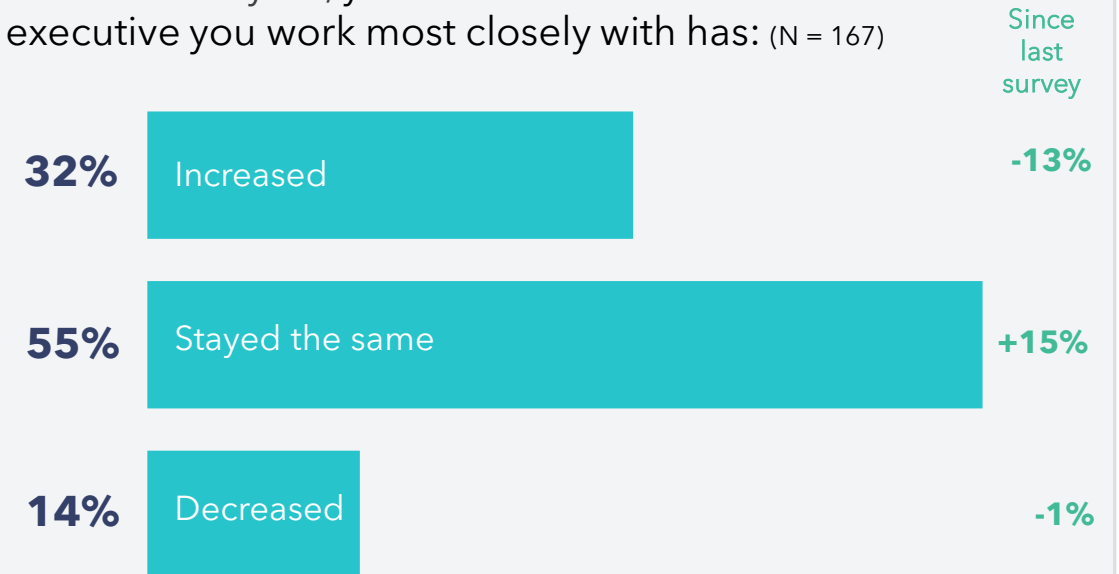
- More than **70%** have frequent access

Over the last year, how frequently did you directly collaborate with your c-suite (CEO, CIO, CFO, COO) (or the executive you worked most closely with)? (N = 167)



- More than **87%** have collaborated more or continued at the same level in the past year

Over the last year, your direct collaboration with the executive you work most closely with has: (N = 167)

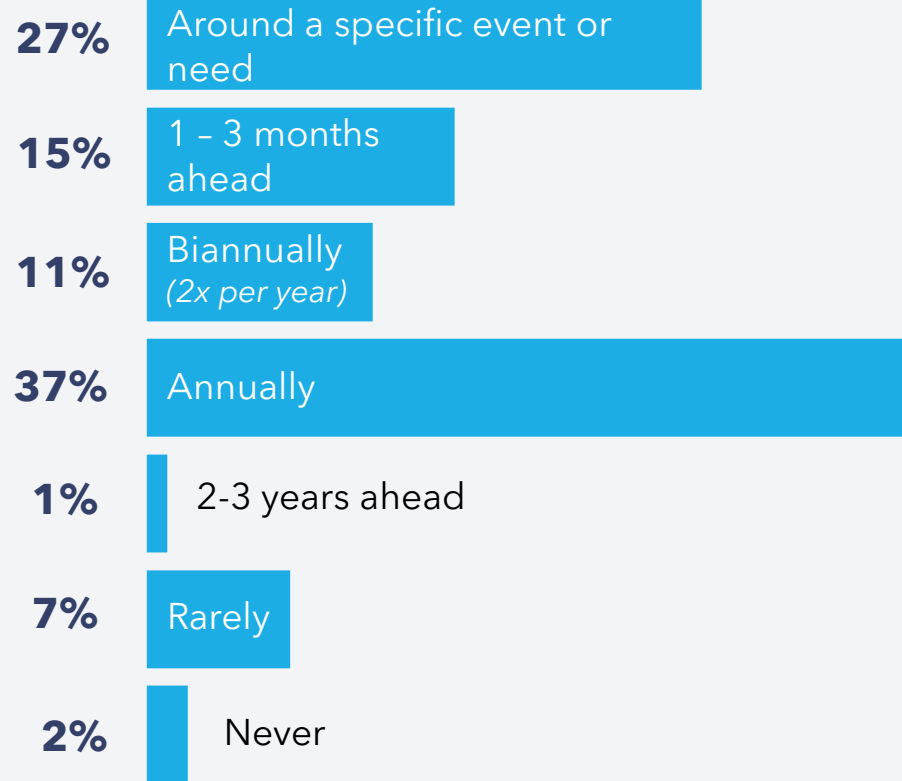






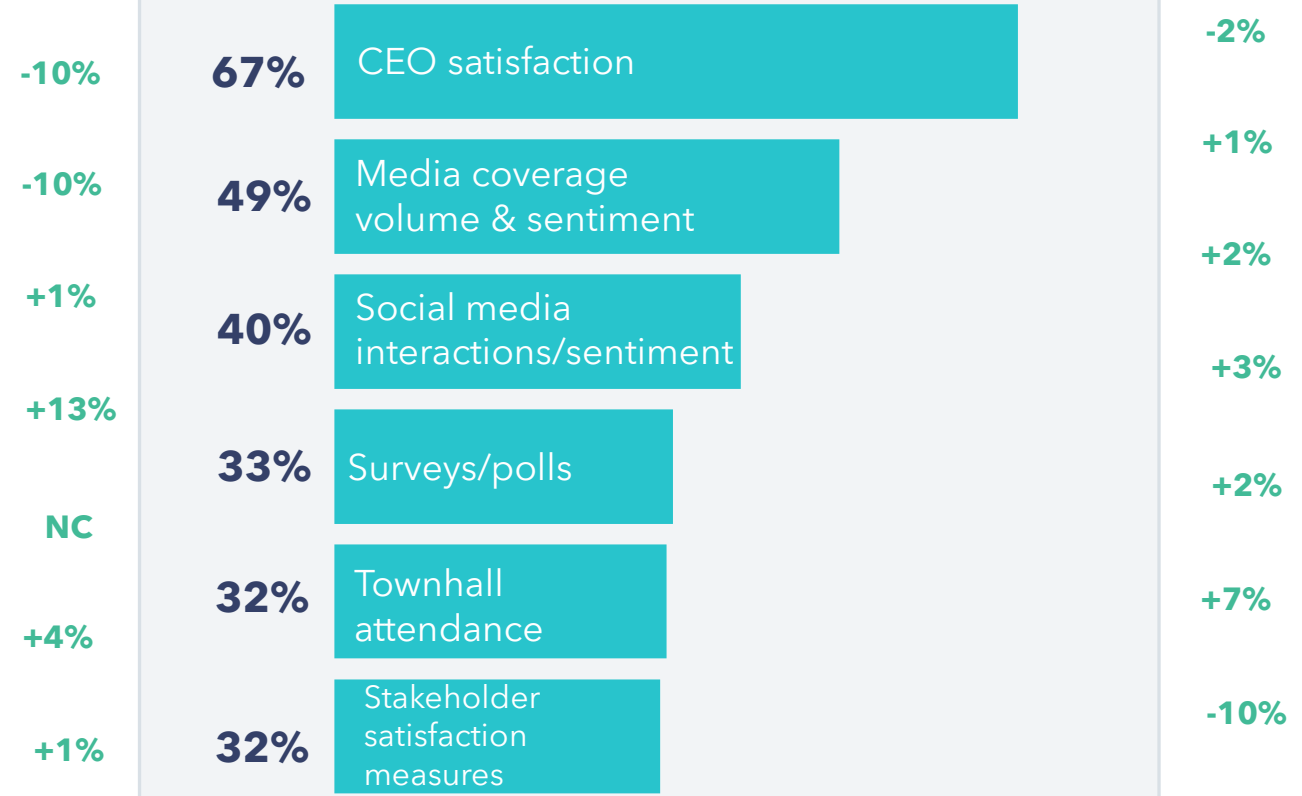
# Long-term annual planning and strategic measurement reactive, subjective

How do you and your team create plans or strategies for executive communication? (N = 166)



Since last survey

How do you or your team measure the effectiveness of executive communication? [Select up to 5] (N = 167)



Since last survey



# Only 21% of those surveyed have dedicated thought leadership programs

- Do you support a thought leadership plan for your executives? (N = 166)

37%

Episodically, we support thought leadership communication strategies

-5%

21%

We have dedicated and ongoing resources to support thought leadership

NC

18%

We are considering how to incorporate thought leadership platforms into our communication strategies

-3%

24%

We don't specifically plan or program for thought leadership

+7%

Since last survey

I have access to the money I need to accomplish our communication goals. (N = 168)

49%

I have access to the people I need to accomplish our communication goals. (N = 168)

56%

Since last survey (wording change):  
I have the resources I need to accomplish our communication goals.

55%