

PORTER NOVELLI COVID-19 TRACKER:

WAVE IV

Leadership During the COVID-19 Crisis

THE MESSAGE FROM AMERICANS:

**DON'T
WAIT,
ACT
NOW**



69% think companies need to proactively create COVID-19 solutions, instead of waiting for government or nonprofits to ask for their help

AMERICANS LOOK TO COMPANY LEADERSHIP

As the United States continues to grapple with coronavirus, Americans look to corporate leadership to step up – and are keeping a keen eye on who does.

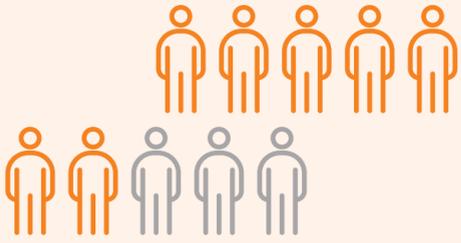


67% think CEOs need to play an active role in pushing for more aggressive business solutions

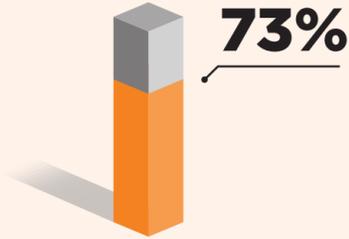


68% will remember the business leaders who stepped up and helped during the pandemic

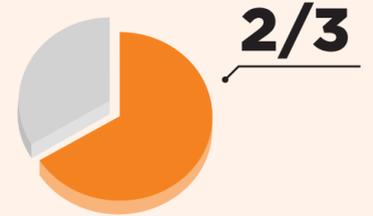
BUSINESS COLLABORATION IS THE PATH FORWARD



70% want companies to create more partnerships to solve for coronavirus-related issues – like solving for food waste or accelerating access to goods, such as sanitizer



73% want companies to work with their peers and competitors to create COVID-19 solutions



66% think more CEOs need to push their industry and peers (e.g., other CEOs) to create COVID-19 solutions

COMMUNICATING CHALLENGES CREATES UNDERSTANDING

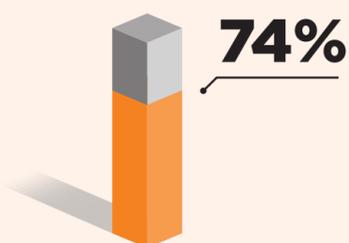


62% wish CEOs and business leaders would be more transparent about the challenges COVID-19 has brought to their business

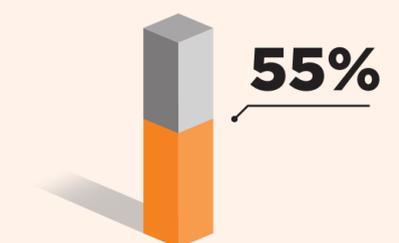


55% will be more forgiving of companies that need to make tough decisions (like laying off employees) if they know companies have put resources against COVID-19 solutions

LEADERS SHOULD SPEAK OUT – UNSCRIPTED AND WITH EMPATHY



74% would rather hear a genuine message from a CEO than a scripted business statement right now



55% wish CEOs would speak with more empathy when talking about COVID-19

METHODOLOGY

Porter Novelli fielded a PN View: 360 survey to gather people's insights regarding the coronavirus (COVID-19). The survey was fielded online using Engine's online CARAVAN® Omnibus survey in biweekly waves between April 1-May 15, 2020 and a total sample of 1,003 U.S. general market adults was collected. The data were weighted to U.S. Census population estimates and the margin of error is +/- 3.1% at a 95% confidence level.