



Speak UP

The importance of
outbound communication
from company leaders

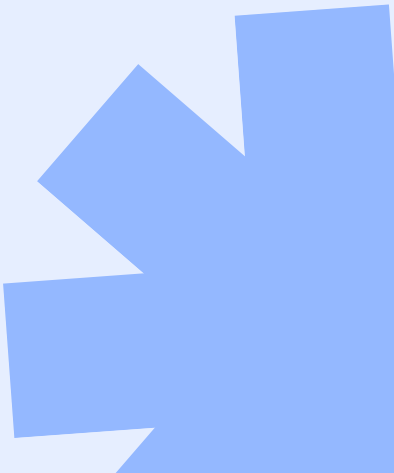


Communication during COVID-19

During COVID-19, CEOs communicated frequently and effectively with stakeholders across 3 key areas:

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- **Employee Well-Being**
 - **Product & Service Continuity**
 - **Community Support**

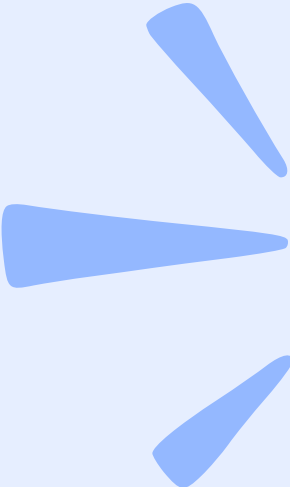
Corporate reputation peaked in Q2 2020 due to strong CEO messaging.



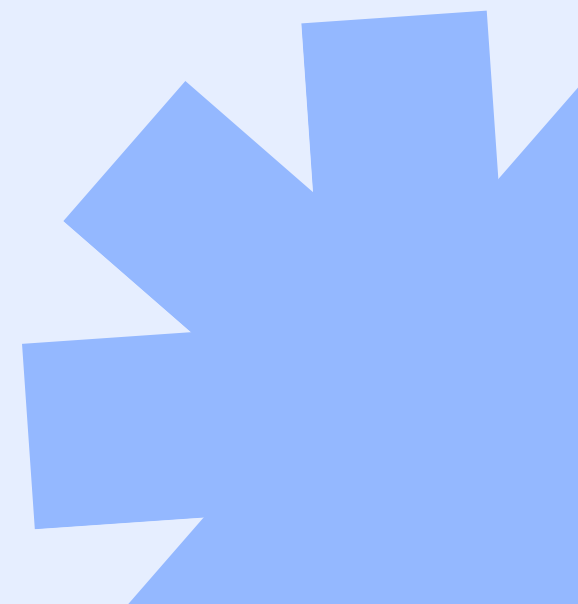


Post-pandemic silence

In the wake of the pandemic, fewer CEOs are publicly leading conversations.

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70% of CEOs lack media confidence — leading to hesitation in press, panels, and social media engagement.

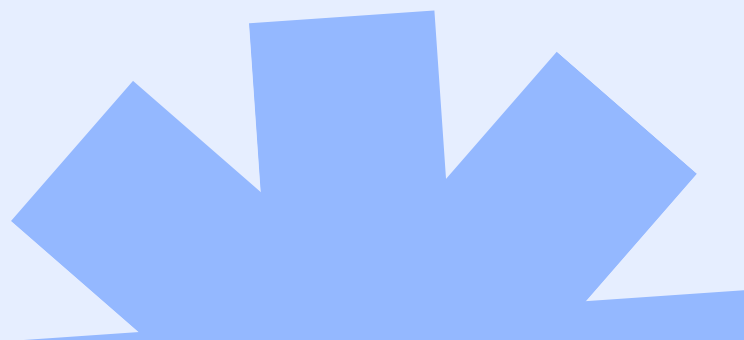




Is it that important?

Companies question if CEOs have to lead communication, but data proves their presence builds trust and credibility.


A study of FTSE 250, S&P 500, and Euro Stoxx companies found that over 80% of the fastest-growing companies since 2015 are led by vocal CEOs.






Loop in other leaders

While CEO communication is crucial, other leaders can strengthen the message.



Incorporate divisional and regional leaders to localize messaging and engage diverse stakeholders.





Let's summarize...

1

CEOs who engage with stakeholders — through media, social platforms, or direct outreach — enhance corporate reputation and trust.

2

Balance CEO visibility with other leadership voices to strengthen credibility and local impact.

(YOU SHOULD PROBABLY GET STARTED)





Learn **exactly** what your leadership team needs to do to enhance your corporate reputation

[Request a demo](#)

