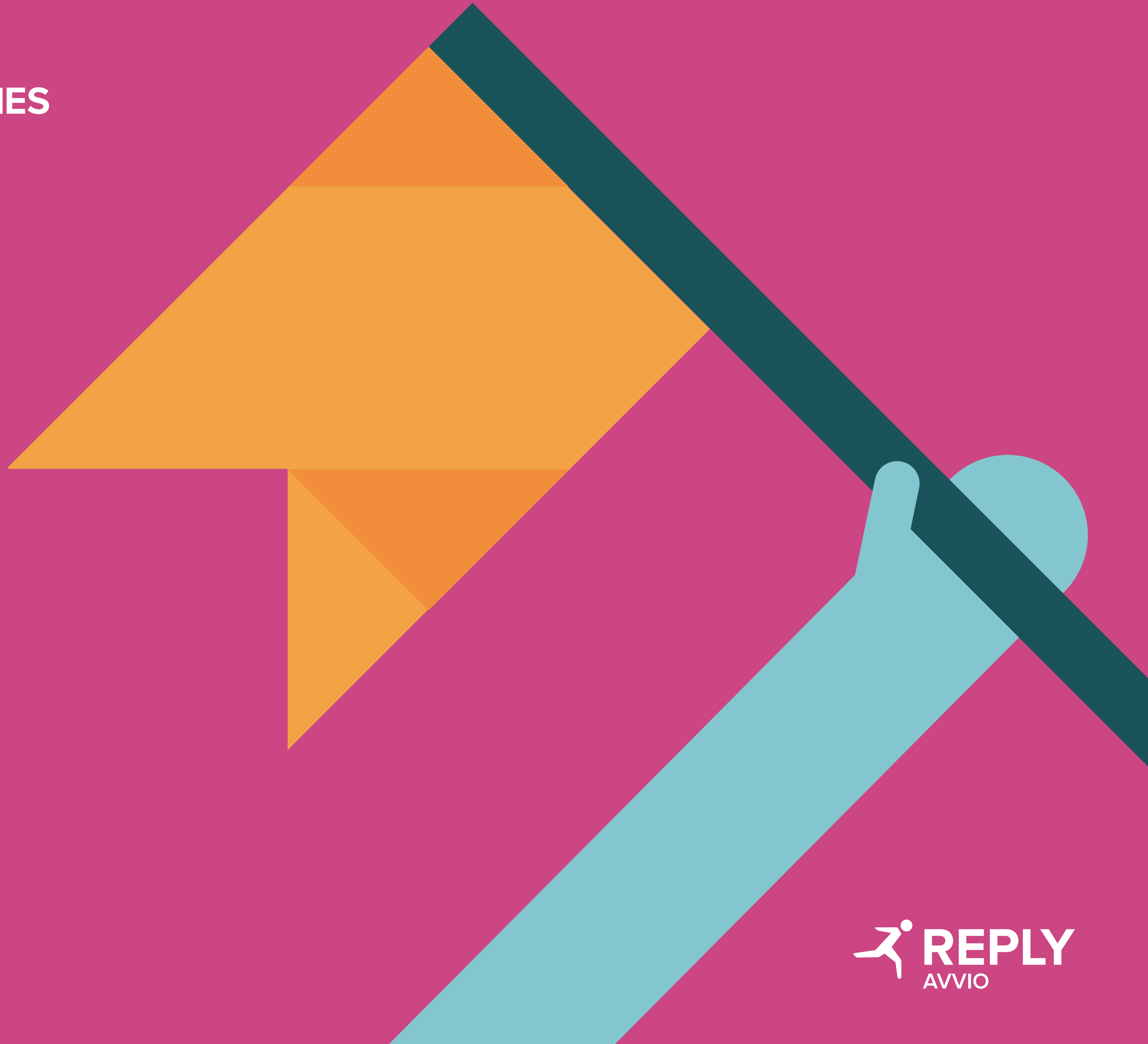


# LEADERS

**MORE FRIENDLY,  
LESS FIRE.**

Leaders – you're feeling the pressure.  
Friendly reminder: don't pass it on.



# THE HUMAN LEADER

Some researchers are saying leaders are trying to regain control in 2023 - as employees refuse to return to the office full time, employee and customer expectations are changing, inflation is putting pressure on spending, supply chains continue to disrupt business processes, plus who knows what's going to happen to the economy – there's a lot for leaders to be concerned about!

But 2023 is not the time to rule with fear. It will destroy trust and significantly reduce motivation and productivity. Instead, it's time to harness a leadership style that is more human. One that nurtures the best talent to stick around, rebuilds, relationships, organisation structures and a sense of belonging. It needs to be rooted in genuine connections and focuses on inspiring and enabling employees to deliver their best.

Leadership is key to unlocking a more **human-centric** approach to employee experience, through communication that's:



**AUTHENTIC** - Being true to yourself, honest and open with others.

**UNITED** - Uniting as a leadership team to help unite employees with the company's values, purpose and mission.

**CONSISTENT** - Getting the right message, to the right people, at the right time.

**VISIBLE** - Being approachable, transparent and present.

This is even more important when communicating with younger generations. "51% of global employees cite **'leaders that communicate directly and transparently with employees'** as a very important reason to stay at a job. This number grows among younger employees." (Brunswick, 2021)

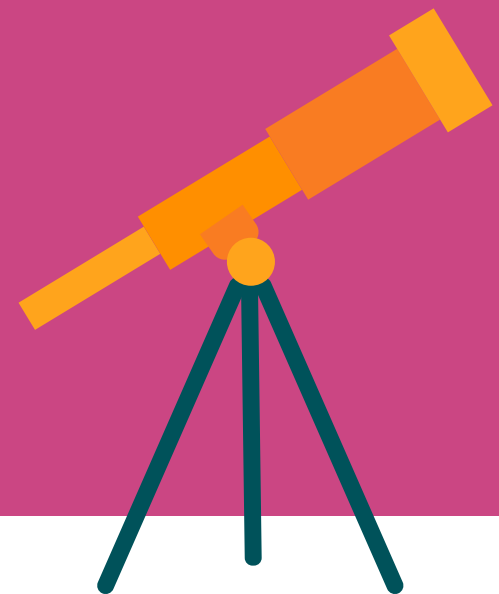
Are your leaders empowered to lead on conversations around your strategy? Do they know how important their role as influencers are? Do they have the right tools and materials that enable them to feel confident articulating your strategy, embedding it throughout the organisation in a consistent manner? Do they know how best to communicate and interact with different generations?

The role of every one of your leaders as communicators will be key in 2023.

# DID YOU KNOW...?

As a leader, your words and actions should reflect your greater mission and vision for the future and the purpose-driven promises you make to the people you serve. That inspiration shows people why their contributions matter and energises them with a deep sense of meaning.

(Gallup, 2021)



Workers take confidence from seeing those in power admit that they may not know everything. This helps produce support and loyalty, as it indicates that they are grounded and relatable.

(CIPD 2019)



We're in an era of a different communication style now;

**“We're at the end of leadership behind closed doors”**

(IoIC, 2021)

**51%**

of global employees cite “leaders that communicate directly and transparently with employees” as a very important reason to stay at a job. This number grows among younger employees.

(Brunswick, 2021)

Overwhelmingly, **82%** of employees aged 18-24 would prefer to work for a CEO who uses social media, compared to **64%** of employees aged 25-54 and **44%** of employees aged 55+”

(Brunswick, 2021)



Knowing that **our leaders are “just like us”** is now a key fundamental for organisations committed to the long term.

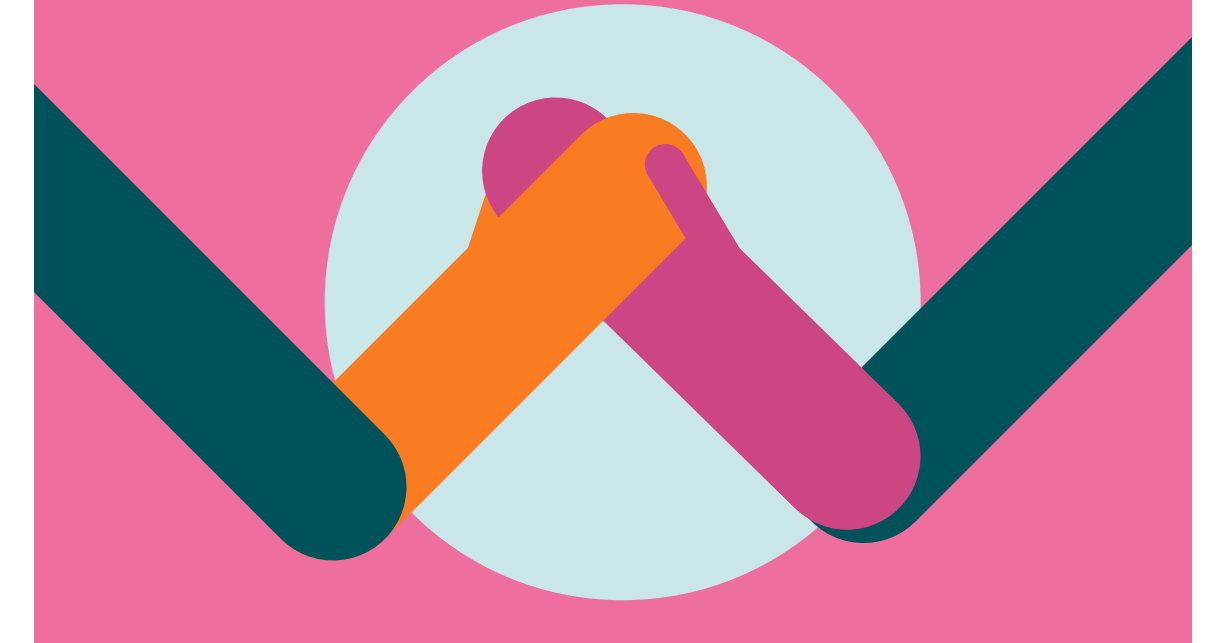
(IoIC, 2021)

**Productivity Paranoia** - There is a stark disconnect between the portion of leaders who say they have full confidence their team is productive (**12%**) and the portion of employees who report they are productive at work (**87%**).

(Microsoft 2022)

That sense of authenticity, sincerity, and even vulnerability is **critical** in strengthening trust and human connection, particularly in times of crisis and uncertainty.

(Deloitte, 2021)



**Accessibility naturally begets authenticity** – something that's fast becoming a key differentiator in the working world today.

(IoIC, 2021)

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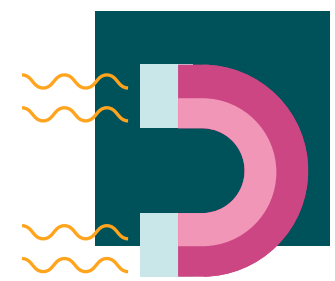
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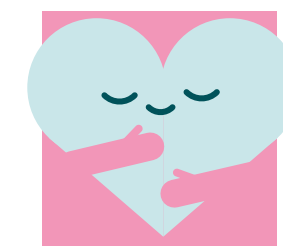
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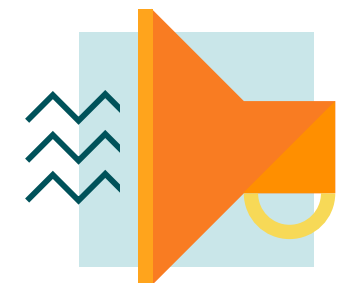
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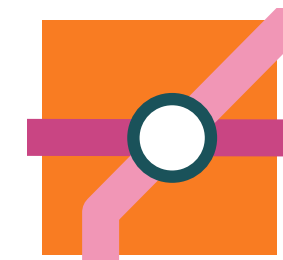
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