Ketchum polled 6,509 people in 13 countries worldwide on their perceptions of effective leadership, effective communication and the intrinsic link between the two. Now in its third year, this year’s study underlines the importance of the Good Leader Formula: CREDIBLE LEADERSHIP = OPEN COMMUNICATION + DECISIVE ACTION + PERSONAL PRESENCE.

THE LEADERSHIP CRISIS DEEPENS

1. HOW LOW CAN THEY GO?
22% globally feel leaders demonstrate effective leadership.

2. BUSINESS BEST OF A BAD BUNCH
The bar is low, but business leads the way.

3. POLITICIANS FALL OFF THE CLIFF
70% feel politicians fall short of expectations, and half expect worse in 2014.

4. WOULD LOVE TO HEAR FROM YOU
74% view effective communication as very important to great leadership – again the top-ranking attribute.

5. MEDIocre LEADERSHIP COSTS SERIOUS MONEY
61% boycotted or bought less due to poor leadership.

6. EUROPE – THE MALAISE
New KLCM Global Disillusionment Index reveals a tale of European woe.

7. TECHNOLOGY IS TIP-TOP
KLCM Global Industry Leadership Index sees tech win out.

THE FUTURE IS MORE “FEMININE”
AN ENHANCED BLUEPRINT FOR LEADERSHIP CREDIBILITY

1. THE FUTURE OF LEADERSHIP COMMUNICATION IS MORE “FEMININE”
Clear lessons for both genders and a new leadership archetype.

2. KEY ACTIONS, NOT JUST KEY MESSAGES
Honesty, transparency and collaboration matter most.

3. VALUES AND VALUE DRIVE CORPORATE CREDIBILITY
Trustworthiness again the key requirement of corporate leadership.

4. WAIT FOR ME, I’M YOUR LEADER
Multiple audiences beyond the C-suite drive trust and purchasing decisions.

5. IT’S WHAT’S INSIDE THAT COUNTS
Effective employee engagement more critical than ever.

6. RISE OF THE LEADERSHIP eVANGELIST
An influential and vocal minority.

7. LOOK INTO MY EYES
Personal presence and engagement crucial across all communications channels.

[Note: Comparisons 2012, 2013, and 2014 data – Poland included in 2012, not 2013 or 2014; Canada not included in 2012, included in 2013 and 2014; 2013 leaders includes union/ labor leaders added in 2013]

FOR MORE INFORMATION, VISIT: WWW.KETCHUM.COM/LEADERSHIP-COMMUNICATION-MONITOR-2014