

Communications Focus:

The Importance of Trust at Critical Times



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The economic impact of the **coronavirus threatens to be deep and wide**

- To endure, brands will have to approach the next months and years in partnership **with all their stakeholders.**
- In this partnership, **trust is the one ingredient** that's crucial to productive relationships.

Trust is a brand's
best insurance in
uncertain times,
so why is there a
trust gap?

41%

don't trust the info contained in
marketing communications from brands
to be accurate & truthful



Mindset shift – **brands exist to deliver value** to all stakeholders



92%

Expect CEOs to **speak on social issues** like income inequality, diversity and future of work

78%

Brands must act to protect employees and local community

73%

Brands can **act to increase profits and improve** conditions in communities



This makes **trust paramount**
in uncertain times

- The **most trusted brands** are rewarded.
- Uncertain times are a **testing ground** for your brand promise.
- **Will your brand back up its brand promise** with action when times are tough?

Organizations are increasingly assessing whether they are **making good on three typical pledges**

1

Our **people** are
our **most important**
asset

2

We serve all
constituents, not just
shareholders

3

We are a **purpose driven**
business supporting our
community



“ Business must have a **wider purpose than simply profit** in order to justify their existence.

Rob Norman

Showing up for your stakeholders is the **larger purpose of brands**



Employees

The people that work for you are **your top priority**



Customers

Reassure clients and prospects that **you are there to help**



Leadership

Be mindful and **lead with care**



Investors

Making sacrifices
due to market volatility

What **increases trust** in a brand?



Competence

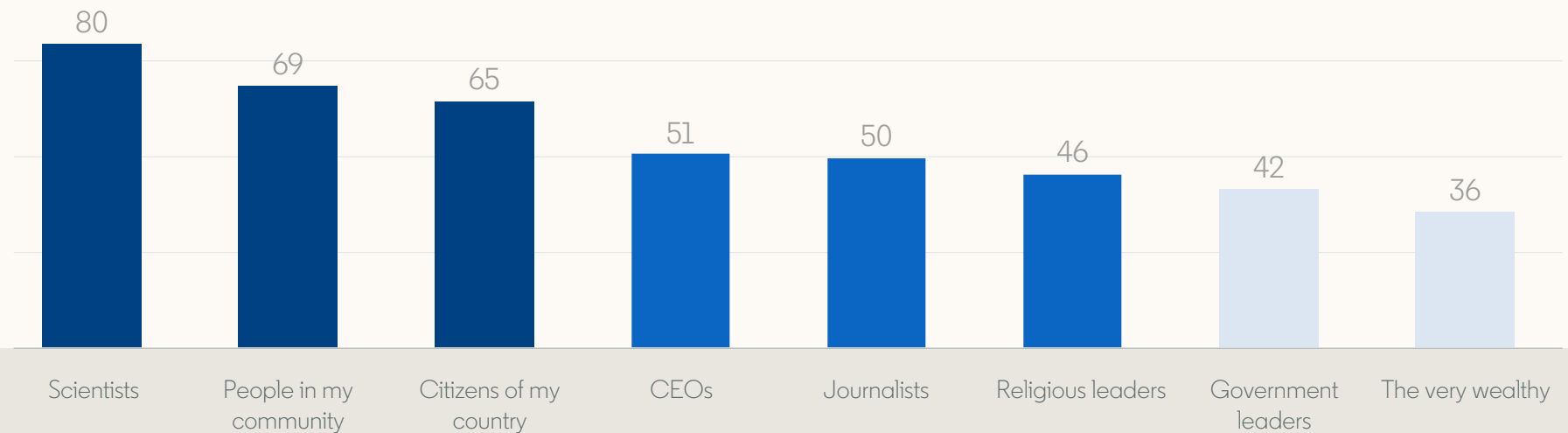
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Ethics

People trust people – who delivers the brand message matters **more than ever**

Percent trust



Source: 2020 Edelman Trust Barometer

People look for
**leadership in times
of uncertainty**

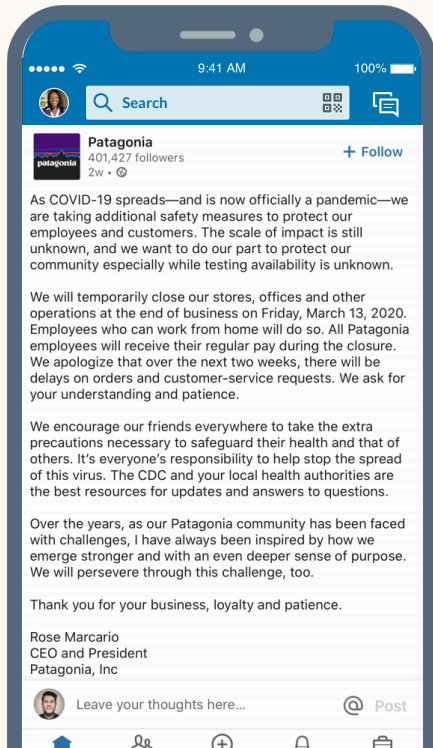
76%

of people **expect CEOs to take
the lead on change**

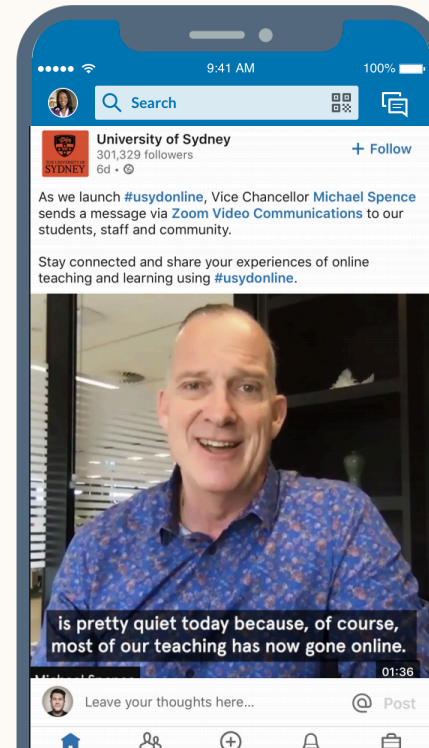
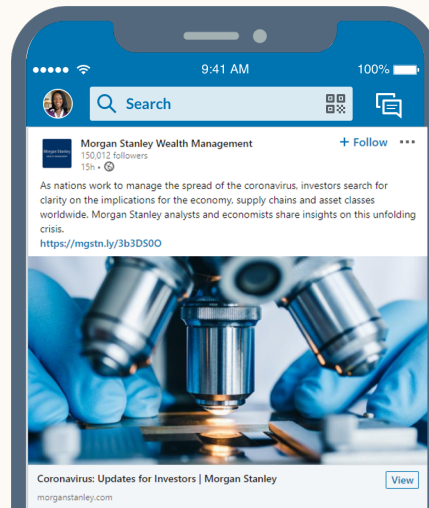


Source: 2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus

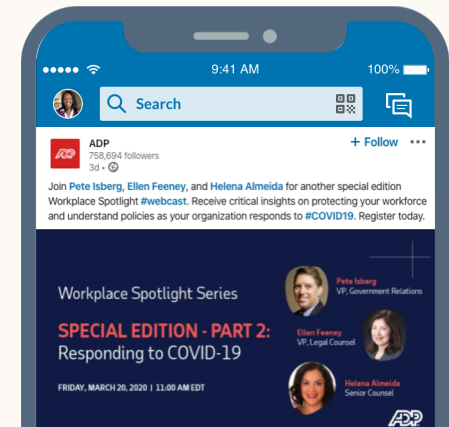
Show your **community** support



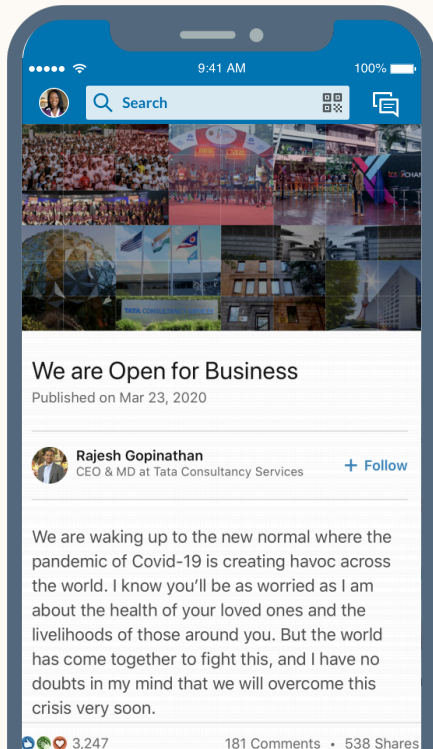
Morgan Stanley released insights for investors on the impact of COVID-19 on the economy, supply chains and global asset classes.



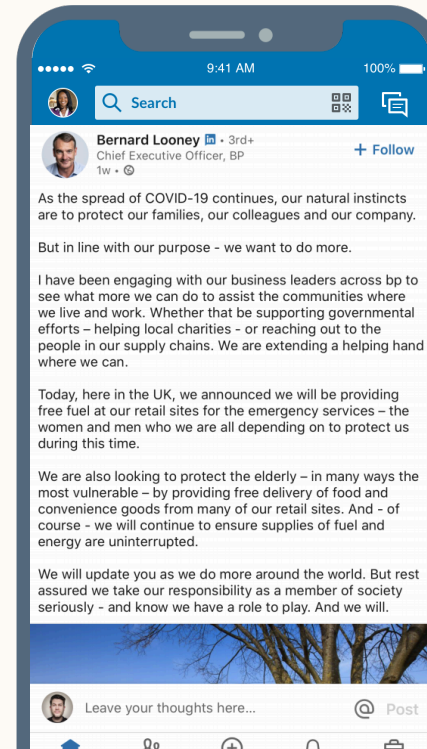
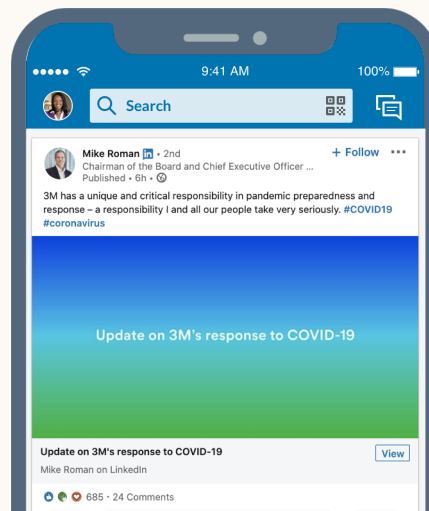
ADP created a webcast series to help companies protect their workforce and understand government policies.



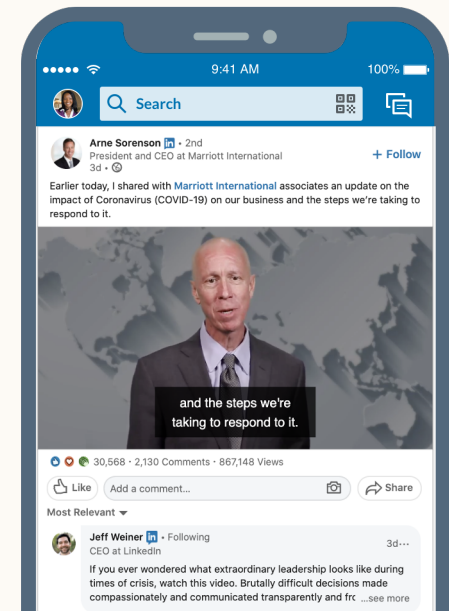
Your executive voices are **more important than ever**



Mike Roman, CEO of 3M announced the company's plan to increase production for critical medical supplies to impacted cities.



Arne Sorenson, CEO, Marriott International, exhibited compassionate leadership with an emotive note to Marriott associates.



Trust In a Time of Uncertainty



LinkedIn

Trust in a time of uncertainty executive guide

This executive guide from LinkedIn gives business leaders:

- Framework to be a **trusted communicator** during this time
- Insight-supported practices that help leaders become the **valued communicators** their brands and stakeholders need now

Fireside Chat

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