# Reputation Leaders **17 ACCELERATING TRENDS IN A POST COVID-19 WORLD**

View the full report and source data at www.ReputationLeaders.Ltd/Covid19

## Globally interconnected



COVID-19 is a truly global crisis. It is a reminder that

our increasingly interconnected world brings many opportunities but also more risks and complex challenges than ever before across our health systems, economies, supply chains, travel, technology, communications and security.

## **3** Protecting employee health and wellbeing is central

Looking after employee health and safety is a high focus for operations, reputation and motivation. Protecting employee jobs, health insurance/benefits, and managing stress & anxiety become priorities.

# **5** Social moves online

Social experiences, events are more online, fueled by connected family/friends networks, but perhaps less trust in physical contact.



## 2 New world of working

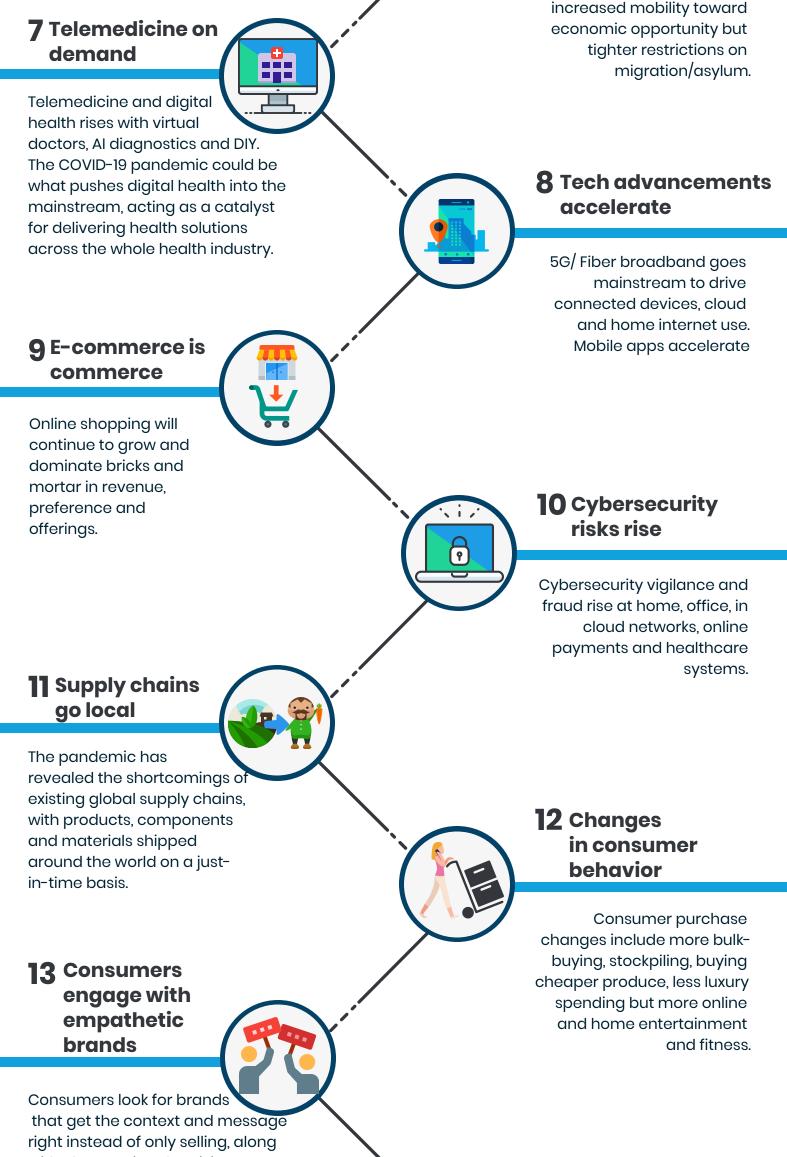
Working remotely will become an increasing norm, along with flexible working, virtual meetings, co-working spaces, leading to a distributed & diverse workforce.

4 Learn@Home

The COVID-19 pandemic is reshaping education on a global level. Education has been interrupted for 363 million students. The pandemic is forcing educators, home schooling parents and students to think creatively, communicate, collaborate and be agile.

## 6 People consider moving once restrictions lift

After restrictions are lifted people consider moving away from city centers, leading to



with changes in advertising, marketing and entertainment

## **14** Reputations are reevaluated

channels. Even though 97% of consumers don't expect brands to halt marketing activities, conveying the right message might be more complex than before

#### 15 Trust reassessed

Voters and consumers reassess the role of (and trust in) governments, business, media, charities.

## 17 Climate change actions and trade-offs debate intensifies

Debate intensifies between those who prioritize a quick economic recovery and those who favor reducing environmental impact, and we can expect public opinion to be equally divided. Consumers reevaluate brand and employer reputations from COVID-19 actions. Consumers expect brands to help alleviate the effects of the pandemic and demonstrate their integrity. They primarily want them to lead by example and prioritize their employees' well-being.

## 16 Community altruism

The heart-warming and altruistic responses people have exhibited in the face of this crisis reveals our tremendous willingness and ability to help one another on both an individual and community level.



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