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.
- 14-point gap between expectation and delivery and just 17% expecting an improvement during 2014.
- 23% feel they have clear values and 9% believe they take appropriate responsibility.

2. BUSINESS BEST OF A BAD BUNCH
- The bar is low, but business leads the way.
- 42% believe business leaders meet expectations.
- Yet only 35% rate them as effective communicators, one-third as having clear values and 29% as showing effective leadership.

3. POLITICIANS FALL OFF THE CLIFF
- 70% feel politicians fall short of expectations and half expect worse in 2014.
- 29% feel they have clear values and 9% believe they take appropriate responsibility.
- 45-point expectation/delivery gap.

4. WOULD LOVE TO HEAR FROM YOU
- Yet only 29% feel leaders communicate effectively with a 45-point expectation/delivery gap.
- 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 from a company due to poor leadership,
- 52% started buying or purchased more due to strong leadership,
- Banks (31%) and Food & Beverage (28%) sectors hit hardest commercially by poor leadership perceptions.
- Food & Beverage (31%), Technology (25%) and Retail (25%) sectors benefiting most commercially by good leadership perceptions.

6. Europe – the malaise
- New KLCM Global Disillusionment Index reveals a tale of European woe.
- Banks come last, a full 40 points behind insurance.
- China (181 points), India, Brazil and Singapore score best.
- US and UAE holding steady in the middle.
- Spain (55 points), France, South Africa and UK are most disillusioned.

7. Technology is tip-top
- KLCM Global Industry Leadership Index
- Technology ranks 39 points ahead of its nearest rival.

THE FUTURE IS MORE “FEMINine”

1. THE FUTURE OF LEADERSHIP COMMUNICATION IS MORE “FEMINine”
- Clear lessons for both genders and a new leadership archetype.
- Female leaders perform best on 5 of 7 most important leadership communication attributes and on all of Top-4.
- Yet only 29% rate them as effective communicators, one-third as having clear values and 29% as showing effective leadership.

2. Key actions, not just key messages
- Honesty, transparency and collaboration matter most.
- Lead by example 63%, transparent communication 62%, admit mistakes 61%.

3. Values and Value drive Corporate credibility
- Trustworthiness again the key requirement of corporate leadership.
- INFLUENCE ON PURCHASING DECISIONS
- Friends and family 46%, media 30%, employees 17%, CEO 10%, senior management 7%.

4. Wait for me, I’m your leader
- Multiple audiences beyond the C-suite drive trust and purchasing decisions.
- Traditional channels have greatest impact on leadership perceptions – TV interviews (49%), in-person speeches (42%), formal announcements (34%) vs. Facebook (16%) and Twitter (5%).

5. It’s what’s inside that counts
- Effective employee engagement more critical than ever.
- It’s what’s inside that counts.

6. Look into my eyes
- Personal presence and engagement crucial across all communications channels.
- Traditional channels have greatest impact on leadership perceptions – TV interviews (49%), in-person speeches (42%), formal announcements (34%) vs. Facebook (16%) and Twitter (5%).

7. Rise of the leadership eVangelist
- An influential and vocal minority
- It’s what’s inside that counts.

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[1] Note: Leaders included in 2012 and not included in 2013 or 2014 are sportspeople, celebrities, leaders of religious institutions; 2013 leaders includes union/labor leaders added in 2013.