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CCO Views into 2023

Survey of Chief Communications Officers

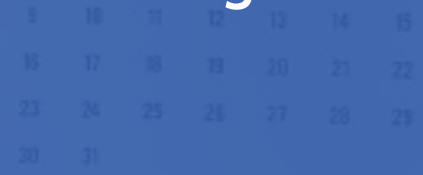
January 12, 2023



The CCO View of the Year Ahead

As organizations contend with increasing stakeholder expectations, pursue ESG and sustainability agendas, navigate complex geopolitical shifts, and operate in a post-pandemic, pre-recession period amid a war for talent, the strategic leadership of the Chief Communications Officer (CCO) has never been more vital.

Page, the premiere global membership association for CCOs and other senior communications and public relations leaders, fielded a survey asking for their unique perspective on business risks and opportunities as we begin 2023, and the advice they feel every CEO should hear right now.





Methodology

Sample: Page member chief communications officers
Fielded: December 12, 2022 – January 9, 2023
Responses: 56
Geography: 67% North America
24% Europe
7% APAC
2% Middle East

Top 2023 Business Risks According to CCOs



What is one critical risk you see from your unique perspective as a Chief Communications Officer that should be on most business' radar in 2023?

41%

Economic uncertainty

Inflation, recession and possible layoffs

32%

Employee challenges

Attracting/retaining top talent; employee engagement; the future of work

30%

Geopolitical risks

China; energy policy/security; military conflict; rising nationalism/protectionism

25%

Trust and division

Trust in business, government and media; political polarization; racism/DE&I; misinformation

Combined percentage of respondents whose open-ended answer referenced one of the items listed.
N=56

Top 2023 Opportunities According to CCOs



What would you say are the one or two biggest areas of opportunity for business from the CCO perspective? Please be specific.

65%

Stakeholder capitalism

ESG/sustainability; energy transition; stakeholder value model; leadership on societal and geopolitical issues; aligning values and purpose

32%

Employees and culture

Employee engagement; culture transformation; DE&I; attracting/retaining top talent; future of work

18%

Enterprise transformation

Digital transformation; misinformation; audience analysis/targeting; supply chain resiliency

Combined percentage of respondents whose open-ended answer referenced one of the items listed.
N=56

CCOs Words of Advice for CEOs in 2023



Q:

What would you say is one crucial piece of advice that CEOs need to hear from CCOs right now?

“There isn’t a way of playing it safe anymore. Polarization means you have to choose, intentionally, which reputation risks you take on and embrace...There isn’t a way of avoiding them. **Neutrality is a position now.**”

“Do the work before the s--t hits the fan. **Determine the values** and what is important to your stakeholders before jumping into every issue.”

“As businesses prepare for increasingly challenging economic conditions, do not lose or abandon the focus that has been placed in recent years on **employee engagement, ESG and DE&I.**”

“Expect your CCO to be a **confident contrarian** whose voice and counsel are pursued and protected.”

“Continue to talk about **the importance of mental health** and to openly offer support and resources.”

“For corporations to be authentic, **corporate culture** (how things get done in organizations) needs investment.”

“Focus on your company’s unique value proposition and be specific about how it **makes the world a better place.**”



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