

# Business leaders put people first during COVID-19; employees not convinced

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EINPresswire.com/ -- Based on a study of 300 of the country's largest listed companies, business leaders' claim that their most significant learning from the pandemic is 'having the culture and capacity to adapt/pivot' and 'putting people first'. However most employees in the UK and US don't agree that businesses are putting people first, according to the latest study on trust and COVID-19 released by [Echo Research](#) today.

Business leaders' most significant learning from the pandemic	
1	Having the culture and capacity to adapt / pivot
2	Attention to people first issues (mental health, wellbeing, working from home)
3	Operational and technological resilience
4	Soundness of financials
5	Value of crisis preparedness
6	Ability to manage / appetite for risk
7	Transparency in stakeholder engagement
8	Relevance/effectiveness of government interventions
9	Extent of reputational challenges

Source: 300 business leaders and city commentators  
Source: Echo Research

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## Business leaders' most significant learning from the pandemic

Echo conducted an integrated study of stakeholder interviews, consumer polls and social listening to better frame and understand changes to Trust and Expectations at a time of COVID-19.

“

The value of culture. So many companies were stuck in the mud / unable to operate at pace due to their culture. Others were able to operate at pace to protect the company and jobs.”

*Director, business services group*

Asked about their greatest learnings from COVID, business leaders said:

“The value of culture. So many companies were stuck in the mud / unable to operate at pace due to their culture. Others were able to operate at pace to protect the company and jobs.” Director, business services group

“Inspirational leadership and a strong culture for inclusion and flexibility and trusting our people. Resilience and passion of our frontline workers.” CHRO, top 50 global

company

One Board Member of a leading outsourcing company summed up: “[COVID made us realize] just how important key workers are to the physical and economic health of our nation.”

Although companies have put culture as the number one learning from the pandemic, most people disagree that employers are thinking of people more – just under half at 48% in the US feel that that employers are thinking of people more, while only 36% in the UK feel that way.

The full report by Echo Research, About Trust and Expectations at a Time of COVID, will be released later this week.

About Echo Research - Echo Research is an international market research company providing brand and reputation insights to drive performance improvement and transformation. It runs Britain's Most Admired Companies study, the longest survey of corporate reputation in the country, and has served over 500 clients spanning all sectors since its inception in Surrey in 1990.

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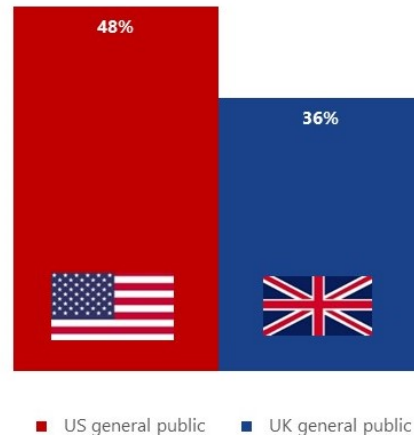
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**'I agree that employers are thinking of people more' % agree**



Source: 1000 UK and US adults, November 2020

Source: Echo Research

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Employees are not convinced that employers are thinking of people more

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