

# The Worldcom Confidence Index

## 11 Recommendations to increase the probability of success

The responses from 585 CEOs and CMOs from around the world uncovered which issues and audiences will have most influence over success in 2018. Worldcom makes 11 recommendations to increase the chances of successfully handling the challenges identified.

### Addressing the people challenges

Because attracting and retaining the best talent, and then increasing productivity, are key challenges identified by our Report, we have six recommendations to address them.

1 | Enhance your Employer Brand by defining your Culture and Values in a more compelling way



2 | Create a Purpose, and an Engagement Framework to support it, that both energizes employees and inspires customers by accentuating the value that you deliver



3 | Prove you care about employees by investing in an Employee Engagement program



4 | Close the Purpose Gap by training leaders and line managers to communicate the Purpose effectively and to drive productivity improvements by acting more as a coach

5 | Address the upskilling, reskilling challenge by giving managers the skills and time to coach



6 | Invest in the neuroscience of effective communication to address the talent challenge

### Addressing the threats

Cyber crime, GDPR and changing sources of influence are key challenges identified by our Report. We have five recommendations to address them.

7 | Reduce your exposure to cyber crime by 'nudging' employees to adopt safer behavior



8 | Carry out regular risk / threat assessments and crisis response tests to protect your brand and reputation

9 | Take action to be GDPR compliant and then 'nudge' your employees to adopt compliant behavior



10 | Build on customer satisfaction by activating your Promoters

11 | Identify changing sources of influence



In addition to the Global Report, reports are available for four regions: America, Asia, CE Europe and EMEA, and eight countries: China, Czech/Slovakia, France, Germany, Italy, Japan, UK and the USA.

For all the results please click [here](#).

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