

17 ACCELERATING TRENDS IN A POST COVID-19 WORLD

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

1 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.

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.

3 Protecting employee health and well-being 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.

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.

5 Social moves online



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

6 People consider moving once restrictions lift



After restrictions are lifted people consider moving away from city centers, leading to increased mobility toward economic opportunity but tighter restrictions on migration/asylum.

7 Telemedicine on demand



Telemedicine and digital health rises with virtual doctors, AI diagnostics and DIY. The COVID-19 pandemic could be what pushes digital health into the mainstream, acting as a catalyst for delivering health solutions across the whole health industry.

8 Tech advancements accelerate



5G/ Fiber broadband goes mainstream to drive connected devices, cloud and home internet use. Mobile apps accelerate

9 E-commerce is commerce



Online shopping will continue to grow and dominate bricks and mortar in revenue, preference and offerings.

10 Cybersecurity risks rise



Cybersecurity vigilance and fraud rise at home, office, in cloud networks, online payments and healthcare systems.

11 Supply chains go local



The pandemic has revealed the shortcomings of existing global supply chains, with products, components and materials shipped around the world on a just-in-time basis.

12 Changes in consumer behavior



Consumer purchase changes include more bulk-buying, stockpiling, buying cheaper produce, less luxury spending but more online and home entertainment and fitness.

13 Consumers engage with empathetic brands



Consumers look for brands that get the context and message right instead of only selling, along with changes in advertising, marketing and entertainment channels. Even though 97% of consumers don't expect brands to halt marketing activities, conveying the right message might be more complex than before

14 Reputations are reevaluated



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.

15 Trust reassessed



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

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.

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 expect public opinion to be equally divided.