



**WE** | Brands in **Motion**

# The Bravery Mandate: Make It Real.

## Technology

WE Communications released its sixth annual Brands in Motion worldwide study, developed in partnership with YouGov. Fielded across seven markets, the survey looks at what technology decision-makers expect from brands in 2023 and how those perceptions have evolved. It provides data-driven insights to enable tech brands to respond to disruptions, provide solutions, and step up and make it happen, make it matter and make it real.

## Making It Real for a Technology Industry in Transformation

As the pressures of today's world continue to mount, technology companies are, more than any other sector, acutely aware that the landscape is transforming. Staying engaged with customers is essential for technology companies to continue to chart a path forward that will enable them to effectively connect, stay relevant and manage through the continued change ahead. They need to balance profitability and innovation, internal employee connection, and address societal issues that their customers have come to expect.

Below we share three key technology-industry focused insights. These starters are excellent touchpoints for businesses to evaluate their strategies and plans to navigate key customer and societal expectations in the months ahead.

## **Insight #1:** Technology business decision-makers expect brands to embrace the role they play in society and be transparent about what they stand for.

- 90% of both enterprise tech decision-makers and consumers believe that companies should be clear about what they stand for, showing the importance of communicating a clear mission and purpose.
- 74% of people say brands should be transparent when informing the public about the actions they're taking in response to current and emerging issues in society.

### **Why?**

Like many other decision-makers, technology business decision-makers want to support organizations that lead with purpose and stand behind their promises. Despite mounting pressures, companies must stay the course on their long-term plans to address larger societal issues. People support such initiatives, and indeed they continue to see business as one of the most important institutions for driving positive change.

### **Key recommendation**

Take a brave stance and bring stakeholders along on your journey. Share your successes but also the roadblocks along the way and be transparent that this is a process. Although your company may not be perfect, showing the effort, vulnerabilities and process will go a long way in connecting to your audiences and making it real. Tech companies in many ways took the lead on purpose during the pandemic. Now – in times of further industry challenge – the tech industry can continue to lead in ways that are societally and socially relevant. What's more – your customers expect it, too!

## **Insight #2:** Technology business decision-makers are watching business leaders and prioritizing working with those who have strong influence and engage with social and global issues.

- 84% of B2B technology decision-makers say that during times of high societal division, businesses and organizations have a moral obligation to help bridge differences.
- 58% of these decision-makers want to see brand leaders answering questions about progress toward goals.

### **Why?**

The public is pressuring brands to step up and take meaningful action because they believe companies are up to the task, and because they are under tremendous pressure themselves.

### **Key recommendation**

Lead by example! Provide progress updates by answering public questions – and do it often. It's also important for CEOs (and other C-suite members) to share what they are personally doing to achieve goals. As the news sometimes gets tougher or markets tighter, resist the temptation to withhold status. Again – transparency and open dialogue are increasingly expected by your customers to earn their business.



**Tech decision-makers seek to work with companies whose values are front and center.**



### **Insight #3: A clear and compelling brand purpose helps drive preference for tech decision-makers.**

- 72% of tech decision-makers are more likely to recommend a brand if it is a leader in addressing societal issues that are important to them personally, versus 59% of global consumers.
- 77% of tech decision-makers think that brands should focus equally on creating shareholder value and bringing their core values to life, versus 65% of global consumers.

#### **Why?**

Tech decision-makers expect brands and brand leadership to stay true to their purpose and weigh in on societal issues that are relevant to the brand.

#### **Key recommendation**

Make your company's purpose clear and meaningful. Tech decision-makers seek to work with companies whose values are front and center. Don't be afraid to weigh in on societal issues that impact your community and your workforce; however, do so thoughtfully and with sensitivity. As competition heats up, making sure your customers know you have a clear purpose and vision can have a clear impact on their brand preference.

## **Explore The Bravery Mandate**

The Bravery Mandate: Make It Real surveyed 11,485 people including over 2,100 enterprise technology business decision-makers. If you're interested in exploring the full set of Brands in Motion research, you can find the complete study here. Those wanting to explore tools designed to help your organization evaluate where you are making it real for customers, and where you can capitalize on opportunities amid the transformation ahead, can reach out to the WE Technology Sector team to collaborate on your evaluation and planning process: [talktowe@we-worldwide.com](mailto:talktowe@we-worldwide.com).