



# 2020-2021 Board of Boards Series: Part 2 Executive Report

February 4, 2021

**FEATURED SPEAKER:** Richard Edelman, CEO, *Edelman*

## KEY TAKEAWAYS:

- Business, for the first time, is seen as the **most trusted institution**. It's the only institution seen as both competent and ethical.
- The only institution that both Republican and Democratic voters have the **same level of confidence in is business**, at 55% each.
- Society is suffering from **"information bankruptcy."** As employers are among the most trusted, businesses and CEOs must embrace the mandate to lead with facts, act with empathy, provide trustworthy content, and do not go it alone.
- For example, **vaccine hesitancy** remains a major hurdle to recovery. Business has a role to play in providing reliable information on vaccines to employees and within the communities they operate.
- Four critical issues that CEOs need to keep top-of-mind and act upon include **serving as the guardian of information quality, pursuing sustainability, dismantling systemic racism, and providing workforce upskilling.**
- Take a look at the Board of Boards Series: Part 2 press release, [here](#).

"Business has an opportunity to fill the void left by government and other institutions in addressing societal issues," stated **Richard Edelman, CEO, Edelman**. "Corporations should not wait for government, but instead should pursue change in partnership with government and NGOs. CEOs are expected to step in, speak out, and hold themselves accountable to more than just their board of directors and shareholders."

"In the last year, CEOs have been challenged in ways unimaginable and many of them have stepped up to meet the moment we are in," said **Daryl Brewster, CEO, CECP**. "CECP's 12 CEO conversations over that time are helping hundreds of business leaders address today's difficulties in real-time. These peer-to-peer sessions offer an opportunity for CEOs to talk through their most pressing issues, such as Covid-19, diversity, equity, inclusion, ESG, and sustainability—and the metrics to set meaningful goals on all fronts."

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## Participating Companies

