

## **Many are losing hope in our polarized and distrustful world.**

### **What is the purpose of this article?**

Provide business leaders with a perspective on how global society is perceiving the current world.

This article highlights a few key findings from the 2023 Edelman Trust Surveys (Global and Canadian Edition). All data is global, unless otherwise noted.

### **Fear and anxiety are increasing and hope for the future decreasing**

- 1) Only 28% of Canadians believe that their family will be better off in 5 years.  
89% worry about job loss, 76% worry about climate change and 72% worry about nuclear war.
- 2) 62% believe their country's social fabric has grown too weak to serve as a foundation for unity and common purpose.

### **We live in a polarizing world, with leaders driving polarization**

There is limited trust in government

- 1) 46% of people believe government is a source of false or misleading information. Only 30% feel that way about business.
- 2) 41% trust government leaders while 64% trust the CEO they work for.
- 3) Only business is seen as competent and ethical. Government is seen as less competent and unethical.

Globally, 62% see the rich and powerful are dividing forces pulling people apart, and 49% feel the same way about government leaders

In the US:

- 1) 63% of the top quartile income earners trust institutions, while only 40% in the bottom quartile trust institutions.
- 2) Only 26% of US Republicans trust government while 61% of Democrats trust government

Few people would help, live, or work with those who strongly disagreed them.

- 1) Only 30% would help those in need
- 2) 20% would be willing to live in the same neighbourhood or have them as a coworker

### **What are your next steps?**

- 1) Discuss the implications of the above findings: for the members of your company's ecosystem; and for your company's long-term success.
- 2) Survey the members of your company's ecosystem. Compare those finding to Edelman's findings. What are the implications of the differences?
- 3) Identify future scenarios, some better and some worse than today. What are the implications and what actions must you take to minimize the risk of long-term company failure?
- 4) Assess the actions and communications of your company. Are you building or destroying trust? Are you a unifying or polarizing force in society?

### **What further reading should you do?**

2023 Edelman Trust Barometer – global report

<https://www.edelman.com/trust/2023/trust-barometer>

2023 Edelman Trust Barometer – Canada

<https://www.edelman.ca/sites/g/files/aatuss376/files/2023-03/2023%20Edelman%20Trust%20Barometer%20EN.pdf>

Society's trust in corporate leadership and political leadership is low

<https://koorandassociates.org/values-morals-and-ethics/societys-trust-in-corporate-leadership-and-political-leadership-is-low/>