

Overview

The American Dream still unites us

Despite doom and gloom, we managed well through the pandemic crisis and kept our positive outlook.

58%

of Americans think their lives will be better in the future

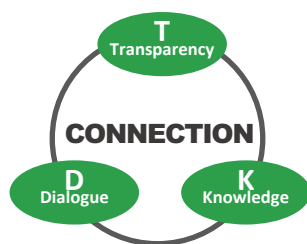
48%

of Americans think positively about the past year

>20%

are negative about the current or the future

New style of leadership shapes positivity

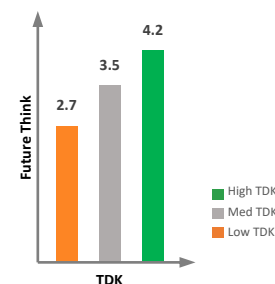


There is much discussion about expectations for a new style of connected leadership based on transparency, dialogue and knowledge-sharing. This has forced CEOs to rethink their role and has a significant impact on Americans outlook for the future and current actions.

People with high TDK connection have higher *FutureThink* and are:

60%

more likely to take actions to improve their future



Can a more 'connected' leadership increase vaccination?

We still need to grapple with engendering better healthcare behaviors to end the pandemic and come out stronger. It doesn't only have to be a stick-or-carrot approach. People with high connection are 20% more likely to get a vaccination.

People with high TDK connection are:

37%

more likely to take actions to improve their health

20%

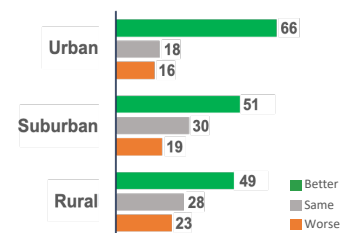
more likely to specifically get a Covid vaccination

Urban Collapse: Building Back our Cities

Headlines call out the collapse of urban centers, but cities remain the engines that drive positivity and connection, giving new reason for corporate leaders to support building back cities while creating deeper connection in a hybrid world.

66%

of Americans living in cities think the future looks better compared to only half of people living outside of cities



The Great Resignation: Turning Challenge into Opportunity

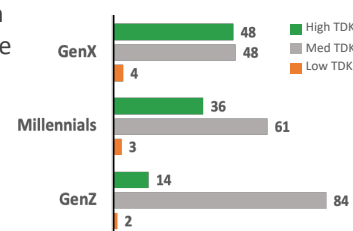
The great resignation and talent wars continue. How do we keep our highest performers motivated. Our most connected employees are also the most entrepreneurial. As we return to work, how do we both engage employees to stretch themselves, while providing opportunity so they don't look for those opportunities elsewhere.

High TDK connection declines as workforce gets younger:

48% for Gen Xers

36% for Millennials

14% for Gen Z

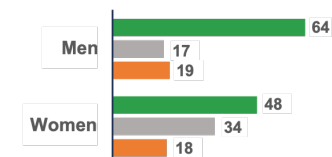


Addressing special needs of women and families

The report sheds light into the special concerns of women and parents, which have only been amplified during the pandemic. Regression analysis shows increasing dialogue and transparency can have up to 2X the connection impact with women over men.

48%

of women think the future looks better compared to 64% of men



10 Lessons for Business Leaders

- 1** Transparency, dialogue, knowledge-sharing:
New 'connected' leadership model can engender broad positive outlook.

- 2** Creating positive outlook with your employees motivates your workforce
which can increase engagement and productivity.

- 3** Increasing connection engenders better COVID compliance and health behaviors,
fostering an improved sense of wellness and back to normal.

- 4** Building higher connection and positivity also increases adoption of new technologies
which leads to more innovative thinking.

- 5** Hybrid work, perks and money not necessarily the key driver of talent retention
and attraction: connection is a very powerful factor.

- 6** On considering Headquarters, urban centers remain a strong engine of both
connection and positivity.

- 7** Building connection differs depending on age and demographics:
understanding each cohort's needs is vital.

- 8** Women and Parents feel less connected and may become less motivated:
more dialogue, more flexibility is needed.

- 9** The farther from corporate hub, the less connected you feel: people who are remote,
especially those in suburban and rural areas, need extra connection.

- 10** You can no longer count on loyalty in the workplace:
Millennials and Gen Z are focused on gaining knowledge to advance their careers
which has strong implications for internal communications and HR career planning.