

Business UpNorth

Only a Third of UK Employees Trust Their CEO Says New Survey

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Geoff Hudson-Searle

A survey carried out by DataPad for best-selling business author Geoff Hudson-Searle as part of his research for a new book, shows that few of us trust our leaders.

Of those who responded to the question; "Do you trust and respect your CEO", 30% responded, "not at all" and another 39% responded, "a little" [1].

Geoff Hudson-Searle, has published his latest book, Purposeful Discussions, in an attempt to change how leaders communicate, which he argues is at the heart of the current challenge with trust and respect.

The survey asked employees the same question on 'trust and respect' in relation to their Executive Leadership, Heads of Department and their immediate line managers. The closer the manager's role was to the respondent, the more likely it was for the employee to answer positively. Immediate managers were trusted "a lot" by 48% of those who responded and "a little" by 36%. 16% of immediate managers are not trusted at all.

Author Geoff, from Chiswick, West London, (pictured), is a serial business advisor, CSuite Executive and Non-Executive Director. He was rated by Agilience as a Top 250 Harvard Business School authority.

Geoff commented. "Moral and ethical leadership is the key to successful business, yet it's clear from the news that the leaders of some of our most influential corporations are making morally questionable decisions. These decisions will lose the trust of customers and employees. Trust is the foundation of high functioning relationships and can only be achieved by meaningful dialogue. It is clear that this is not happening. Instead we're using electronic communication, where it should never be used."

Purposeful Discussions demonstrates the relationship between communications (human 2 human), strategy and business development. It provides a holistic overview of the leading methods and techniques. It is a hands-on guide for business professionals, and those in higher education, to help guide them through the next decade.

Michael Sharp, Principal of Sharp Wealth Management, Associate Partner Practice of St James's Place Wealth Management PLC commented; "Geoff has taken an honest look into how technology and human interaction co-operate and how this union can effect positive outcomes for us. A must read for anyone with an entrepreneurial mindset."

The survey was carried out by DataPad to evaluate the current issues with leadership in the UK.

2100 people took part in the survey. However, those who answered 'not applicable' or 'don't know' have been excluded from the results above.

- o 999 people responded to the question on their CEOs

- o 1264 people responded to the question on their immediate managers.

The survey was balanced across the UK regions and results are available by age and salary levels.

Geoff also lectures at business forums, conferences and universities and has been the focus of TEDx and RT Europe's business documentary across various thought leadership topics and his authorisms. A member and fellow of the Institute of Directors, associate of The Business Institute of Management, a co-founder and board member of the Neustar International Security Council

(NISC) and a distinguished member of the Advisory Council for The Global Cyber Academy. He holds a Master's degree in Business Administration.

Purposeful Discussions is book five in Geoff's popular business series. He is also the author of:

- Freedom After the Sharks
- Meaningful Conversations
- Journeys to Success – Volume 9
- God in Business

[i] This percentage excludes those who answered, 'not applicable' or 'don't know'.

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