

# THE LEADERS' REPORT

## Who earns the trust of citizens and why?

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[wpp.com/govpractice](http://wpp.com/govpractice)

A dark blue world map with glowing green and blue circular data points of varying sizes scattered across the continents. The points are most concentrated in North America, Europe, and East Asia, with a few smaller points in South America, Africa, and Australia. The background is a dark blue gradient with faint white contour lines.

40  
COUNTRIES

5  
MULTILATERALS

400  
COMMUNICATORS

A dark blue background featuring a faint world map. Overlaid on the map are numerous glowing points in shades of blue and green, each surrounded by concentric, wavy contour lines, suggesting a global network or data distribution.

POST  
TRUTH

POST  
DEMOCRACY

POST POST  
DEMOCRACY



A dark blue world map serves as the background. Overlaid on the map are numerous glowing data points in shades of cyan and green, some with concentric circular ripples around them. Faint, light blue contour lines are also visible across the map, suggesting a global data visualization or heat map.

FROM  
DEFERENCE

TO  
REFERENCE

TO  
PROXIMITY

A dark blue background featuring a faint world map. Overlaid on the map are numerous glowing data points in shades of blue and green, each surrounded by concentric, wavy lines that resemble topographical contours or signal waves. These points are distributed across various continents, with a notable concentration in North America and Europe.

DESKTOP  
TO MOBILE

WORDS  
TO PICTURES

SEARCH  
TO DISCOVERY

# ATTRIBUTES

STRATEGY	<ul style="list-style-type: none"><li>• Having a clearly defined role of and structure for communication</li><li>• Understanding the wider socio-economic and cultural environment</li></ul>
PEOPLE	<ul style="list-style-type: none"><li>• Creating collaborative team environments</li><li>• Sustaining investment in talent, skills and professional development</li></ul>
PROCESS	<ul style="list-style-type: none"><li>• Maintaining consistency of messages across govt and channels</li><li>• Working across government on communication priorities</li></ul>
STRUCTURE	<ul style="list-style-type: none"><li>• Maintaining sufficient access to senior stakeholders</li><li>• Driving a focus on the citizen throughout the organisation</li></ul>
TOOLS	<ul style="list-style-type: none"><li>• Accessing a wide range of data sources to inform decisions</li><li>• Embracing technology to become more citizen focused</li></ul>



# THANK YOU

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