

Between April 16 and April 23, Waterstone Human Capital surveyed Canadian leaders from their Canada's Most Admired Corporate Cultures database of just under two thousand Canadian executives.

The *Waterstone Insights Leader Pulse* asked Canadian leaders three questions in their new one-minute pulse survey.

This is the first in a series of leadership-targeted surveys intended to understand how leaders are thinking about, responding to and planning to emerge out of the COVID-19 crisis.

## Question 1:

Regarding the COVID-19 virus situation, what are your top 3 pain-points/considerations in your day-to-day business as a leader?

Well-being of staff and safety of team members/  
customers/suppliers

77%



Cash flow preservation and sales/revenue

68%



Economic factors / volatility and viability /  
continuity of operations

45%



Leveraging market disruption

19%



Uncertainty and fear

14%



## Question 2:

On a scale of 1 to 10, how ready do you feel to lead your organization through the impact of COVID-19? Please select the reasons why you chose that rating.

# 8/10

Have a great team working with / alongside me

81%



Have a highly engaged/ quality workforce

64%



Have a strong crisis / disaster operational / communications plan

48%



Have great advisors

29%



Access to helpful information

24%



### Question 3:

What are you doing, or planning to do now, that you believe will help you successfully emerge from this crisis?

Significantly increase communication with team members



Staying close to customers / suppliers



Create new / improve products or service offerings



Preserving cash



Reducing costs/headcount

