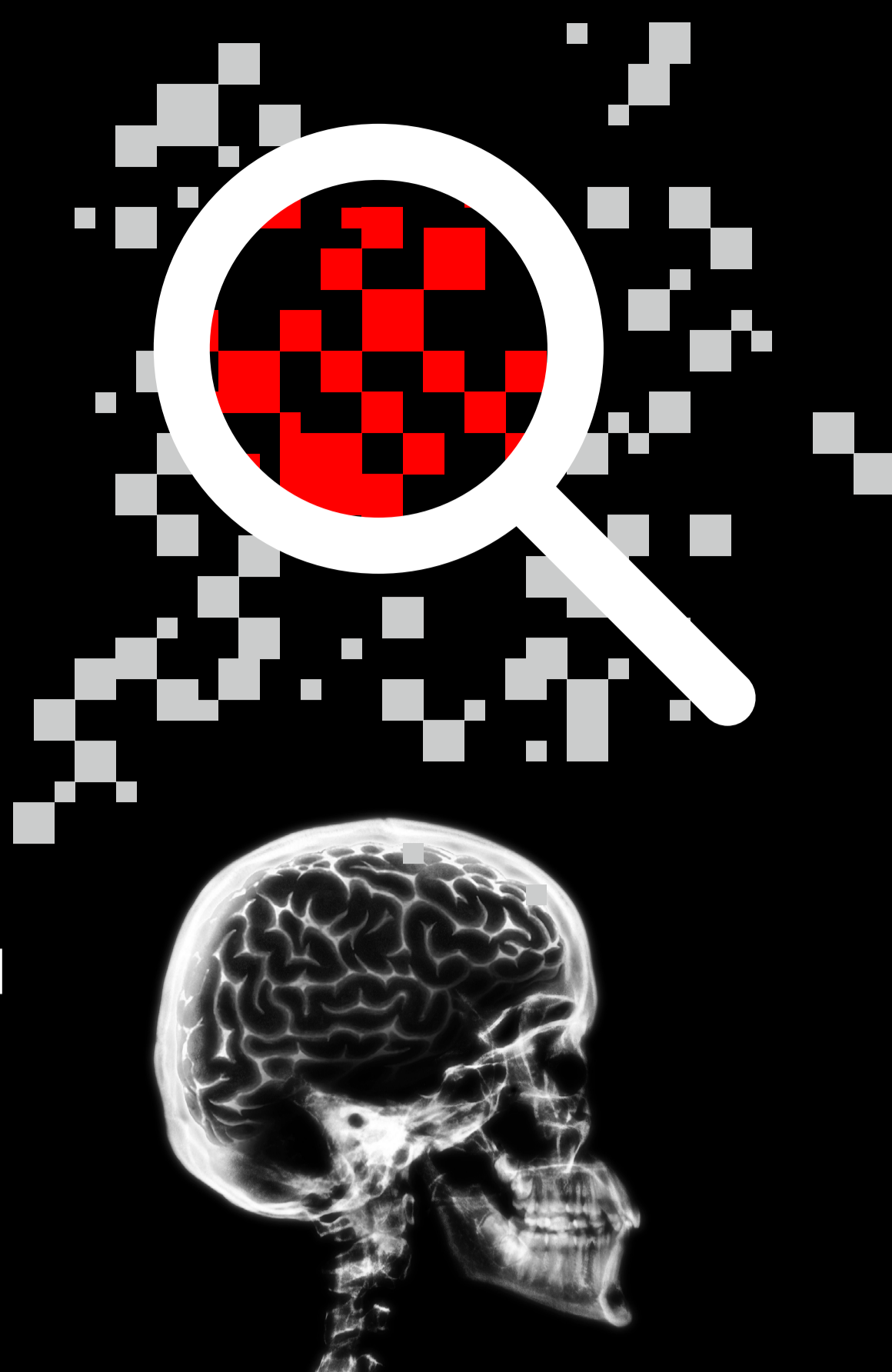


The digital emperor has no clothes

Are business leaders ready for a world of radical transparency?

Successful leaders must be prepared to embrace a world of radical transparency and demonstrate a dynamic, ethical approach toward their customers, their workforce of the future, and society at large.

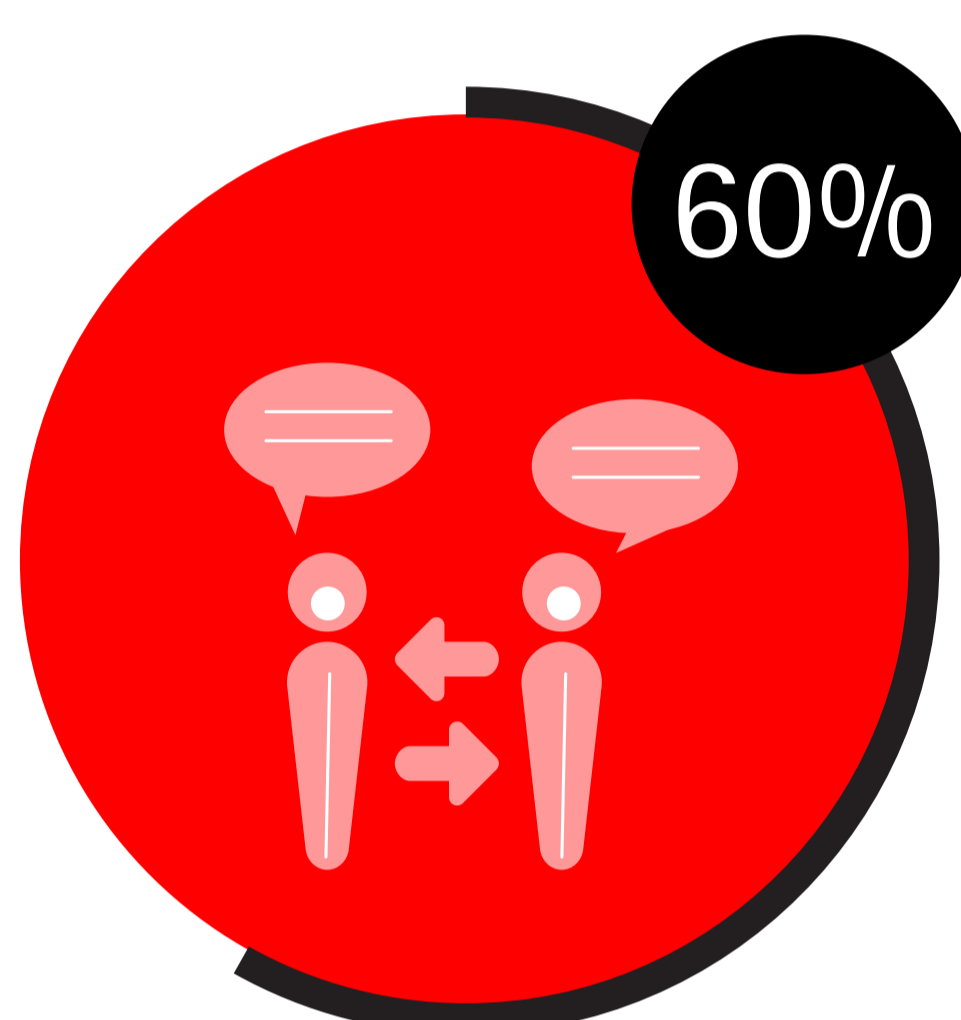


83% of executives say trust is the cornerstone of the digital economy.

But leaders need to address fundamental challenges:

Leaders are ill-prepared for radical transparency:

60% of employees share information on their rewards, salaries or opinions of the performance of their managers on public social sites.



Leaders need to push the boundaries of existing regulations:

Nearly three-quarters of business executives are relying on regulation to help bring clarity on the appropriate use of personal data.



Leaders must adopt strong digital ethics to sustain digital innovation:

82% of respondents agree that a lack of security and ethical controls on data could exclude them from participating in digital platforms or ecosystems.



There are three steps business leaders can take to manage radical transparency and achieve sustained competitive advantage:

- 1 Use digital to break down barriers and create a more dynamic, adaptive culture.
- 2 Create inside out transparency by piloting and iterating ethical policies to adapt more quickly.
- 3 Build "ethical muscle" through a diverse workforce that incorporates different perspectives into ethical decisions.