

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.

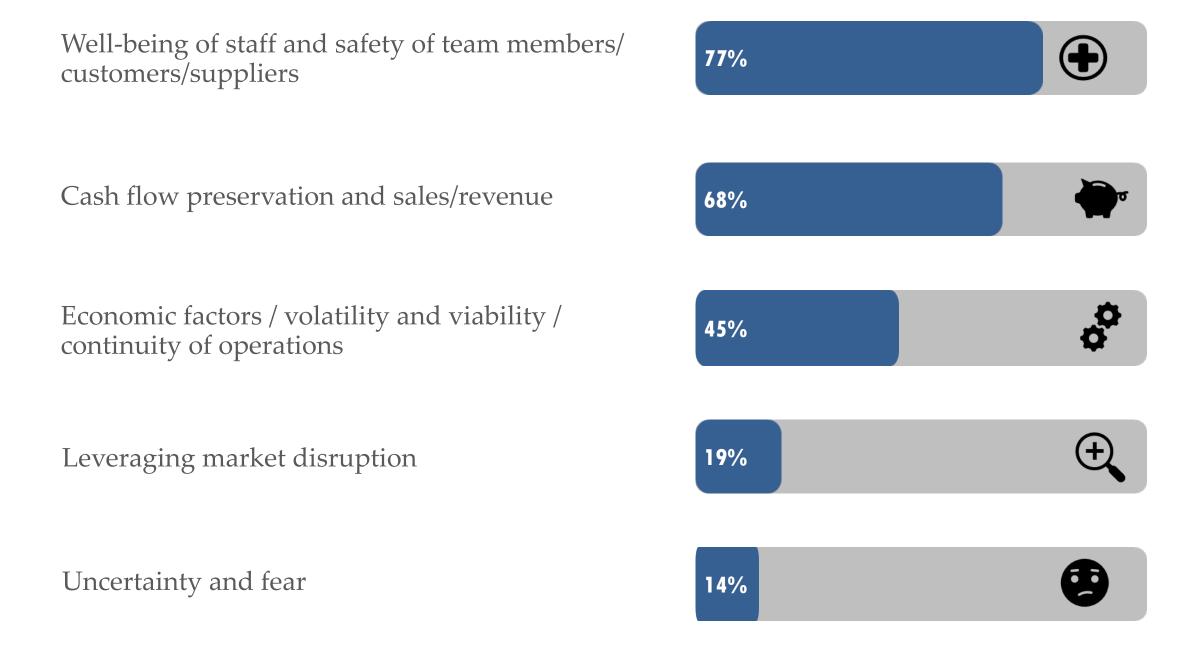
The Waterstone Insights Leader Pulse asked Canadian leaders three questions in their new one-minute pulse survey.

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?



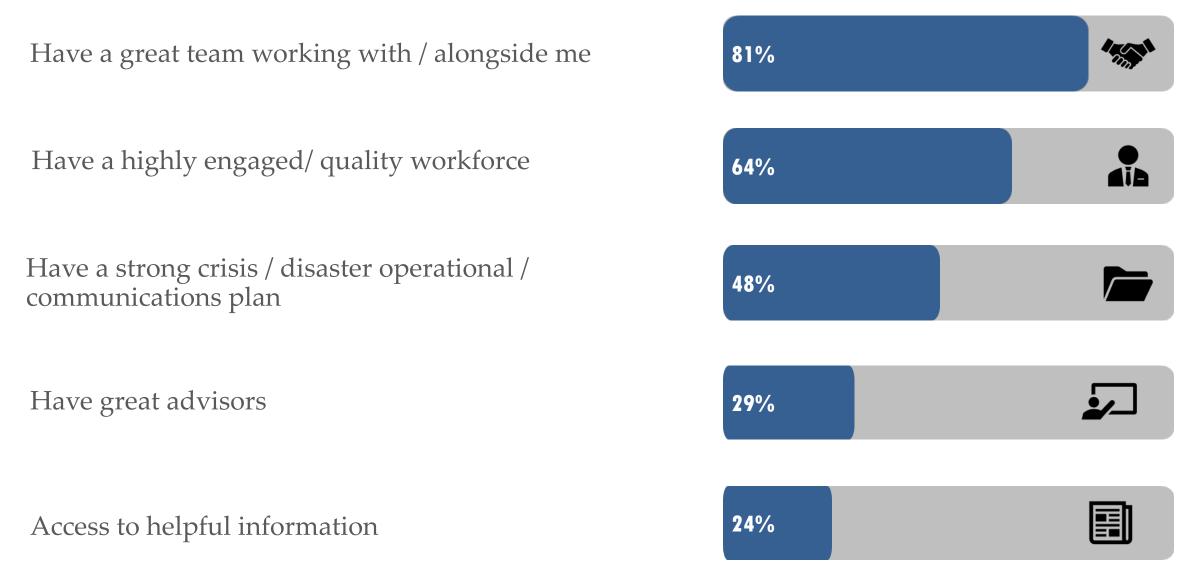


Question 2:

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



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	79%	
Staying close to customers / suppliers	66%	#
Create new / improve products or service offerings	59%	- <u>`</u>
Preserving cash	55%	\$
Reducing costs/headcount	48%	74