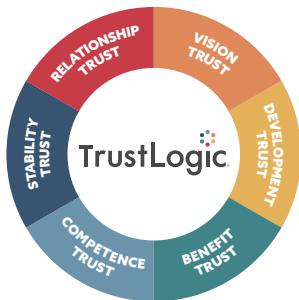




The Six Buckets of Trust[®]



Trust in an appealing relationship

How strongly does our audience trust us to relate well to them? Relationship trust is about the audience trusting that we offer them a truly appealing relationship that connects with them. Are we supportive? Or inspiring or guiding?

E.g. We've set up a customer advisory panel and we meet every month.

Trust in an appealing vision

What appealing vision or purpose are we trusted for – and how strongly? Is our purpose clear? Is it appealing and understandable? Vision trust is not an organisational goal like 'achieving 90% satisfaction'. A vision or purpose is the reason why the organisation exists and why clients should do business with us.

E.g. To secure a more sustainable future, we support over 5,300 schools with resources and excursions.

Trust in successful future development

How strongly are we trusted to develop well in the future and help the audience develop well in the future? Development trust is about the audience's ability to trust you to be able to evolve and develop successfully in yourself and thereby stay relevant to the audience. How will you develop and change? What will you do?

E.g. Every year we invest \$1bn in innovation and register over 1000 patents.

Trust in a relevant benefit

Benefit trust is the trust that we are valuable to our audience in their lives. What do we bring to their lives? Why would the audience value us and invest in us? Why would they support us or stay with us?

E.g. My children learn to take responsibility.

Trust in relevant competencies

Are we trusted to be competent? In fact, trusted to have the right competencies? Competencies are not only technical skills or capabilities. Equally, they can be the ability to understand, synthesise or be pragmatic.

E.g. Creativity. Ability to make many specialisations work together.

Trust in stability

How well are we trusted to have built a strong and solid foundation? How long have you been around? What have you done? What have you achieved? How have you developed or helped others develop?

E.g. Have been around for over 150 years and today over 40,000 team members support you.