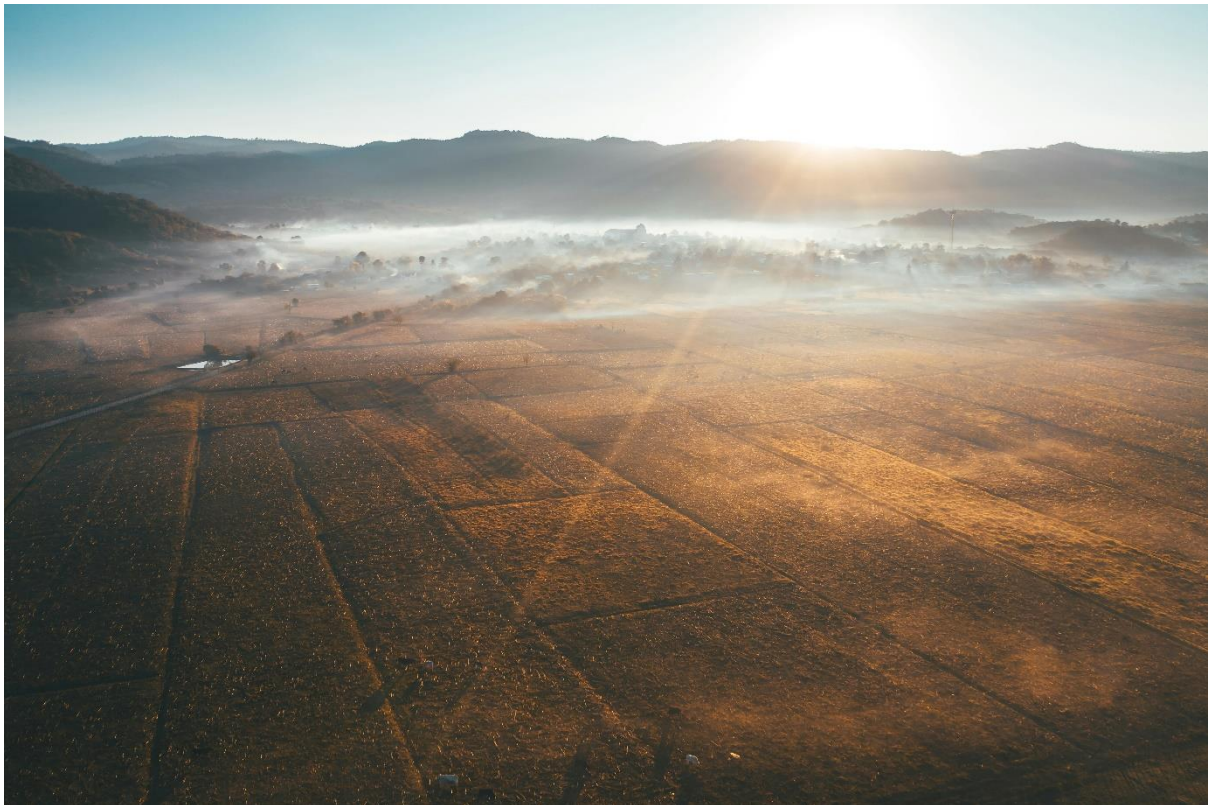


Working with TrustLogic®

Would you bet the farm on it?

The Scientific Basis of TrustLogic®



Wherever you look and whoever you ask, trust is the most powerful driver of performance. Your reputation is built on trust, your brand is defined by what it is trusted for, and experience design exists solely to manage trust. Everyone in sales understands they must be the trusted advisor. Trust is so valuable to your audience that, with every little increase, their positive behaviours towards you double.

If you use key performance indicators like the Net Promoter Score (NPS), satisfaction, engagement, consideration, or loyalty, the vast majority of your success depends on your audience's level of trust. So, if you choose to invest in building trust, you want to be certain it's a sound investment. Here, we share the background of TrustLogic® and its measurement framework.

Methodology Matters

Many trust-building frameworks rely on theoretical constructs with minimal scientific validation. For example, some of the most widely cited 'Trust Equations' are often regarded as scientific models of trust. However, a closer examination of their literature reveals they are merely conceptual frameworks based on experience and opinion, with little to no empirical testing.

The Psychology

In contrast, **TrustLogic®** is grounded in rigorous scientific research and has demonstrated practical success across various industries. Its development involved extensive psychological analysis, including over 100 in-depth 90-minute interviews led by psychologists Barbara Grohsgart and Stefan Grafe, under the guidance of Professor Wilhelm Salber, the father of the most modern psychology. This research forms the foundation of the **TrustLogic®** model, which has been applied globally with consistently positive results.



Defining the Research Question

Barbara Grohsgart emphasised the importance of clearly defining the research question to truly understand trust. Rather than merely ticking off factors from a checklist, the core question was: **'How do people experience trust?'**. We started from that question, without intent of developing a model or tool. We just wanted to know how trust forms.

Morphological Psychology: A Deeper Insight

The research that resulted in TrustLogic® utilised morphological psychology, the most modern and comprehensive form of psychology, developed by Professor Wilhelm Salber. Unlike other branches, morphological psychology focuses on the dynamics of the mind and how it processes decisions—hence, it's often referred to as the psychology of decision-making. Before developing this methodology, Professor Salber worked as a market researcher, but he returned to academia

driven by the need to understand why people make the choices they do. Morphological psychology explains that.

Trust Logic®: How Trust Manifests

During the research, participants didn't simply talk about trust in isolation; they expanded on the reasons why they trusted or distrusted someone.

The key finding: Trust doesn't exist in a vacuum—it is always grounded in specific reasons. Trust manifests itself through these reasons.

Our Mind's Logic of Trust

From the hundreds of interviews conducted, we identified six distinct categories into which these reasons clustered:

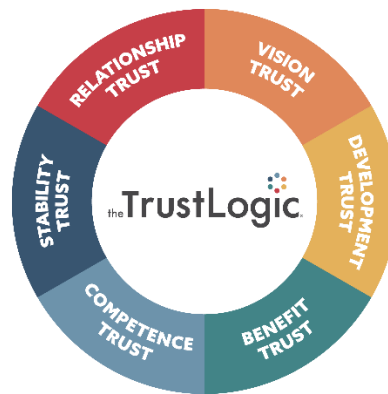
1. **Stability** – Trust in a strong foundation.
2. **Development Trust** – Confidence in future growth and evolution.
3. **Relationship Trust** – Trust in the person or organisation's connection with the trustor.
4. **Benefit** – What advantages can I trust in?
5. **Vision** – Trust that the individual or organisation has values and goals I agree with.
6. **Competence** – Confidence in the person or organisation's skills to achieve their objectives.

While these categories are distinctive, they are interconnected. For instance, Stability and Development Trust are linked—strong foundations don't automatically ensure future success. Similarly, Relationship Trust and Benefit Trust are intertwined, as we generally don't engage in relationships without gaining some benefit, even if it's emotional.

For example, a friend may be unreliable with keeping secrets or being punctual, but if you trust them to provide great company and lively conversation, that's where Relationship Trust and Benefit Trust come into play.

Likewise, Vision Trust and Competence Trust work together, as values and competencies must align to inspire trust.

All six categories work holistically, with our minds quickly assessing reasons to trust or distrust across each before forming an overall trust assessment.



Trust Made Simple

Though the psychology of trust is deep, applying it doesn't need to be complicated. As one workshop participant put it, **'It's like Six Buckets of Trust I need to fill. Now I just have to find the trust reasons to fill them.'** This analogy has since stuck, with clients frequently referring to the Six Buckets of Trust.

Since we build trust through various reasons, clients call these reasons 'Trust Builders®', each contributing to greater trust.



You have infinite trust equity available: Trust Builders®

Working with clients, we help them identify their Trust Builders®. This can feel daunting at first, but we provide a structured system. Clients soon realise they have an infinite number of Trust Builders® to draw upon, including:

Let's Build More Trust

At TrustLogic®, we assist clients in developing their brands, experiences, and value propositions. We also train teams, from board members to frontline staff, to quickly identify, prioritise, and utilise their Trust Builders®.

Our innovative AI platform, Trustifier.ai, takes this one step further by instantly finding Trust Builders® for any Trust Bucket®. By harnessing Google Search, Trustifier.ai helps generate tailored content, from social media posts to proposals, based on your Trust Builders®. It even incorporates human heuristics and creative techniques like metaphors to bring your content to life.

With TrustLogic®, you have the tools to build more trust, enrich your audience's experience, and foster stronger relationships.

The statistics: Sound from every perspective

Naturally, you'll want to know whether TrustLogic® is sound and reliable. We've already seen the psychological basis, but it's equally important to understand the statistical strength. Our clients have invested billions of dollars based on TrustLogic®, so its accuracy is critical.

Six Calibrated Statements

The first challenge when conducting a survey is knowing what to ask. While we understand what each Trust Bucket represents, how do we express this accurately and concisely? To address this, we modelled several statements—one, two, and three for each Trust Bucket—and performed statistical regression analysis (driver analysis) to identify which statements best represent overall trust. After thorough testing, we were able to narrow it down to six statements—one for each Trust Bucket.

This is significant for two reasons. Firstly, it shortens the survey, making it easier for respondents and increasing the likelihood of more accurate results. Secondly, reducing the number of statements also increases the veracity of the results; fewer factors improve the explanatory power of the survey. Essentially, we've arrived at six statements that give us a comprehensive view of trust.

TrustLogic® is the verified representation of trust.

In testing models one uses statistical regression analysis, or driver analysis. It tells you how well the factors in the model (in this case the six dimensions of TrustLogic®) explain the target variable (in our case, Trust).

In the social sciences, the explanatory power (or R-Square value) of a model is key and determines the veracity of the model. Here's how to interpret the results:

- 40-49%: Good explanatory power, but with gaps
- 50-69%: Very good explanatory power, a sound basis for decision-making
- 70%+: Exceptional explanatory power, practically flawless

An easy way to remember this is to think of anything over 65% as practically meaning 100%.

In modelling the TrustLogic® statements across many categories and stakeholders, we consistently achieved results between 65% and 80% R-Square, indicating the model is highly accurate. In some cases, TrustLogic® has outperformed well-known metrics like NPS, reaching explanatory powers as high as 87%.

This means our clients can be confident that TrustLogic® is an effective tool to build trust.

But which Trust Bucket® is most important?

This is a question that frequently arises during our workshops, and it's an important one. We've found that most clients are quite adept at prioritising the Trust Buckets® and even the Trust Builders®. However, for some clients—especially in smaller firms such as legal or engineering consultancies—it's difficult to determine this quantitatively. Larger organisations with millions of customers or thousands of employees tend to find it easier.

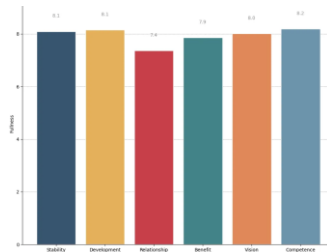
So, which Trust Bucket® matters most? Psychologically, all six Trust Buckets® within TrustLogic® are equally important when building trust with customers, employees, the public, or investors. But situationally, this isn't always the case. The socioeconomic environment, the brand's standing, competitive dynamics, and the audience's experiences can all influence which Trust Buckets take priority.

To determine which Trust Buckets® and specific Trust Builders® are most important, we conduct a quantitative survey using a driver analysis.

Let's check first how full your Trust Buckets® are

With these six statements in hand, we ask respondents how much they agree with each one. For instance: “[Brand] has built a strong and stable foundation...” Respondents then indicate their level of agreement, allowing us to assess how full each Trust Bucket is.

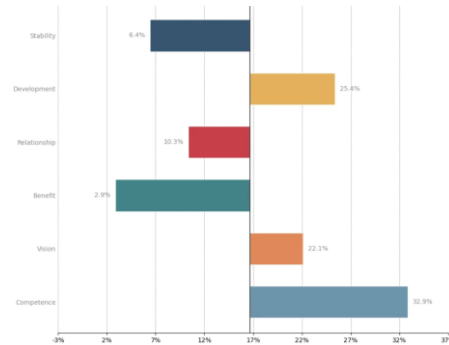
We can also calculate an overall trust score by averaging the responses across all six Trust Buckets. This is known as the Trust Composite Score. Importantly, this method provides a more accurate assessment of trust than asking broad questions like, “What is your level of trust in [Brand]?”



Which Trust Buckets Should You Focus On?

Once we know the status of each Trust Bucket, the next step is understanding which Buckets are most important to your audience—rather than what you think is important. To do this, we use a sophisticated driver analysis. After years of applying TrustLogic®, we experimented with various driver analyses, as each has its strengths and weaknesses depending on the context. After extensive testing, both theoretically and practically, we found that Shapley regression was the most effective.

Interestingly, when we started using Shapley regression with TrustLogic®, it was relatively unknown in market research. A few years later, its inventor, Lloyd Shapley, won a Nobel Prize in Economics for his work on the Shapley Value. Today, it is widely used in market research, but our version remains customised for TrustLogic®.



Let's Focus Again: Which Trust Buckets Matter?

Now that we know TrustLogic® is statistically robust, we can use the driver analysis to identify which Trust Buckets are most important for your audience. This analysis yields a percentage score, such as:

- Stability Trust: 8%
- Development Trust: 33%
- Relationship Trust: 18%
- Benefit Trust: 12%
- Vision Trust: 15%
- Competence Trust: 14%

In this example, Development Trust is the most important Trust Bucket. It's worth noting that these percentages can vary across different audience groups. For instance, one department in your company might prioritise different Trust Buckets than another. Similarly, customer segments can have different priorities, making it crucial to understand your audience's specific needs.

Now We Know Which Trust Bucket® to Focus On—How Do We Fill Them?

If Development Trust is most important, how do we ensure this Trust Bucket® is properly filled? As mentioned earlier, there are countless reasons, or Trust Builders, that can fill each Trust Bucket, ranging from organisational trust builders to product- or service-specific reasons, to the individual people involved.

Once the survey identifies which Trust Bucket is most crucial, we focus the next stage of the survey on specific Trust Builders®. For Development Trust, this might involve statements such as: *"We are such an important partner to Google that they permanently place specialists with us to improve our solutions for you."*

We then perform another driver analysis, this time examining which Trust Builders® most effectively fill the Development Trust Bucket. In this example, the Google partnership was one of the four most effective Trust Builders.

Do Your Audience—and Yourself—a Favour: Build More Trust

Allowing your audience to trust you more is highly valuable—for both them and you. Trust is not a complicated concept; it has evolved over thousands of years as our key survival instinct. Trust is simply the sum of all the reasons why we can trust someone or something, assessed in six distinct categories—the TrustLogic®.

Building trust means understanding which Trust Buckets® are most important to your audience and filling them with the right Trust Builders®. TrustLogic®, TrustAnalyser, and Trustifier.ai make this process efficient and reliable.