# Trust **Thrust**



## Accelerate Trust Building

*Trust: one of the many casualties of the pandemic. Never an easy win, if trust was perceived as a precious asset before the world was forced into shutdown, it is now utterly indispensable. An imperative. Without trust there is no business. Technology Businesses must be trusted by customers, clients, shareholders, employees, partners, networks and authorities alike. In summary, by everyone. How can a corporate purpose even exist without trust? (Re-)building trust must be front and center of all technology decisions. And trust us: when done well, it becomes a business accelerator.*

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*Expert in Residence*

## WHY?

If the pre-pandemic conventional wisdom for trust was "slow to earn, quick to lose", the current play or post-pandemic wisdom needs to be different. Use the best technology armory at your disposal to build or rebuild trust that much faster. We should ask ourselves: how long can we tolerate a lack of trust – in ourselves, in our organization, in others? Pursue trust-building breakthroughs, in reliability, security and transparency of course, but also in understanding, responding and adapting. A continuously evolving ecosystem cannot survive without trust between all the players involved, whether they are a keystone species or not. However, when trust permeates the ecosystem, it will power it up - , benefiting all, but especially those who gave the strongest trust thrust.

## GO FOR IT!

**1. Review all experience apps and build trust in**
Customer/client/partner/employee experiences result from the combination of many applications. Weave a red thread of trust through them, so your applications – all together – create the reality, and generate the feeling, of dealing with a trusted associate.

**2. Make trust-building a key non-functional requirement**
The trust requirement will combine with other non-functional requirements, for example in terms of data quality and transparency, to create a whole new personal, confidence-building reality, and feeling, in the resulting applications.

**3. Include trust into testing**
Once your normal test procedures are successfully completed, let trusted users make a 'trust walkthrough' of every application, or system of applications.

**4. Double your standards for data quality, inside and out**
As flawless data forms the basis of trust, ensure your own data is indeed flawless. Review qualitative data to make sure it meets the same requirements used for accounting data, and vet all data produced and communicated to ensure it is of the best quality.

**5. Use AI transparently**
The more AI progresses, the less clear it becomes. Explain every one of its uses in terms all stakeholders can understand – if you cannot, tell it or drop it.

**6. Welcome all stakeholders under the cybersecurity umbrella**
Give cybersecurity coverage to stakeholders, ask them to play a part in it and strengthen their feeling of belonging to a trusted team.

**7. Treat trust incidents like a security threat**
Security threats get all the attention, even up to top management. Create a mirror system for trust incidents; collect data, analyze it, prioritize it and importantly, propose remedies for all trust breaches.

## MEASURE:
- Attrition
- Churn
- Repeat Business

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