



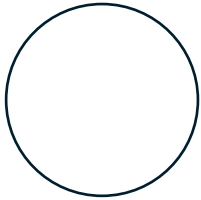
Centre for Future Enterprise

CURATING THE TRUST EXPERIENCE

A person with short brown hair, seen from behind, wearing a white lab coat. They are standing in front of a light-colored wall and looking at a framed sign. The sign has a black border and contains text in a sans-serif font.

BENEFITS OF
TAKING A
HOLISTIC
APPROACH

BRISBANE TRUST ALLIANCE



*TRUST
COMPLEXITY*

*TRUST
EXPERIENCE*

TRUST
COMPLEXITY



DO YOU TRUST THIS AGENT TO ~~BEYERHOF~~?



TRUST



Integrity

Predictability

Benevolence

Competence

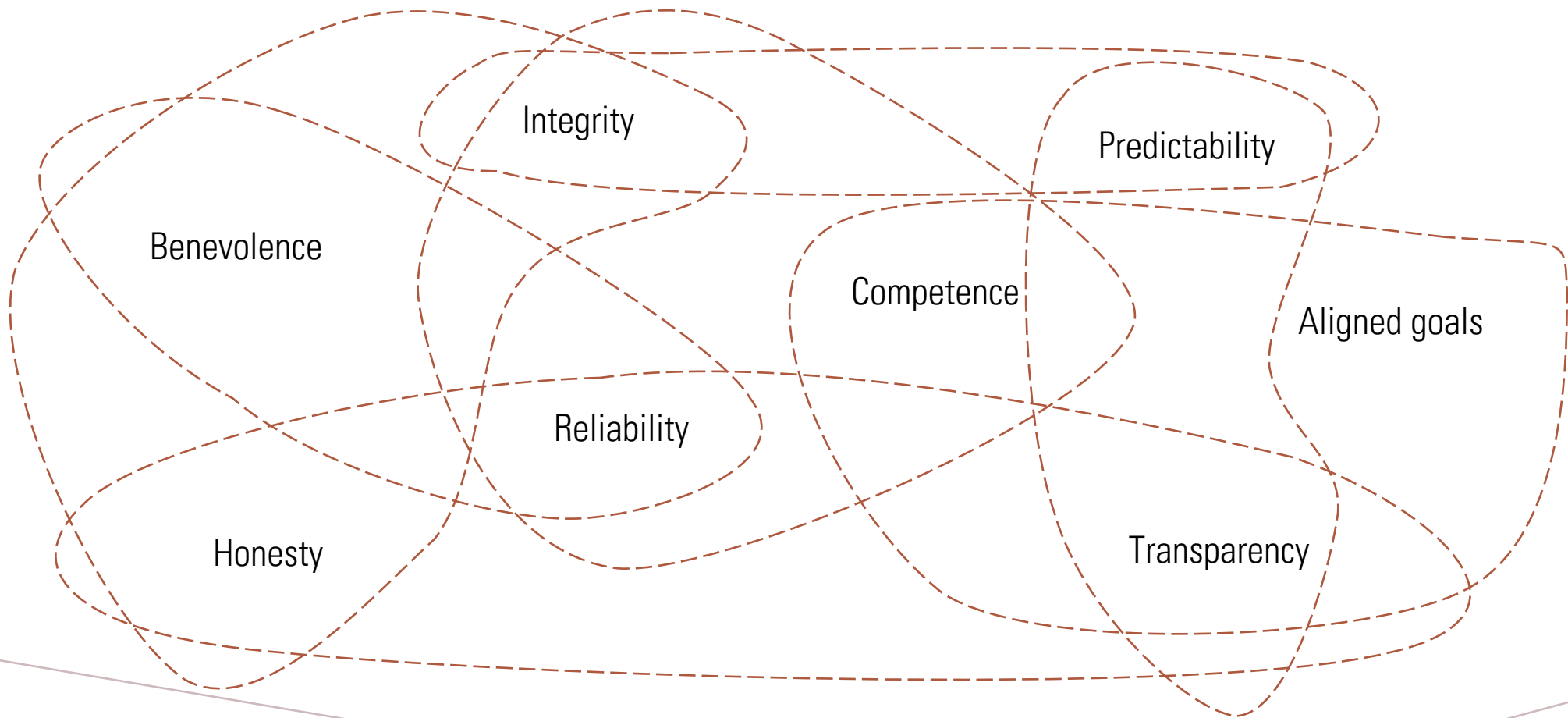
Aligned goals

Reliability

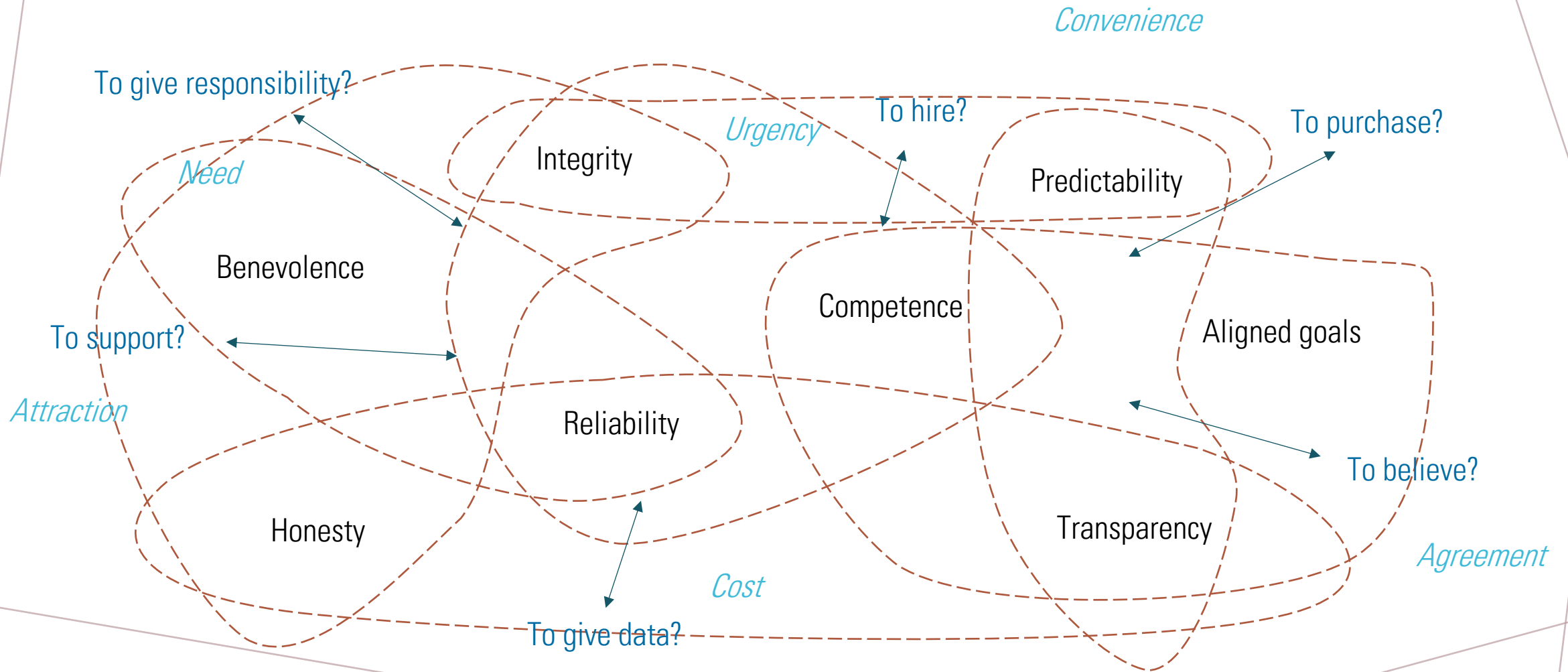
Honesty

Transparency

TRUST



TRUST



CONSCIOUS VS. INTUITIVE TRUST

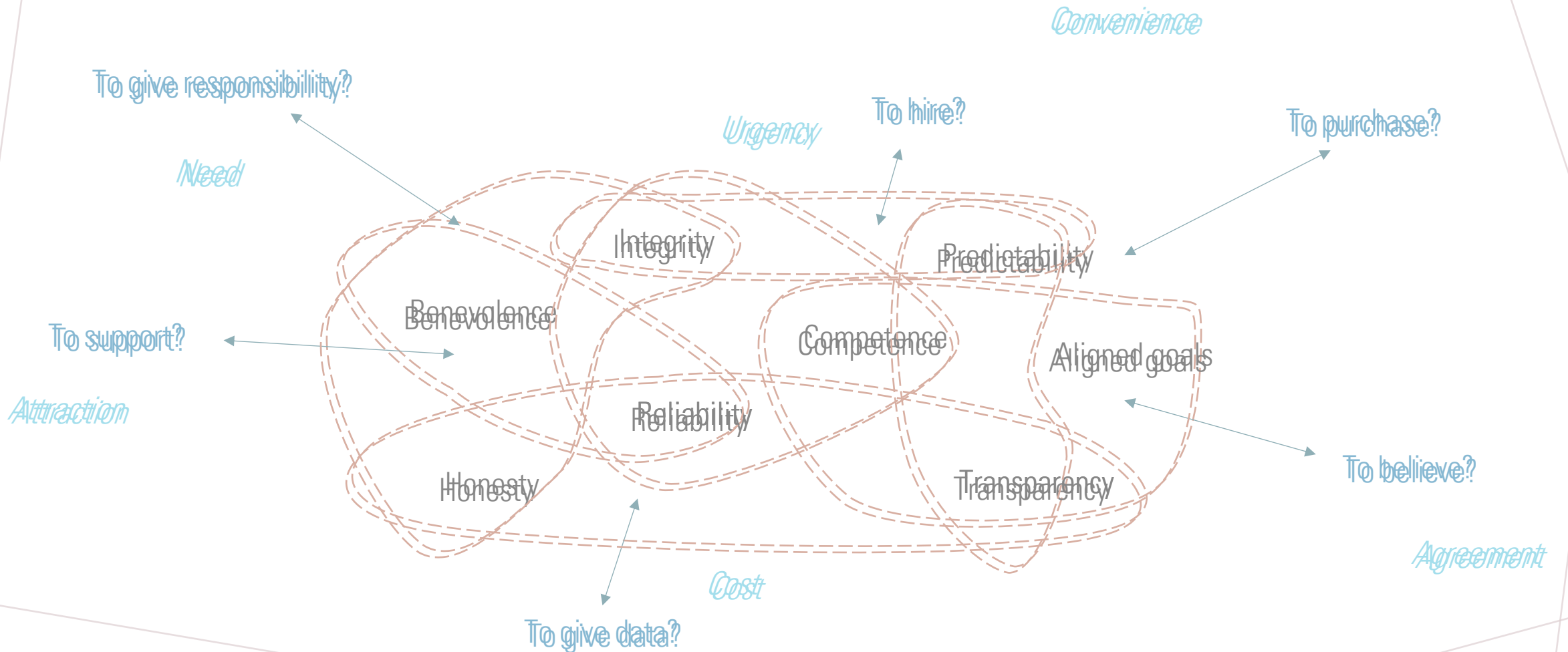
CONSCIOUS

- Evidence-seeking
- Analytical thinking
- Risk awareness

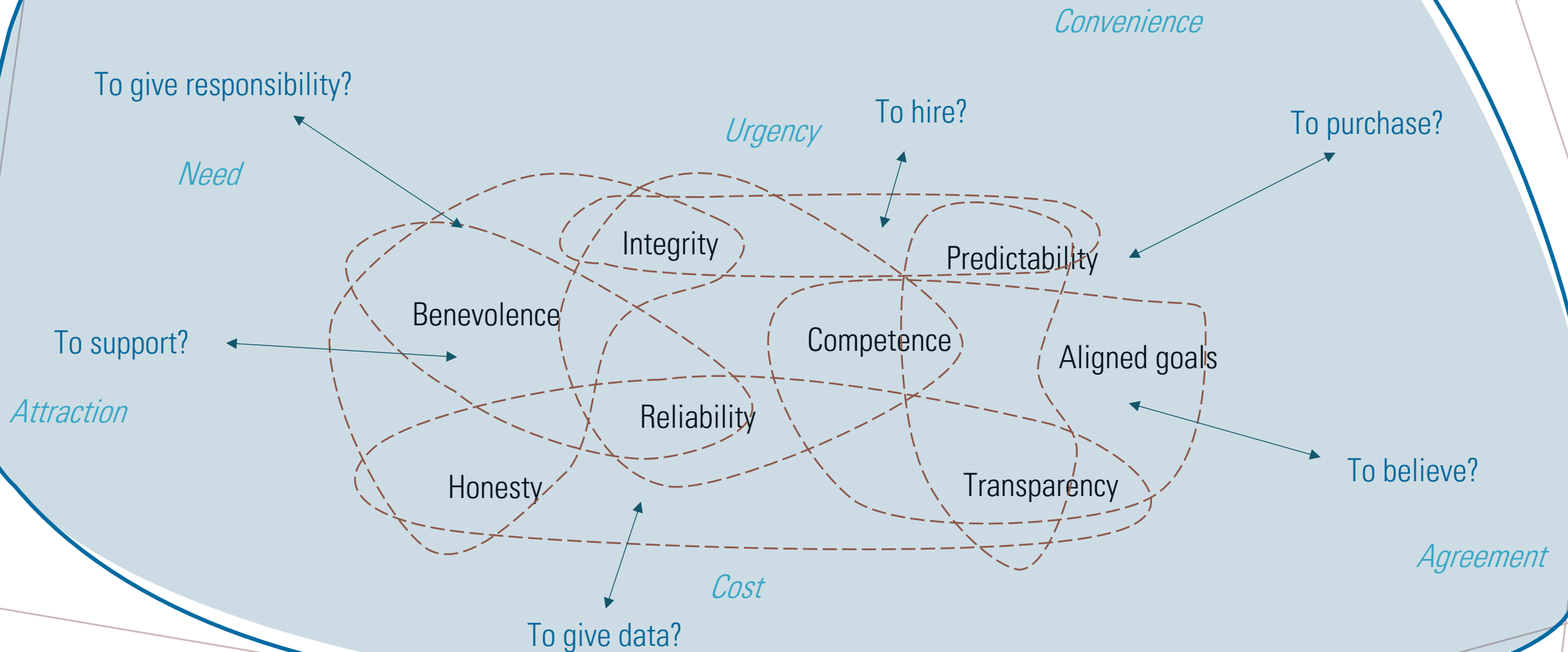
INTUITIVE

- Snap decisions
 - Emotion
 - Heuristics

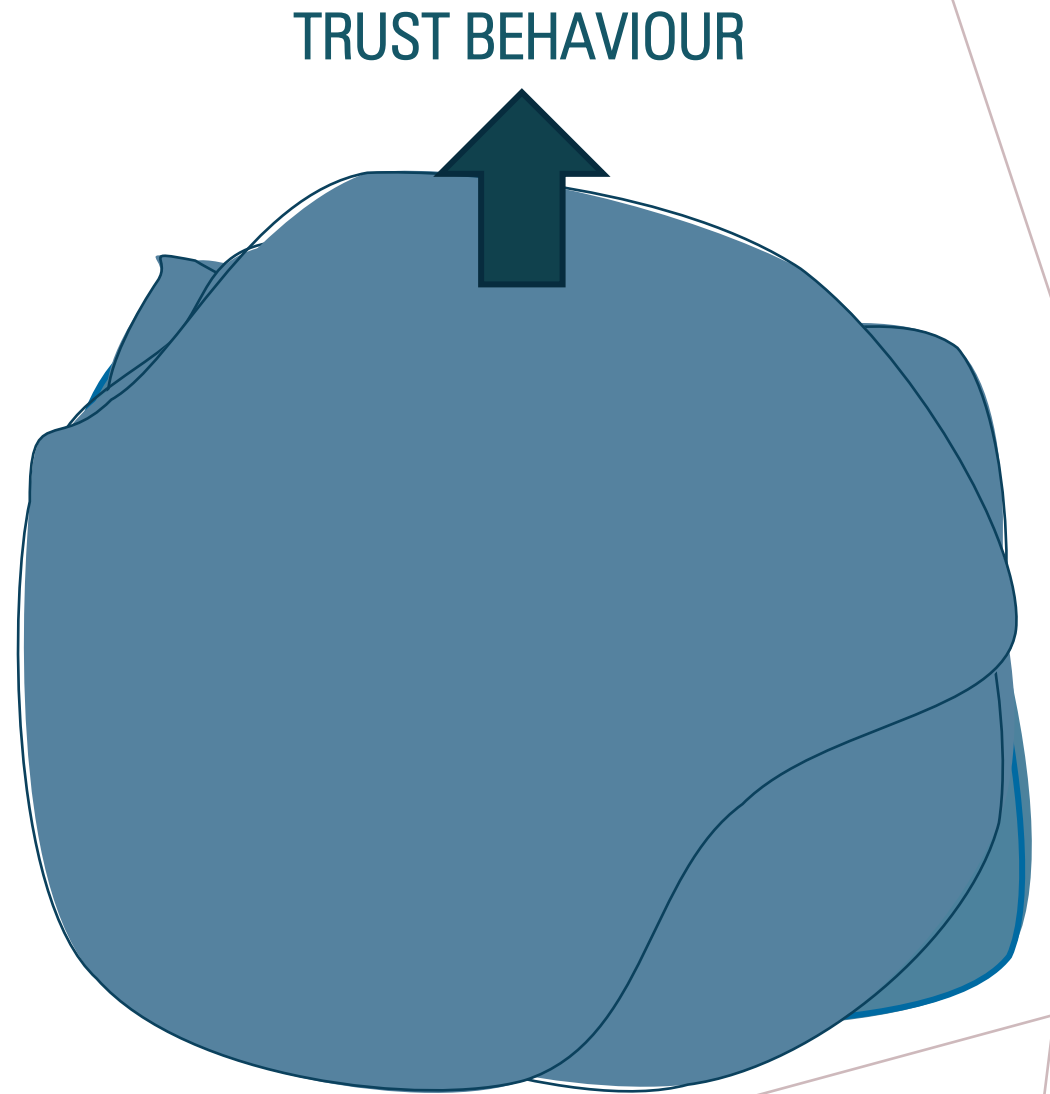
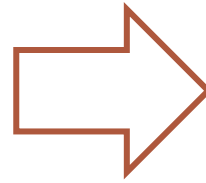
TRUST



TRUST EXPERIENCE



MOVING TO A HOLISTIC VIEW



EXPERIENCE-DRIVEN APPROACH



Consistency



Key moments



With feeling

CONSISTENCY

- Across platforms, touchpoints, people, communications, etc.
- Clarifying realistic expectations
- Enhancing perceived predictability and stability





KEY MOMENTS

- Make benefits of trusting more *available* than risks



- Cultivating agency, mutual benevolence and shared experiences

WITH FEELING

- Personal interaction **VS.** personalisation
- Individual interaction **VS.** personas
- Empathy **VS.** policy
- Care **VS.** statements of care



*HOW CAN WE **INFLUENCE** TRUST
EXPERIENCE AT THE **HOLISTIC**
SYSTEM LEVEL IN OUR ORGANISATIONS?*



Centre for Future Enterprise

*THANK
YOU*

