

The Power of Trust



WHY TRUST MATTERS

DRIVES PROFIT



Study of Holiday Inn managerial trust

IMPROVES PERFORMANCE



S&P 500 Study

IMPACTS ECONOMIES



Study of 29 market economies over a decade

“
Generally speaking, would you say that most people can be trusted?”
”

Economic growth

+1.2 %

+0.8%

+0.4%

+0%

+0%

+5%

+10%

+15%

Trust coefficient

Knack, Stephen, and Philip Keefer. "Does Social Capital Have an Economic Payoff? A Cross-Country Investigation." *The Quarterly Journal of Economics*, vol. 112, no. 4, Oxford University Press, 1997, pp. 1251–88, <http://www.jstor.org/stable/2951271>.

Simons, Tony. "The High Cost of Lost Trust." *Harvard Business Review*, 1 Aug. 2014, <https://hbr.org/2002/09/the-high-cost-of-lost-trust>.

Atkins, Andy. "Building Workplace trust." Interaction Associates, 2014-2015



01
**What
is Trust?**



02
**Elements
of Trust**



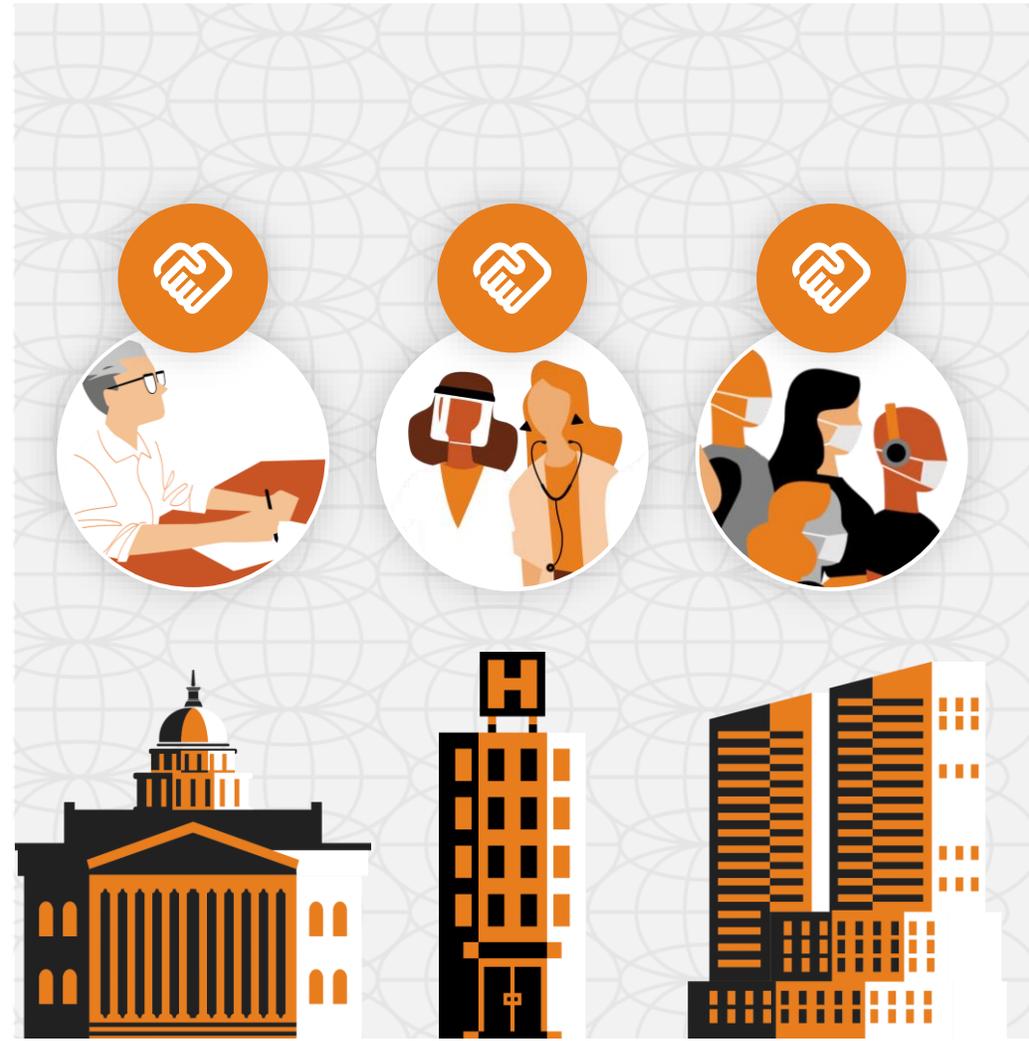
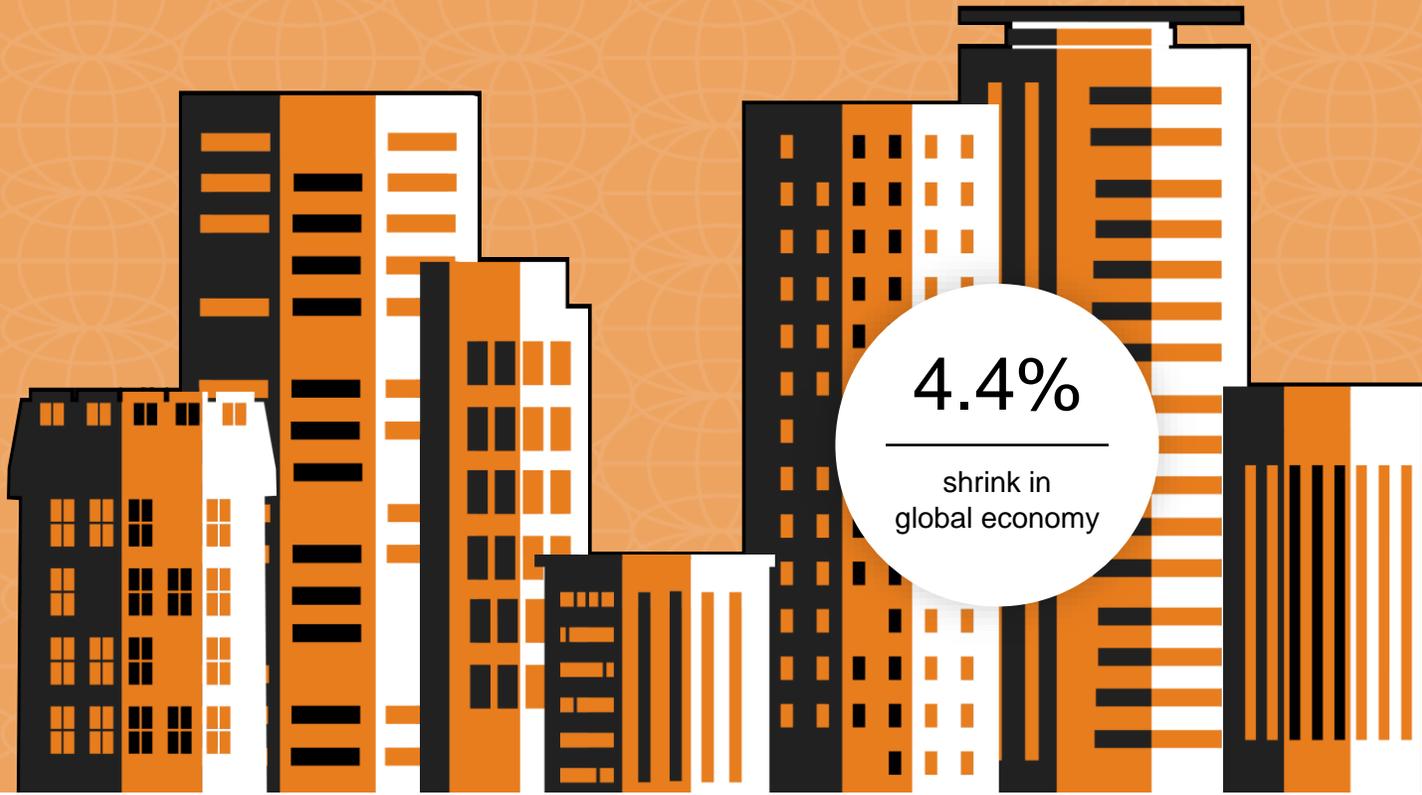
03
**Recovering
Lost Trust**





01 What is Trust?

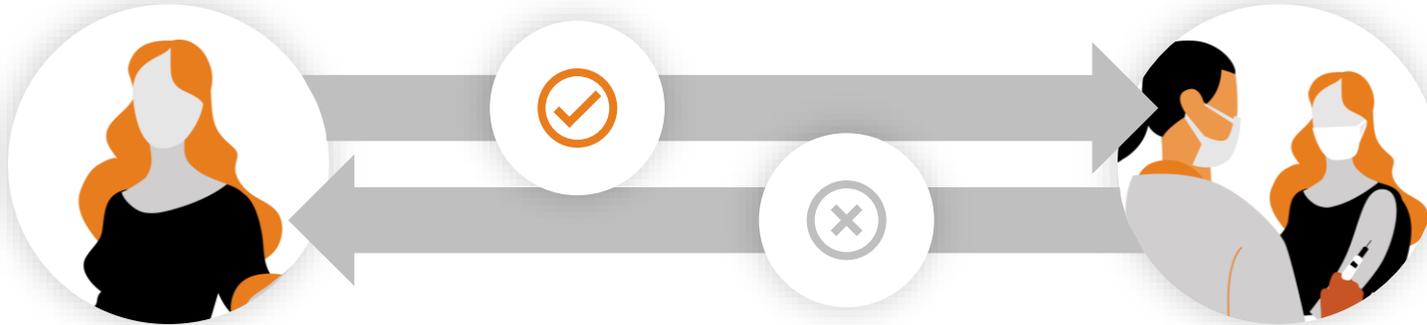
TRUST IN COVID VACCINES



FEATURES OF TRUST

Trust
is vulnerability

You want people to trust you



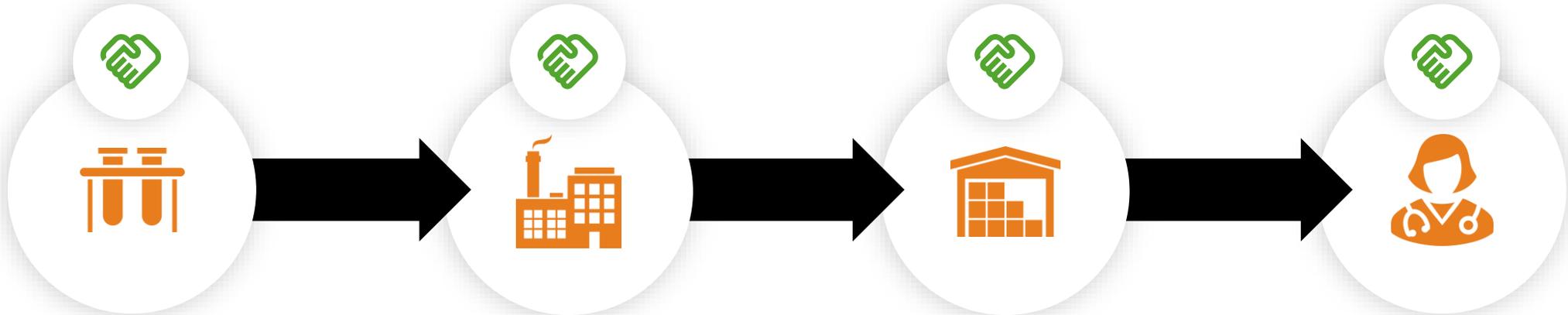
But this isn't something you can force

Trust is a willingness
to be vulnerable to
the actions and
intentions of others

FEATURES OF TRUST

Trust
is vulnerability

Trust is specific and
context dependent



FEATURES OF TRUST

Trust is vulnerability

Trust is specific and context dependent

Trust is in the eye of the beholder



FEATURES OF TRUST

Trust is vulnerability

Trust is specific and context dependent

Trust is in the eye of the beholder

Trust is built from the inside out



FEATURES OF TRUST



Trust is
vulnerability



Trust is
specific & context
dependent



Trust is
in the eye of the
beholder



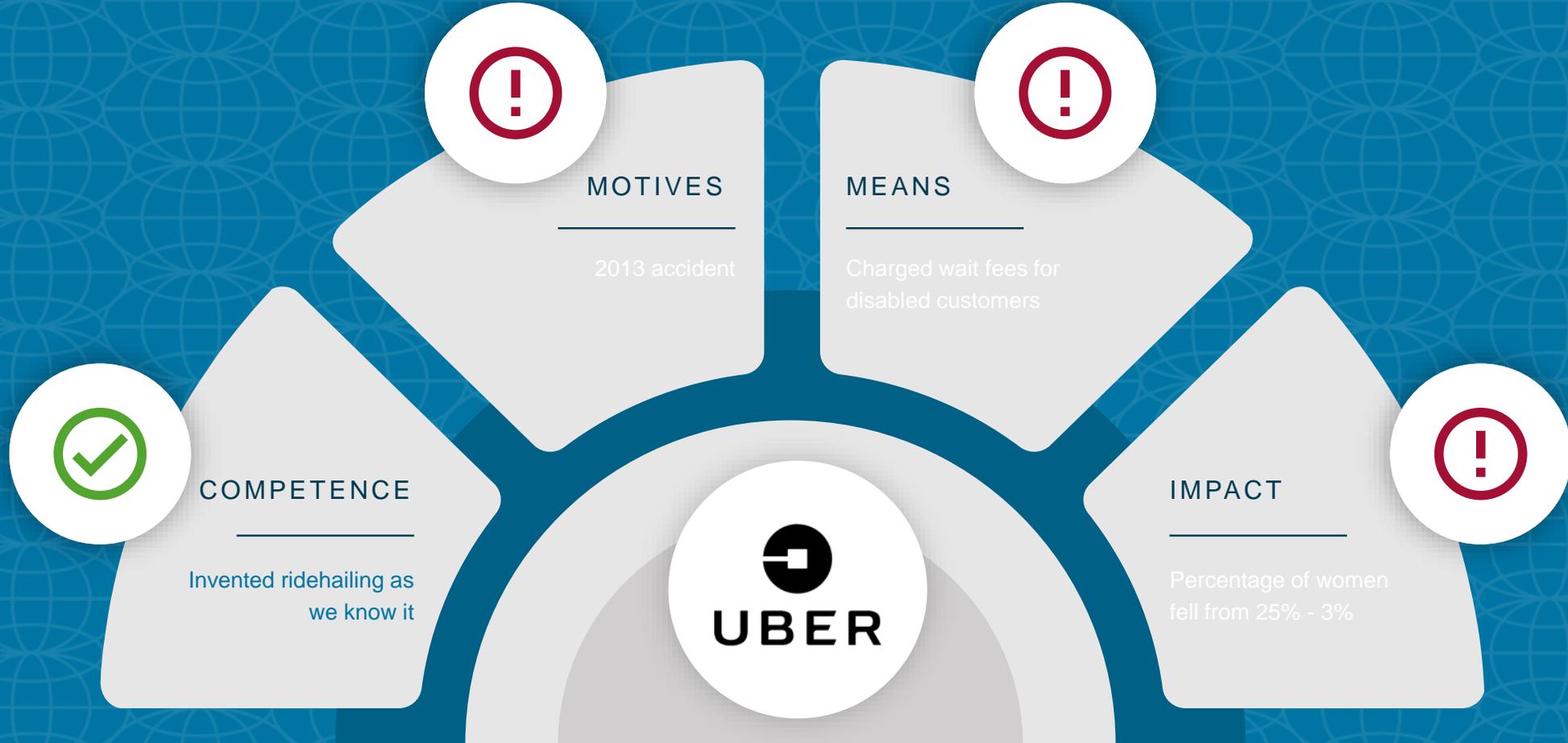
Trust is
built from the
inside out



02 How Do People Trust?

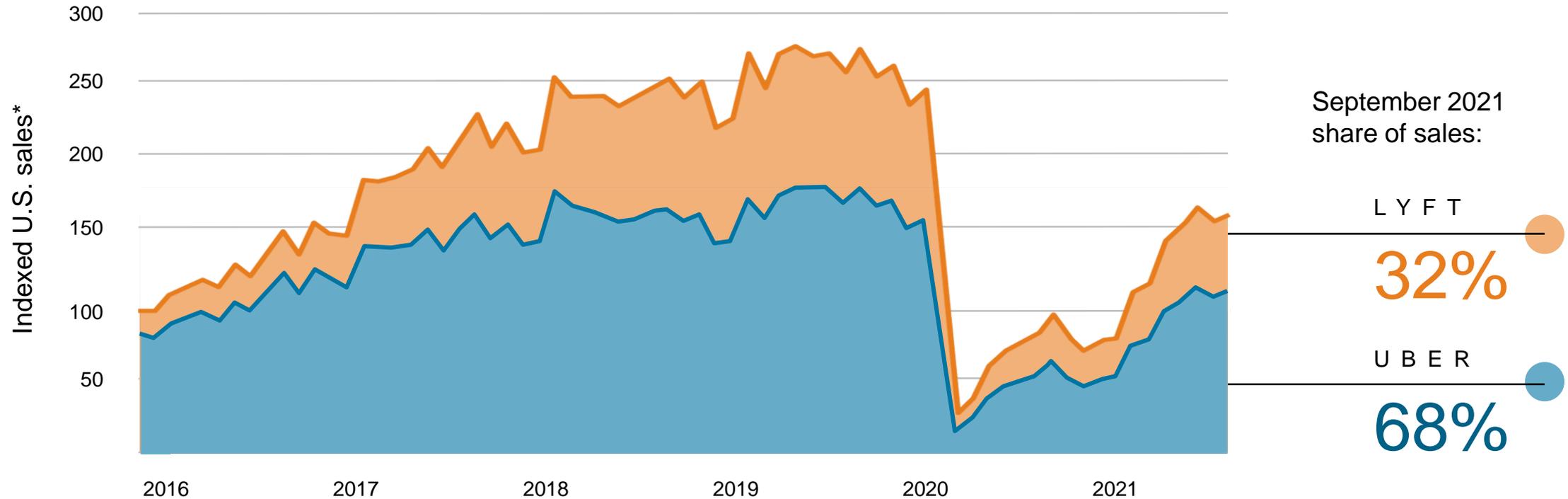
THE ELEMENTS OF TRUST

A CASE STUDY OF UBER



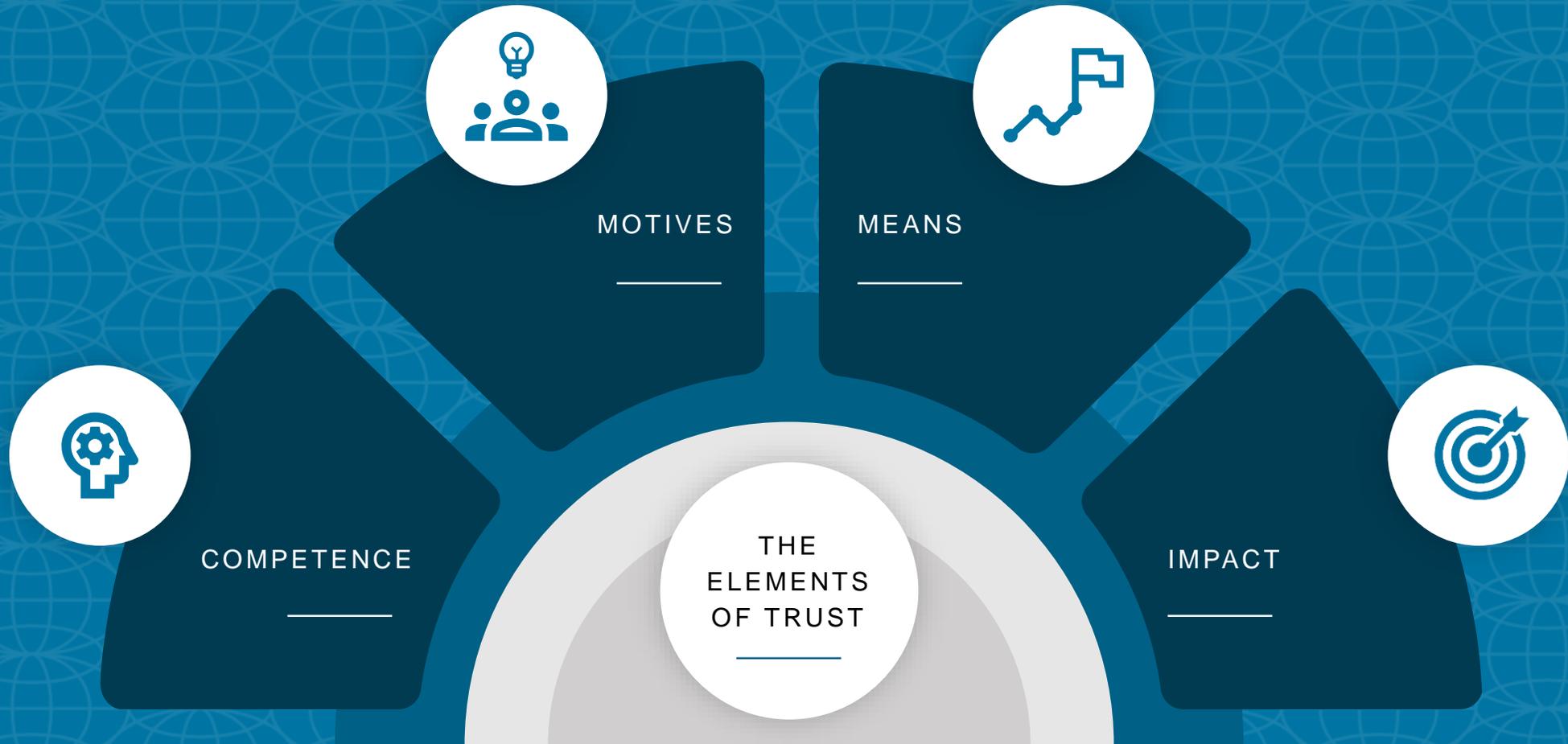
BUSINESS RESULT

Rideshare – Monthly Sales



*Perri, Janine, "Uber vs Lyft: Who's tops in the battle of U.S. rideshare companies," Bloomberg Second Measure, October 14, 2021. <https://secondmeasure.com/datapoints/rideshare-industry-overview/> | Indexed to rideshare Jan 2016 sales (=100) | Some Uber Eats sales are indistinguishable from Uber rides sales, especially in May-Aug. 2019. Corporate spending and purchases made with Uber Cash are not included.

THE ELEMENTS OF TRUST





03 Recovering Lost Trust

RECOVERING LOST TRUST - RECRUIT

How do you recover from a trust breach?



WHAT IS TRUST?



Trust
is Vulnerability



Trust
is Multidimensional



Lost Trust
Can Be Recovered