



Trust galvanizes every aspect of your organization

How much is your trust worth?

Building a sustainable trust ecosystem starts with some difficult questions:

- Do the organizational strategies you've put in place build or diminish the trust of your stakeholders?
- Are you able to balance trust between the competing priorities of your people, customers, board members, and community?
- Could building trust in one area erode it in others?

Understanding the dynamics of trust within your organization can help you prioritize strategic direction while accelerating growth, anticipating potential blind spots, and gaining significant market advantage.

As you set short- and long-term goals, consider how trust flows through every action your organization takes.

Get the TrustIQ™ advantage

You understand the importance of trust for your organization, but how do you measure it?

TrustIQ™ is a dynamic, intelligent, credible, and data-driven diagnostic solution that's tailored to your unique organizational needs. It highlights where you are on your trust journey and allows you to compare your performance against industry benchmarks.

An ongoing connection

Once armed with TrustIQ™ insights, you can forge a path forward by balancing your strategies against potential trust impacts.

We can join you every step of the way or advise you through obstacles.

Either way, you'll achieve tangible, sustainable results—such as enhanced customer loyalty, brand reputation, financial performance, and employee engagement—by weaving trust into your everyday processes through strategic implementation and integration.

How we do it differently

- We perform analysis from both an inside-out and outside-in perspective, drawing on a continually evolving trust index.
- Our TrustIQ™ digital dashboard allows you to visualize your performance across 17 trust domains and 85 trust drivers, and provides meaningful, actionable insights.
- Our TrustIQ™ solution allows you to compare your assessment against industry benchmarks and data from our cognitive risk-sensing platform.
- We track external risk-sensing signals, providing an additional layer of understanding about the market perception of your organization using, among other things, a [Deloitte Greenhouse-powered Trust Lab](#).

Credible and data-backed

TrustIQ™ lets you identify areas where your organization can make a real impact.

Explore

Our unique assessment approach measures your current state of trust and assigns a score for your organization.

Diagnose

Using your personalized assessment, we analyze your organization's performance and compare it with industry benchmarks and key competitors.

Prioritize

Once trust hotspots are identified, we will work with you on focus areas and opportunities where trust can be built, safeguarded, and repaired as necessary.

Activate

We will help you implement and manage tangible solutions to enhance your trust score in sustainable ways while balancing the needs of all your stakeholders.

Make the most of trust

Get more from our TrustIQ™ solution by participating in the Trust Lab at the Deloitte Greenhouse. This is an experience that brings together our proprietary trust research and framework, qualitative understanding of your organization's trust agenda, and data-driven diagnosis of trust issues.

**Trust Lab: a guided exploration of trust
through an immersive experience**

The Trust Lab is designed to facilitate an environment of **cross-functional collaboration and immersive learning** to help your organization achieve its goals and ambitions in trust.

You can use a lab to:

- Understand what's happening in the market as it relates to trust, identify the important stakeholders, and explore how that affects trust in your organization.
- Consider the criteria that go into your Trust IQ™ assessment.
- Explore, interpret, and activate the priority areas of your Trust IQ™ assessment.
- Develop an action plan and prioritize the importance of key trust drivers to align with the organization's shared agenda.

Let's talk

Michael Cherny
Senior Lead, Centre for Trust
micherny@deloitte.ca
416-601-6428
