



Resilient podcast: Future of Trust

Episode 1: Embedding trust into COVID-19 recovery

Host:

Don Fancher, Principal, Deloitte Risk & Financial Advisory

Guests:

Susan Irving, Chief Marketing Officer, Kruger Products

Jen Fisher, Managing Partner, Growth Platforms Deloitte Canada

Don Fancher: Welcome to Resilient. I'm Don Fancher, the global leader for Deloitte's Forensic Practice, as well as the co-leader of our Legal Business Services Practice and the co-host of our Chief Legal Officer track.

Trust. When you hear that word, what is top of mind for you today? There's a lot influencing the current state of trust. The rise of complex and polarizing societal forces. The pace of technological change. The demands of a new generation of consumers and workers. And frankly, to build trust leaders need to set a vision that has deep accountability, as well as precise actions.

Trust allows organizations to not only be resilient in rough waters, but also to set themselves apart when those waves calm down. For the next few episodes, I'll be diving into those waters, and I look forward to you diving in with me.

Today is the first episode in that series. I'm joined by Susan Irving, the chief marketing officer of Kruger Products, and Jennifer Lee, the managing partner of growth platforms for Deloitte Canada.

Together, we'll talk about the components of trust, how trust is essential in times of crisis, and what leaders can do to build trust into every action their organization takes.

Susan Irving: It's about being dependable, approachable, and supportive. So, number one, you've got to do what you say. So, it's about doing what you say you're going to do and being consistent with that and doing it over and over. Number two is being approachable and friendly. Right now, all your stakeholders, they want to work for people that they can trust. And then the last one is really showing support for your team.

Don Fancher: I hope you've enjoyed this preview. For the full episode, follow Resilient on Apple podcasts, SoundCloud, Stitcher, Amazon music, and even Spotify. Until next time, stay safe and remain resilient.

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