

A close-up photograph of two hands shaking in a firm grip, symbolizing trust or agreement. The background is a soft, out-of-focus bokeh of warm, golden light, suggesting a bright, sunny day. The hands are positioned horizontally across the lower half of the frame, with the fingers interlocked in a strong handshake.

Building **TRUST** in an **Untrusting** world

Praxis Annual Conference | September 27, 2019 | Shiv - ABG

Structure

Trust

**Individual, Brand ,Company
As head of PR**





**Trust is the
essence of all
relationships**



We do our best work when the boss trusts us

Words we associate with trust



- Faith
- Reliable
- Commitment
- Responsibility
- Confidence
- Assurance
- Benefit
- Conviction

Why is the world untrusting?



- Poor leadership
- Doing the wrong thing
- Rapid change and inability to cope with it
- Fake news
- Greed- pay inequality
- Not bothered about me
- Nothing permanent
- litigation

Trust at Individual level



‘ Trust is ... you wont hurt me when I am vulnerable’



'I trust someone like me'



Perceptions matter





Which city do women trust to be safe?



A team man



Individual star

Which leader will you trust?

**Who blabbers about
what you tell him**



**Who keeps
secrets**



Which colleague do you trust?

At work you trust leaders with .. AIM

- **Authentic not Arrogant**
- **Institution builder not individualistic**
- **Motivational vs Malicious**



BRAND

A close-up photograph of a person's hand holding a glowing yellow lightbulb. The lightbulb is the central focus, emitting a bright, warm glow. Above the lightbulb, the word "BRAND" is written in large, bold, white, sans-serif capital letters. The background is dark and out of focus, with a soft bokeh effect. The person holding the lightbulb is wearing a light-colored, possibly white, button-down shirt and a dark watch on their left wrist.

At a brand level

Only 33% of consumers say they trust the brand they use. A problem as well as an opportunity.

A hand is shown holding a wooden block with a black megaphone icon. Below it, five wooden blocks are arranged in a row on a light-colored wooden surface, spelling out the word 'BRAND' in large, black, serif capital letters. The background is a solid light blue color.

BRAND

Nokia Most trusted Brand Journey

Year	Rank
2004	71
2005	44
2006	4
2007	1
2008	1
2009	1
2010	1

At a company level



NGOs are most trusted

TRUST

Ingredients of trust in a company

- Character of leaders
- Adherence to policies
- Are exceptions truly exceptions or the rule?
- Rewards and how they are distributed
- The promotion list
- How the company handles customers
- Inclusion

Insurance Policy



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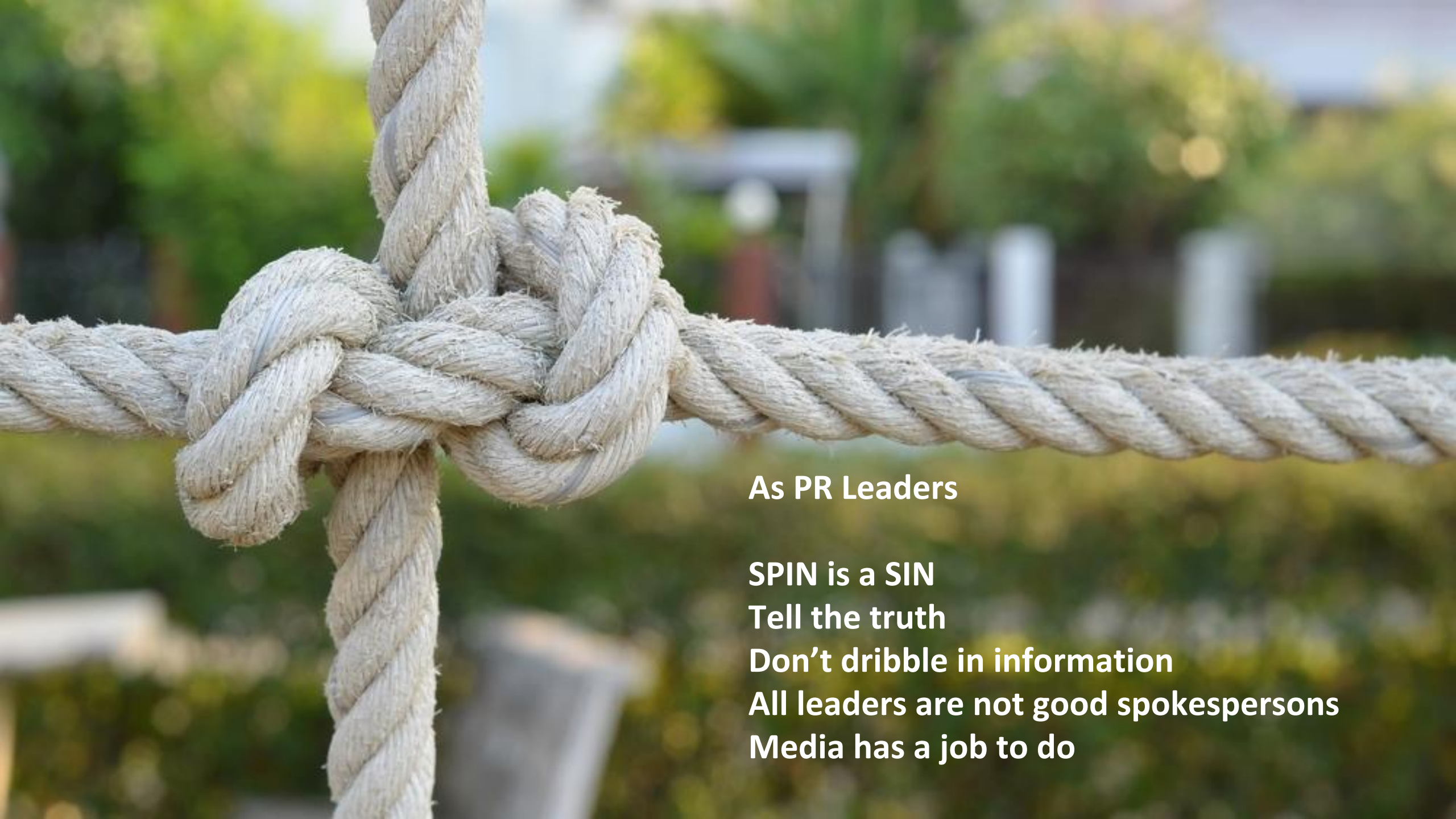
**Companies challenged on
TRUST recently**

Which MNCs would I trust?

Anglo Dutch?

Finnish?

American?



As PR Leaders

SPIN is a SIN

Tell the truth

Don't dribble in information

All leaders are not good spokespersons

Media has a job to do

A close-up photograph of Ronald Reagan, smiling and pointing his right hand towards the right side of the frame. He is wearing a dark suit jacket, a white shirt, and a patterned tie. The background is dark and out of focus.

**‘Trust but verify’
Ronald Reagan**



Summary





NIBFCC

A hand in a white glove is shown holding a small green plant seedling with three leaves. The background is a light blue gradient.

TERMS AND CONDITIONS

A stack of several silver coins is visible in the bottom right corner of the page. The background is a light blue gradient.