Seventh Annual

KELLOGG MARKETING LEADERSHIP SUMMIT

The Challenge of Building Consumer and Brand Trust

Northwestern Kellogg

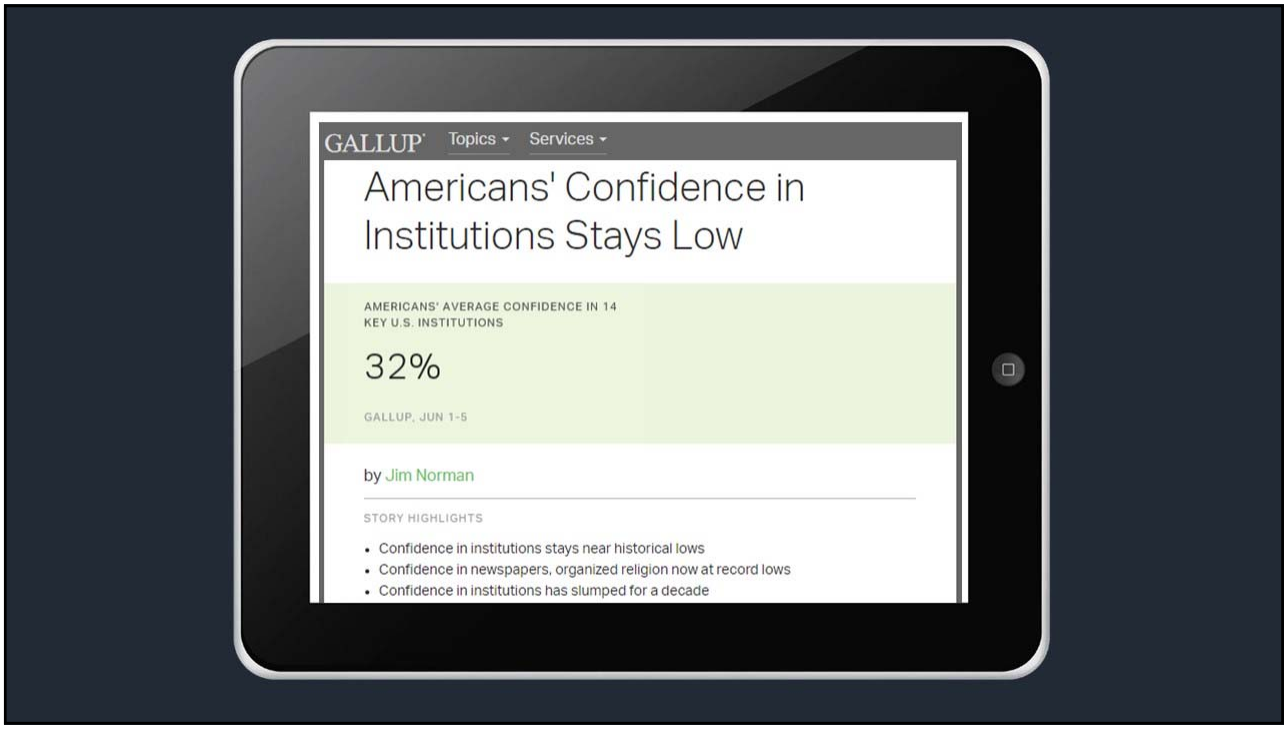
EgonZehnder

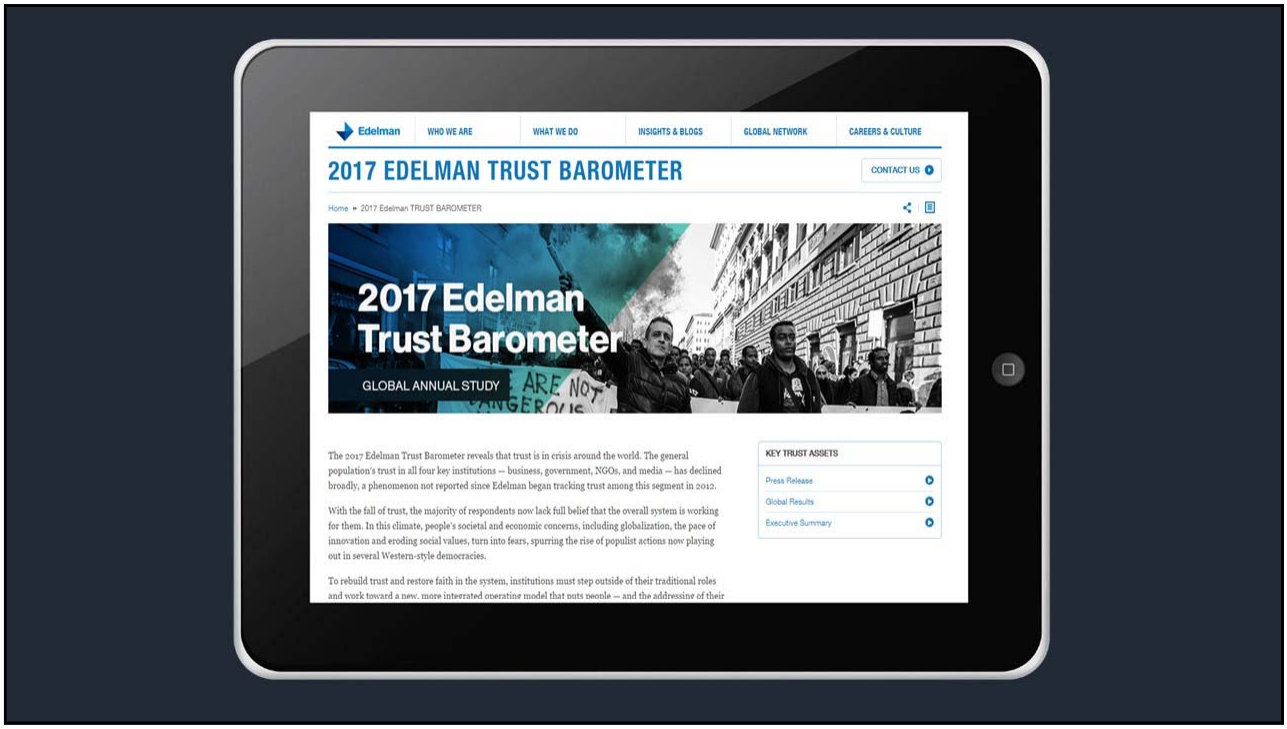
McKinsey&Company

MANAGING TRUST

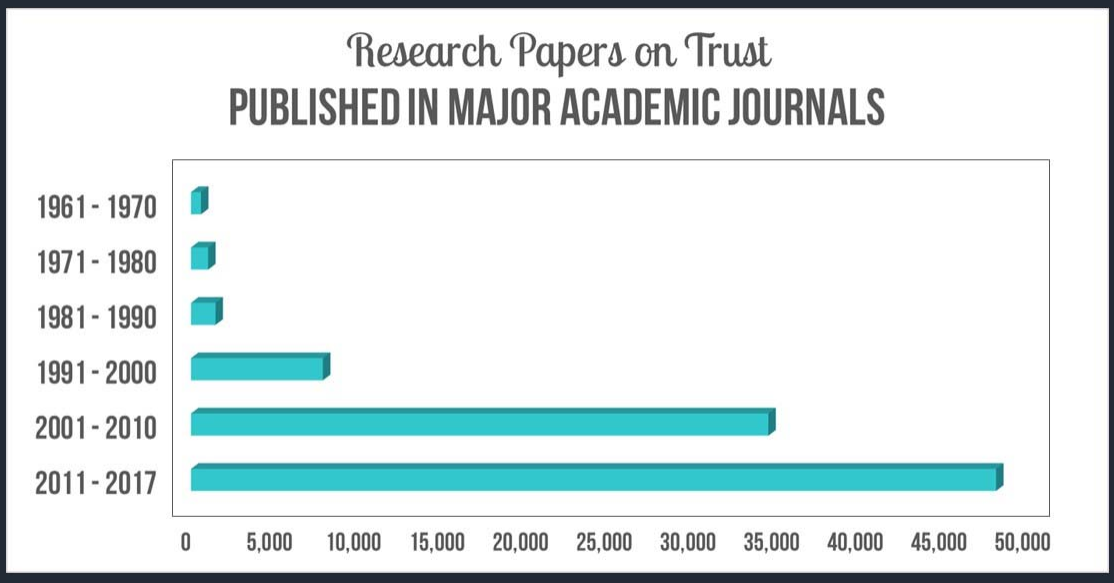
in your organization and in the marketplace

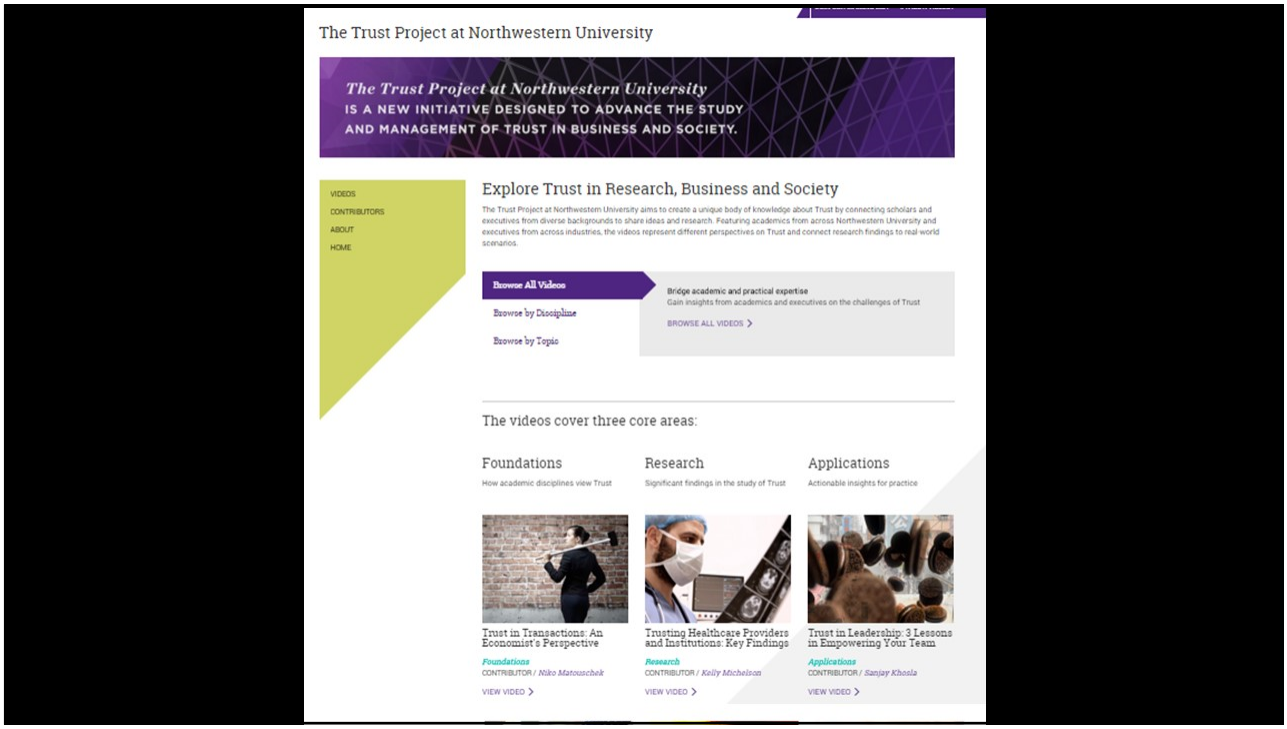
Kent Grayson
Northwestern | Kellogg


GALLUP
Topics
Services
Americans' Confidence in Institutions Stays Low
AMERICANS' AVERAGE CONFIDENCE IN 14 KEY U.S. INSTITUTIONS
32%
GALLUP, JUN 1-5
by Jim Norman
STORY HIGHLIGHTS
• Confidence in institutions stays near historical lows
• Confidence in newspapers, organized religion now at record lows
• Confidence in institutions has slumped for a decade


Edelman
WHO WE ARE
WHAT WE DO
INSIGHTS & BLOGS
GLOBAL NETWORK
CAREERS & CULTURE
2017 EDELMAN TRUST BAROMETER
CONTACT US
Home ▸ 2017 Edelman TRUST BAROMETER
2017 Edelman Trust Barometer
GLOBAL ANNUAL STUDY
The 2017 Edelman Trust Barometer reveals that trust is in crisis around the world. The general population's trust in all four key institutions — business, government, NGOs, and media — has declined broadly, a phenomenon not reported since Edelman began tracking trust among this segment in 2012.
With the fall of trust, the majority of respondents now lack full belief that the overall system is working for them. In this climate, people's societal and economic concerns, including globalization, the pace of innovation and eroding social values, turn into fears, spurring the rise of populist actions now playing out in several Western-style democracies.
To rebuild trust and restore faith in the system, institutions must step outside of their traditional roles
KEY TRUST ASSETS
Press Release
Global Results
Executive Summary

We are going to have to UP OUR TRUST GAME




The Trust Project at Northwestern University
The Trust Project at Northwestern University
IS A NEW INITIATIVE DESIGNED TO ADVANCE THE STUDY
AND MANAGEMENT OF TRUST IN BUSINESS AND SOCIETY.
VIDEOS
CONTRIBUTORS
ABOUT
HOME
Explore Trust in Research, Business and Society
The Trust Project at Northwestern University aims to create a unique body of knowledge about Trust by connecting scholars and executives from diverse backgrounds to share ideas and research. Featuring academics from across Northwestern University and executives from across industries, the videos represent different perspectives on Trust and connect research findings to real-world scenarios.
Browse All Videos
Browse by Discipline
Browse by Topic
Bridge academic and practical expertise
Gain insights from academics and executives on the challenges of Trust
BROWSE ALL VIDEOS
The videos cover three core areas:
Foundations
How academic disciplines view Trust
Research
Significant findings in the study of Trust
Applications
Actionable insights for practice
Trust in Transactions: An Economist's Perspective
Foundations
CONTRIBUTOR / Niko Matouschek
VIEW VIDEO
Trusting Healthcare Providers and Institutions: Key Findings
Research
CONTRIBUTOR / Kelly Michelson
VIEW VIDEO
Trust in Leadership: 3 Lessons in Empowering Your Team
Applications
CONTRIBUTOR / Sanjay Khosla
VIEW VIDEO

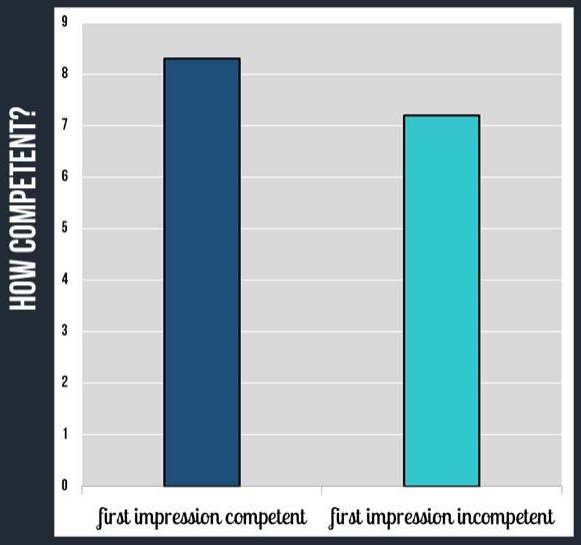
HONESTY
BENEVOLENCE
COMPETENCE

Are you measuring the THREE BUILDING BLOCKS?

Do you have a shared TRUST LANGUAGE?

First impression		Second impression
COMPETENT	→	COMPETENT
INCOMPETENT		
HONEST	→	HONEST
DISHONEST		

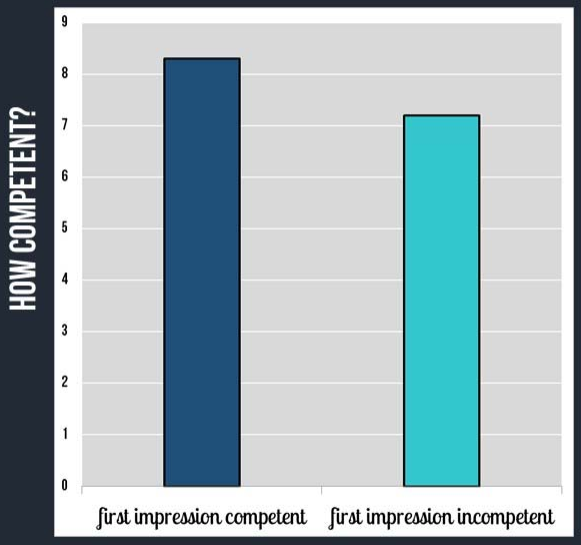
SECOND IMPRESSION COMPETENT



SECOND IMPRESSION HONEST

Skowronski & Carlston
Journal of Personality & Social Psychology

Positive info more influential

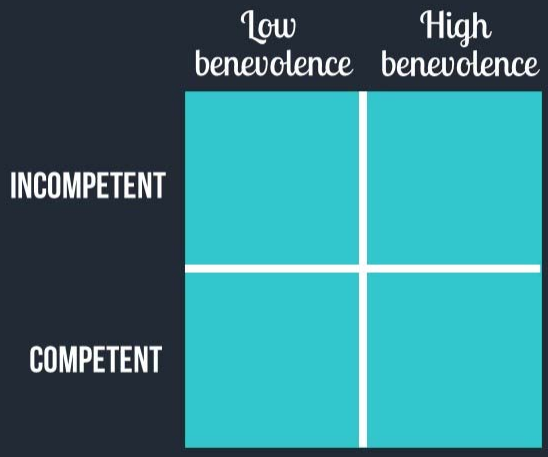


Negative info more influential

Skowronski & Carlston
Journal of Personality & Social Psychology

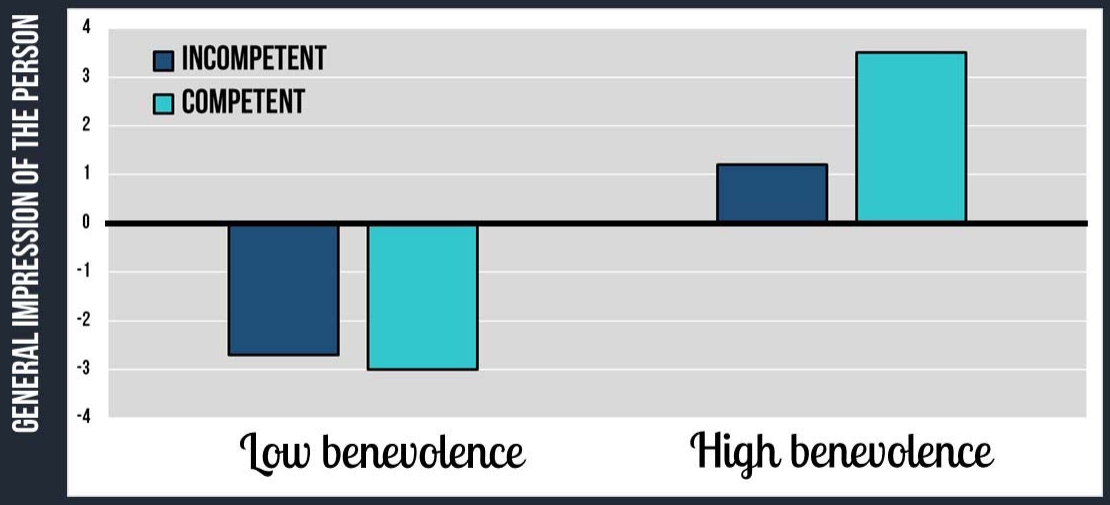
BENEVOLENCE & HONESTY
are more fragile
THAN COMPETENCE

What's the relative influence of benevolence versus competence?



Wojciszke, Bazinska & Jaworski
Personality & Social Psychology Bulletin

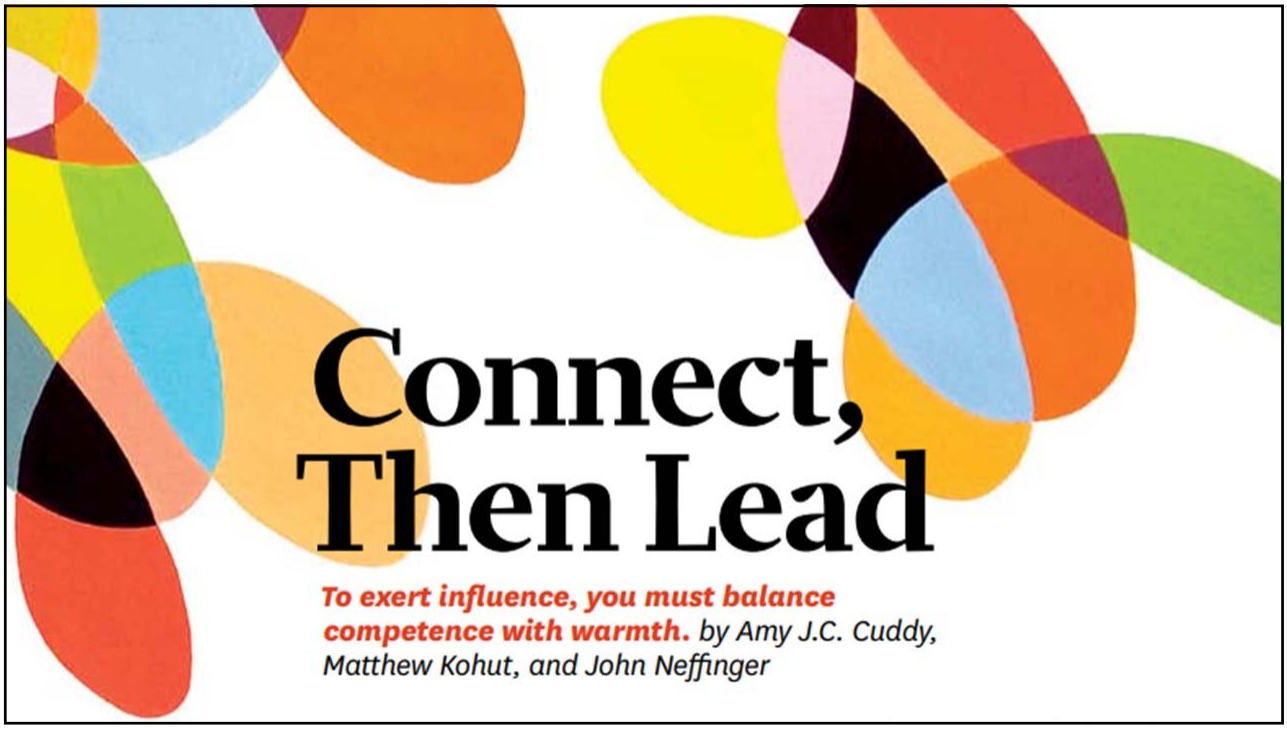
Competence does not matter without benevolence



Wojciszke, Bazinska & Jaworski
Personality & Social Psychology Bulletin

BENEVOLENCE & HONESTY
are more influential
THAN COMPETENCE

THINK ABOUT TRUST AS MULTIDIMENSIONAL
MEASURE & TRACK ALL 3 DIMENSIONS
DEVELOP A COMMON TRUST LANGUAGE
UNDERSTAND THE DYNAMICS OF EACH DIMENSION


Connect,
Then Lead
To exert influence, you must balance competence with warmth. by Amy J.C. Cuddy, Matthew Kohut, and John Neffinger

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TRUST?
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