

Trust Barometer

16 specific attributes which build trust



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These can be grouped into five performance clusters listed here in rank order of importance

Source edelman.com 2015

Engagement

- Listen to customers needs and feedback
- Treat employees well
- Place customers ahead of profits
- Communicates frequently and honestly on the state of its business

Integrity

- Have ethical business practices
- Take responsible actions to address issues or crisis
- Has transparent and open business practices

Product & Services

- Offer high quality products and services
- Be an innovator of new products or services

Purpose

- Work to protect and improve the environment
- Address your communities needs in your everyday business
- Create programs that positively impact your community
- Partner with NGOs, government and 3rd parties to address societal needs

Purpose

- Have highly-regarded and widely admired top leadership
- Rank on a global list of top companies for your niche
- Deliver consistent financial returns to investors

Source edelman.com 2015