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
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

2017 Edelman Trust Barometer

The 2017 Edelman Trust Barometer reveals that trust in media around the world is on a downward spiral. People are becoming more skeptical of news sources, leading to a decrease in trust across all sectors. This trend highlights the importance of ethical journalism and the need for credible information in a digital age.
We are going to have to **up our trust game**

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**Research Papers on Trust**

**PUBLISHED IN MAJOR ACADEMIC JOURNALS**

- 1961 - 1970
- 1971 - 1980
- 1981 - 1990
- 1991 - 2000
- 2001 - 2010
- 2011 - 2017

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<td>2011 - 2017</td>
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Are you measuring the **THREE BUILDING BLOCKS?**

John O’Grady
US Army Colonel
Do you have a shared trust language?

<table>
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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

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

INTERESTED IN TRUST?

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