

## **Trustability: Why You Must, How You Will, and Why Your CFO Will Love It**

A Full-Day Workshop

A lot of traditional, widely accepted and perfectly legal business practices just can't be trusted by customers and will soon become extinct, driven to dust by rising levels of transparency and increasing consumer demand for fair treatment, and competitive pressure. Any business that fails to prepare for this new reality will soon be competed out of business by rivals who figure out how to make a greater profit by doing a better job of earning the trust of their customers.

Ask yourself: If anyone measured the relative trustability of all the companies in your industry, how would you score? What do you need to do to get to the top and stay there?

Note: While this agenda is topically accurate, *all* sessions and exercises in this workshop will be tailored to the needs of the client company.

### **Session 1. What is Trustability, and Why Does It Matter?**

Transparency is increasing because of inevitable technological pressure. It can't be stopped, averted, or slowed down. Especially the technologies that heighten and magnify our connectedness as people. It requires "proactive trustworthiness," or Trustability. Before any serious improvement effort for increased trustability can be successful, we need to know what success looks like. So in Session 1, we'll first review the essential elements of trustability and how trustability differs from mere trustworthiness.

- Doing Things Right: Competence increases Trustability
- Doing the Right Thing: Align your interests with those of your customers financially and otherwise
- How to Behave Proactively
- How to Be More Transparent
- Table Exercise: How Trustable Is Your Company?

### **Session 2. Why Your CFO will Love Increased Trustability**

Customers are willing to pay more to do business with companies they trust. How much more? It's different in different industries and markets, but it's universally true. Relationships are the link to long-term shareholder value and plain old profits, and that makes Trustability a capitalist tool.

- There's No Such Thing as One-Way Reciprocity
- Individual Exercise: Determining the Importance of Trustability in Your Industry
- Two kinds of customer value – short-term and long-term
- Loyalty's increasing rate of return
- What's your Return on Customer?
- The economics of Trustability
- Group Exercise: Maximizing the value created by each customer

### **Session 3. Do Things Right and Do the Right Thing**

Stephen M.R. Covey said that we measure ourselves by our intentions and others by their behavior. So no matter how good our intentions are to do things right and do the right thing, all that matters is the customer's experience with us. That's the experience they will share with a gazillion of their closest friends online.

- Serving the Interests of Customers, Profitably
- How Trustable Companies Use Customer Insight to Improve Customer Experience
- The Power of An Apology
- Individual Exercise: Optimal business modeling for trustability
- Competence and Good Intentions are Joined at the Hip
- Product Competence and Customer Competence
- Self-Organizing Employees and Trust Platforms
- Group Exercise: Removing friction from doing business with customers

### **Session 4. Proactivity and Measuring Trustability Success**

How will businesses operate competently, fairly, and proactively in the near future? And how will they know it's working? How do we build Trustability into our KPIs?

- The Rise of Proactivity
  - What Would Proactivity Look Like In Your Business?
  - Group Exercise: Thinking Proactively for Customers
  - Measuring the Improvement and Economics of Trustability
  - What you measure guarantees what you will get. Which of your KPIs encourage Trustability? And which diminish Trustability?
  - How to survive disruptive technological or regulatory changes in your category
  - Designing Trustability into a Business
  - Group Exercise: Which Measures for Us? Which Measures Build Trustability?
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All sessions are customizable. We work with clients to understand and address specific needs and objectives of the organization to insure goals are met.

For more information on booking a workshop with Don Peppers or Martha Rogers, contact Michael Dandrea at 732.470.8004 or email [Mdandrea@cxspeakers.com](mailto:Mdandrea@cxspeakers.com)