



the TrustLogic

Building your trust?
Make it everyone's favourite job.

the
trust
builders
mext



Trust. Our mind splits it into six kinds of trust. Think of them as The Six Buckets of Trust[®] we need to fill.

Turn trust logic into trust magic. The Six Buckets of Trust[®].

There's nothing as powerful as robust science that's fun to apply and you'll experience the change right away.

In our inspiring workshops, the correct psychological model of trust becomes 'The Six Buckets of Trust[®]' we need to fill. It's what one of our participants called our scientific TrustLogic[®] – and it stuck.

It makes building more trust in everything we do very intuitive and a pleasure.

We literally collect all your great, unused trust equity in the six trust buckets and then co-create trust-maximised brands, experiences, value propositions and day-to-day solutions with your team.

And reap the rewards.

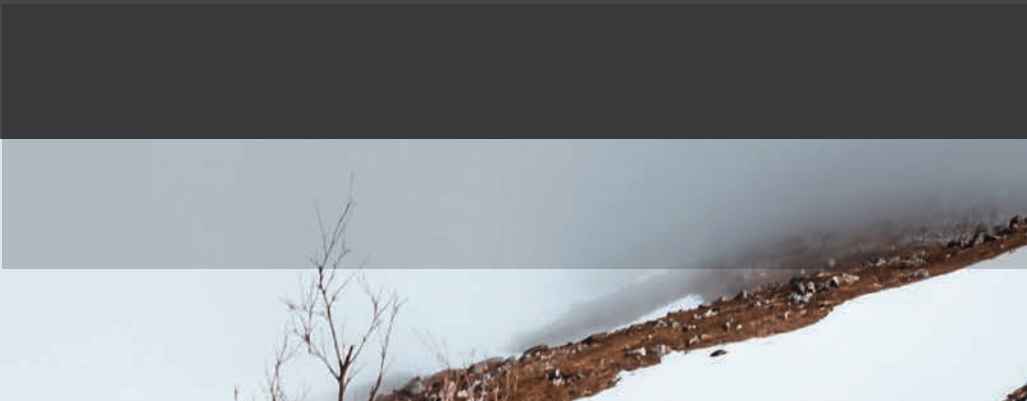
Every little bit more trust is so valuable to your audience that their support doubles. This will be shown through their loyalty, willingness to buy from you, go the extra mile for you and invest in you.





“Trust is only so valuable to you, because it’s invaluable to your audience – they reward every little bit more trust with a doubling of their loyalty.”

Stefan Grafe, CEO
mext Consulting





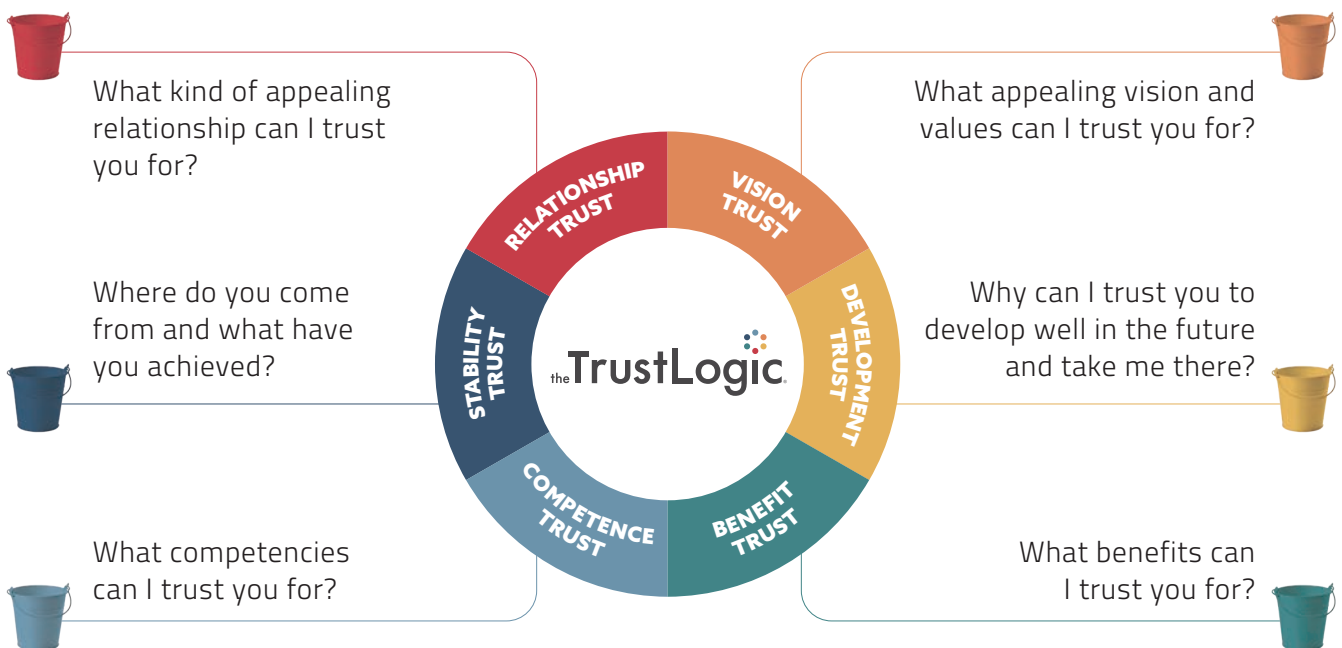
Trust.

The effect is magic, but it's so logical, we can explain it to you in 15 seconds.

Our mind continuously assesses trust in six distinct categories. It's our mind's logic of trust. Every time someone engages with you, or even thinks about you, their mind assesses what they trust you for and how much that's worth. It's a summing up of their overall trust assessment.

The TrustLogic® visualises how our minds assess trust through these six distinct categories.

When you know the six categories of trust, you understand what your audience would love to trust you for, and can build the right trust at the right time.



The TrustLogic® model is easy to remember.

Stability and Development Trust:

Where do you come from and how do you go forward?

Relationship and Benefit Trust:

How is it to be with you and what do I get out of it?

Vision and Competence Trust:

What vision and values can I trust you for and what competencies do you have to strive for them?

Scientifically correct.
Measurable and commercially sound.
Practically proven with clients from AXA to World Vision.

What's behind The TrustLogic®?

Trust is our most powerful sense to survive and thrive. No wonder it's hard-wired as a clear psycho-logic into our minds through thousands of years of evolution.

We developed The TrustLogic® by researching trust with the late Professor Wilhelm Salber, the father of the most modern psychology (often called the psychology of decision making), and a team of psychologists, statisticians and practitioners in all organisational functions.

Through this unique combination of theory and practice, we've helped our clients achieve often category-breaking results.

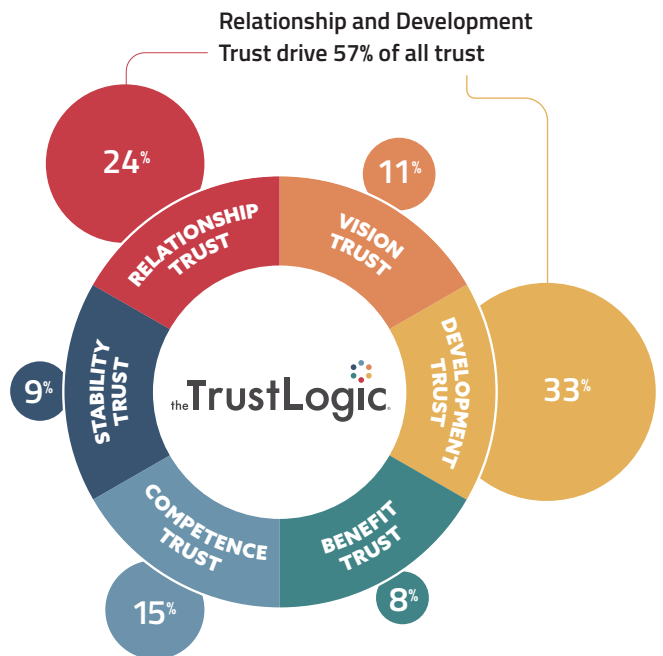


Know what's most important to your audience.
It's the key to building more trust.



Trust Focus: Know what your audience wants to trust you for.

Simply include our six TrustLogic® statements into any of your surveys and you'll know what trust you need to build.





When we present and train participants in the science of trust building, one question they often ask is: are all trust buckets equally important?

Psychologically and statistically, all six buckets contribute equally to trust.

But ... Situationally, that's not the case — and this is intuitive. If I already trust you highly in your stability; telling me more about it won't make a big difference. Indeed, I may even get frustrated or, worse, annoyed. At this stage, it may be far more important to me what you invest in for the future and how that is relevant to me. Or my trust desire, what I would love to trust you for, is your vision and your values. For example: the ESG considerations that underpin your actions.

Segments differ, especially your trust segments.

Which trust buckets are most important to your audience is often surprising. This typically shifts slightly, segment by segment, allowing you to maximise your trust relevance and effect.

One important analysis that is often missed is the analysis of trust levels. Take your own customers. There are those that are trust neutral (and, therefore, often at risk), those that trust you (often representing an opportunity) and those that trust you highly. Unsurprisingly, their difference in behaviour and attitude typically overrides other segment aspects, such as socio-economic factors. Our analysis always shows that what motivates greater trust in you is markedly different for each trust group.

Differentiation

You will also be surprised to see the difference to your competitors, enabling you to take full advantage of differentiation possibilities.

Macro influences and shifts.

The importance also shifts with your trust-building success, market activity, and socio-economic and political developments. For example, in one financial crisis, the importance of the trust buckets for banks shifted as the crisis progressed. Interestingly, the shifts were different for different banks.

The Trust Focus Analysis is a simple, yet powerful driver analysis to know what's most important to your audience to trust you for — and empower your teams to build upon that trust.

Build trust in a way that's as robust as it's intuitive and inspiring.



Trust Maximiser: Discover all your great (often unused) trust equity to build that trust.



With a structural understanding of trust, we'll work with your team to explore and collect all your great trust equity, big and small. This will give you an almost infinite number of trust drivers for your teams to use.

You'll then be able to prioritise and implement them.

For example, if development trust is the most important to you, trust signals that relate to your future are also the most important. At an organisational level, this could be that you 'register over 500 patents through three global, strategically placed R&D facilities', as was the case with a steel client.

On an offer level, this could be that 'the app is updated every 24 hours', as our banking client does.

On an individual level, it could be that it's clear who the CEO's successor will be, or that my customer service contact receives 18 days of training per year.

Trust Action: Turn your teams into powerful trust builders. We train your teams from any function to become highly effective trust builders.



Because trust is so fundamental in everything we do, The TrustLogic® principles apply to all your functions and guide your teams in building trust, self-driven and inspired.

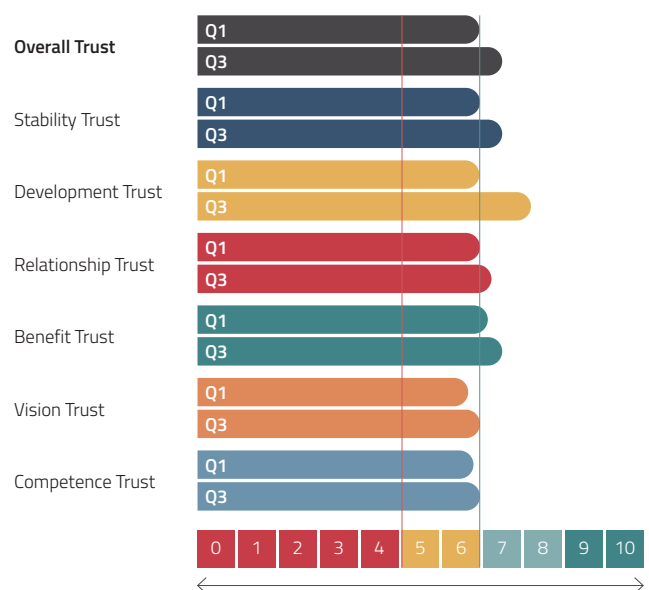
Unlike abstract concepts like 'NPS' or 'improved customer satisfaction', building trust is something that's intuitive to us and something we innately want to do.

If your development trust proof-point is: 'register 500 patents every year', this can be shared to advantage in conversations, media and corporate communications, including presentations.

'Updating the app every 24 hours' could be notified in the delivery of direct mail and verbally via call centres.

This means that the amount of training that a team receives can be conveyed through frontline personnel in their conversations and emails.

Trust Strength: Reap the rewards. You'll see exactly if you're building the important trust effectively.



In the first place, you will get a baseline reading that tells you how strongly you are already trusted in each of The TrustLogic dimensions. And, as you already know through the driver analysis what to focus on, your teams can be empowered to build the right type of trust for you. Their success is measured by tracking The TrustLogic® dimensions over time.

In some cases, we could see shifts of up to 19% in specific trust dimensions within four months.

Let's
have
a look
at the
rewards.





We said proven successful, didn't we? Strategic, top-down trust building or right at the coalface. A focus on trust building means measurable results fast.

Game-changing momentum. Brand & experience transformation.

The situation:

Our client in the media sector was stagnating and faced significant challenges in transforming, with high customer churn and loss of confidence internally.

The approach:

We measured trust with customers and found that their development trust was below critical trust level.

Through qualitative internal and external focus groups, we unearthed a lot of trust equity that hadn't been used, which was highly trust building with customers.

The quantitative TrustLogic® analysis showed that development trust, the lowest performing trust dimension, was the most important one to customers. Three key messages were identified that built development trust most effectively.

We empowered the marketing, sales, service and comms teams to build trust. We also workshoped and co-created with them to trust-optimize every interaction.

The result:

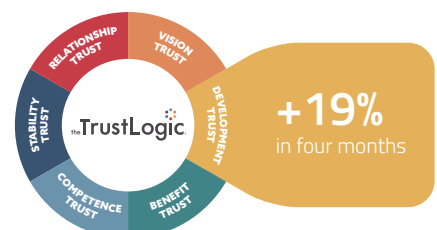
The NPS and trust improved by 10% within four months. Notably, development trust increased by 19%.

Sales received callbacks the same day as the training. (Previously, they had to call 5x to get to the customer.)

The sales call time was reduced by an average of one third.

Sales improved across the board. Within four weeks, a key account team, which was sure to lose the client, built enough trust that they retained the client and increased sales fourfold.

Internal trust rose significantly in line with fewer resignations.



Telesales – 33% better sales performance. 100% better people experience.



The situation:

A client wanted to see if the telesales team could improve their results further.

The approach:

We analysed the client's trust equity, communications and calls. We found that the client and the telesales team missed out on using key trust drivers and the team had no trust structure for their calls.

In a 90-minute training workshop, we showed the team how trust works and where their calls have key trust gaps that prevent better sales performance, and may make their sales harder. Together with the team, we workshopped a combined focus on benefit, relationship and stability trust, with specific trust-driving messages based on organisational facts.

The team used these in their personal style and, with coaching, we optimised the structure and tonality.

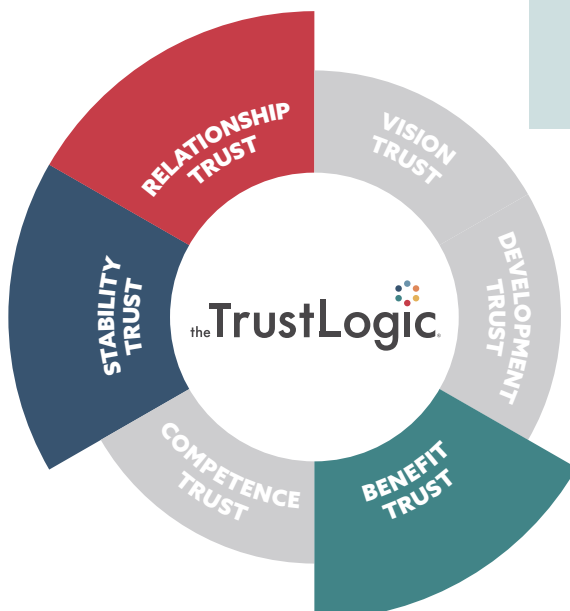
The result:

The team improved their performance by 33% within two weeks.

Agent feedback:

'I could literally hear in the customer's voice how their trust increased.'

'This customer had cancelled and I called him. He declined to come back to us. But three days later he called and, by fluke, he got through to me and said that he'd thought about what I'd said and decided to stay with us. We'd never had that.'



We focused on three TrustLogic® dimensions equally and defined one key message for each.

Trust is the fuel for your corporate relationships.

From the food we eat to the companies we work for; from whom we invest with to our smallest and largest purchases; from friends to partners – it's trust that helps us decide.

It's no surprise that trust is the most important driver of your organisational performance. With every little bit more trust, your KPI performance improves.

More trust equals more success.

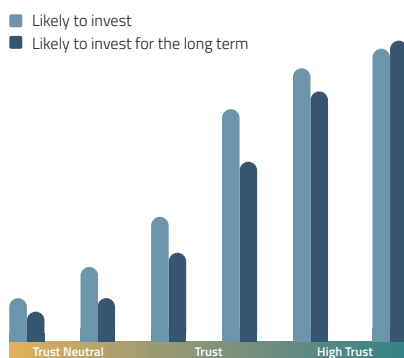
'TrustLogic® is the missing link between our corporate strategy and its implementation.'

SLT member, Origin Energy

Whether it's investors, governments or M&A partners, the more trusted you are, the more success you'll have.

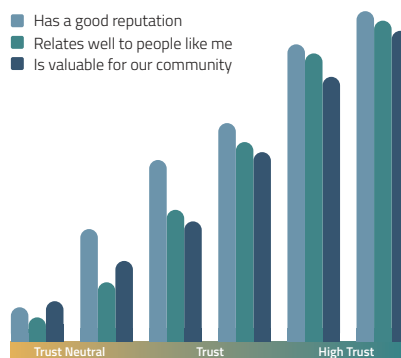
Investors, governments and transactions.

With every little bit more trust, investors are twice as likely to invest in you and do so for the long term.

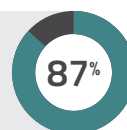


Community and licence to operate.

With every little bit more trust, the value of your reputation to our community doubles.



The level of trust in you determines 87% of your reputation.



"There's one lesson I learned early and then relearned over and over: Trust is the coin of the realm. When trust was in the room, whatever room that was – the family room, the schoolroom, the locker room, the office room, the government room or the military room – good things happened. When trust was not in the room, good things did not happen. Everything else is details."

The late **George Shultz**, former Secretary of State and adviser to presidents and CEOs, writing in **The Washington Post** in 2020.

Whether at work, at school or at a bar, our trustworthiness is one of our biggest assets.

Your customers and people will reward every little bit more trust with powerful actions.



HBR November 2022:

An increase in trust can have financial rewards. The most trustworthy companies have **outperformed the S&P 500** and high-trust companies are more than 2.5 times as likely to be high-performing revenue organisations. Our own research shows that trusted companies outperform their peers by up to 400% in terms of total market value. Customers who trust a brand are 88% more likely to buy again, and 79% of employees who trust their employer are more motivated to work and less likely to leave.

Customers, clients and donors.

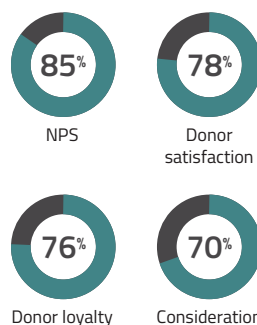
Whether it's the smallest of purchases, our next computer, car, house or multimillion dollar software, trust guides our decisions like nothing else.

With every little bit more trust, donors are twice as likely to give to you, to recommend you to others, to donate to you and to be loyal to you.

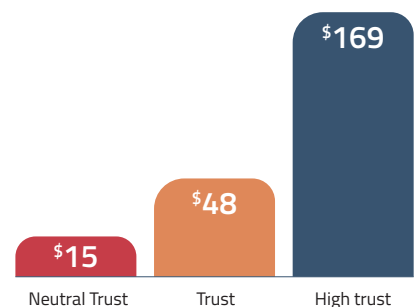
With every little bit more trust, donors are twice as likely to give to you, to recommend to others to donate to you and to be loyal to you.

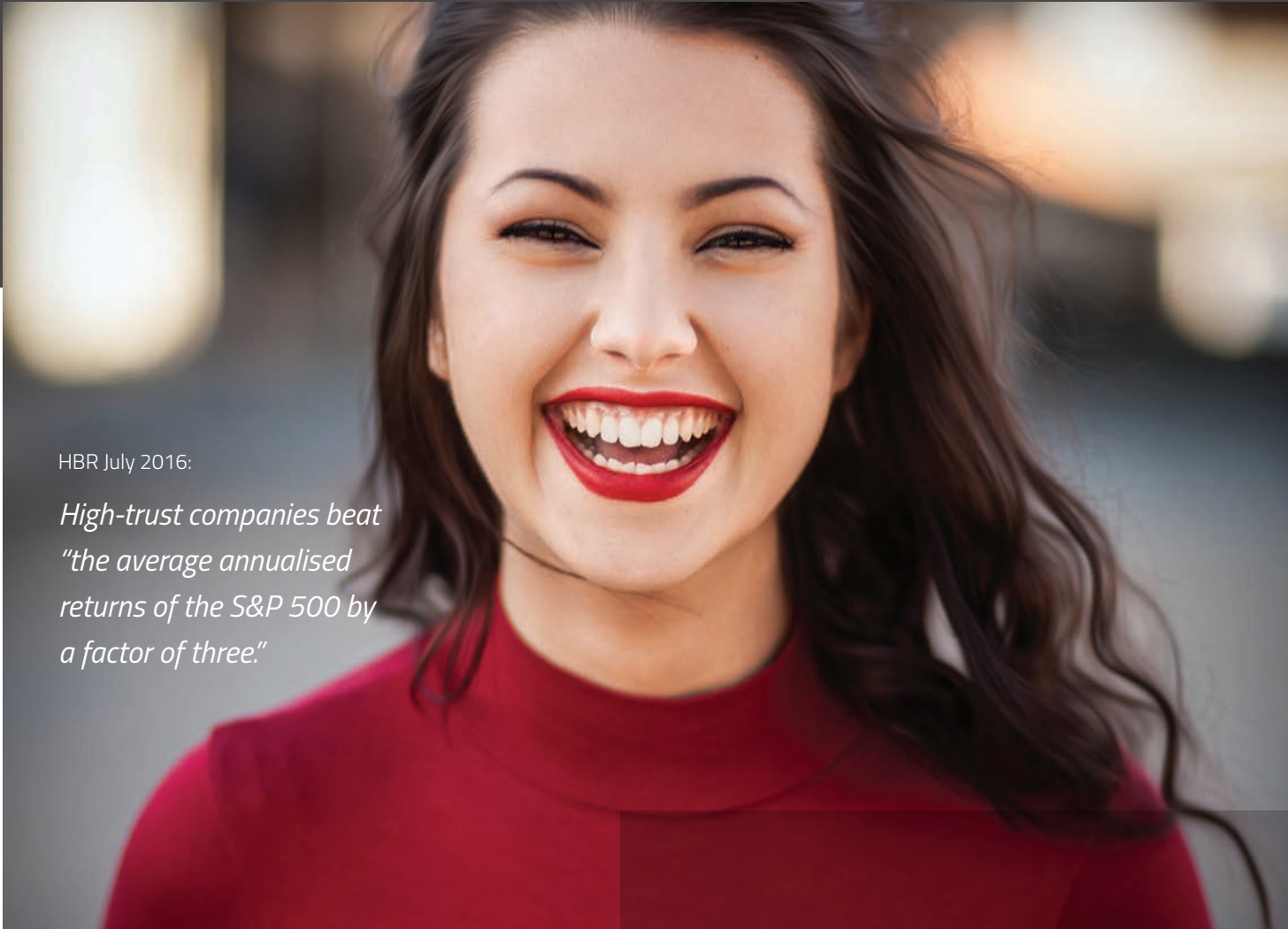


The level of trust in you determines the vast majority of your KPI performance.



This client example shows the annual value of their customers depending on their level of trust.





HBR July 2016:

High-trust companies beat "the average annualised returns of the S&P 500 by a factor of three."

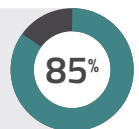
Our people.

It's well-documented that high-trust organisations outperform their peers substantially.

With every little bit more trust, your people engagement doubles.



Trust drives 85% of your people engagement



Building more trust is exciting. Your team will want to be a powerful trust builder for you.



Learning and understanding the six buckets.

This doesn't take long. A one-hour session will allow your teams to make powerful changes already.

Identify your amazing trust equity.

We find that our clients don't know about and don't use 90% of their existing trust equity. Unearthing this potential with your team takes 90 minutes and creates a powerful shift in self-trust and trust in the organisation.

Know how to use your trust equity in every interaction.

Within a few hours, we co-create trust-optimised interactions with your teams – be they a sales call or a press release. This way the team practices how to use your trust equity, and has inspiring benchmark examples to build on.

Step up your trust skills by becoming more fluent over time.

Becoming fluent in building trust takes a few more hours with some day-to-day coaching to work through the situations as they arise.

Specific high-level topics:

- Crisis scenario planning and remediation
- Corporate project management (e.g. regulation or M&A)
- Corporate brand and reputation
- Leadership

Specific implementation topics:

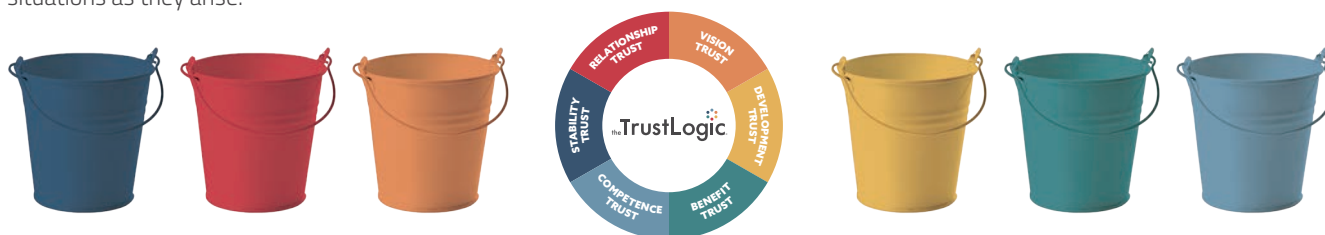
- Sales and service empowerment
- Brand and experience teams' empowerment
- Client trust strategy
- Practice and key account strategy
- Functional area trust training and co-creation (e.g. social media, submissions, negotiations, direct marketing, internal communications, PR and external communications)

In our inspiring co-creation workshops, you'll discover the effect every little bit more trust has on your audience and your own experience.

You'll understand how trust works in our minds whether it's business or personal.

You'll be surprised how much powerful trust equity you already have, but have never used.

You'll learn and practise how to use trust effectively and come up with solutions you can implement right away.



'What's different about this is that participants experience the powerful effect while they learn, not at some point later on. It's immediate.'

Global Head of Business Development

'It's not a training session, not a workshop, it's playing in order to learn how to play better.'

Sector Lead, Europe



The TrustLogic® is the perfect reputation, brand and experience model with a direct link to your corporate KPIs and your audience's behaviour.

Brands and experiences that are as exciting as they're effective.

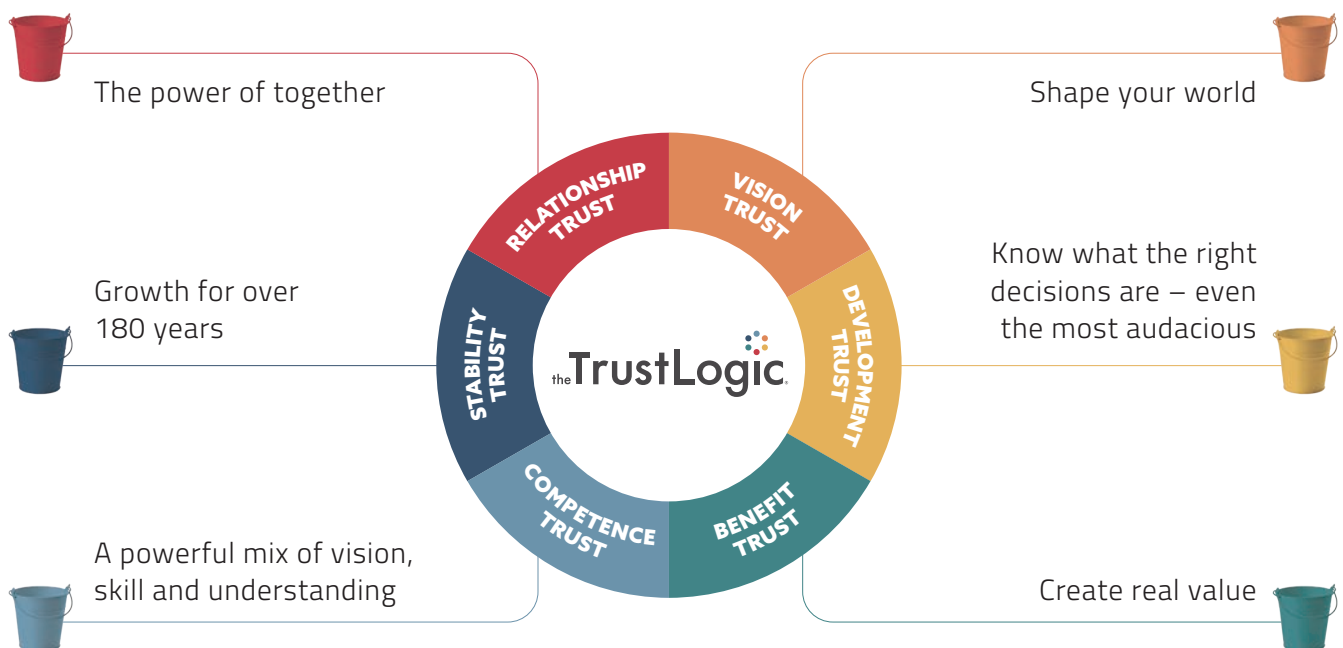
If your brand is what you're trusted for, it makes sense to start defining your brand based on trust. With The TrustLogic®, you'll know exactly what brand values you need to define to build trust with your audience.

One of our clients calls the six trust dimensions simply 'the docking stations with the consumer'.

Naturally, it needs a little bit more than a model to build powerful trust brands. That's where our 20 years of experience comes into play: from brand & creative to insights; from airlines to telcos; from Australia to the US.

We work with our team globally and partner with our client's preferred suppliers.

Brand values that directly connect with your audience:



So let's build your trust value using the scientifically correct, commercially sound and successful method we've employed for more than 20 years.



With our global team, we've worked with clients in over 40 countries. And in categories ranging from airlines to professional services to telecommunications.

Services

Trust Analysis

- Trust Focus
- Trust Strength/Tracking
- Qualitative trust analysis
- Communications evaluation and optimisation

Strategic Development

- Brand
- Experience
- Reputation
- Employer brand
- CVP/EVP
- Culture

Trust Action

- Team training (e.g. leadership, brand, marketing, experience, service, sales, digital, social)
- Creative development

How can trust help you grow? How can trust drive your team momentum and instant customer success – right where it counts?

Grow the business thirtyfold.

Business & brand strategy and implementation.

The situation:

A client moved to another company to take over an ailing brand that had been lingering for a number of years and seemed to be boxed into a niche. The product cost 2.5x more than the key competitors with little discernible differentiation except for a small, polarised audience.

The approach:

We workshopped with the SLT on what they saw as the inhibitors and opportunities.

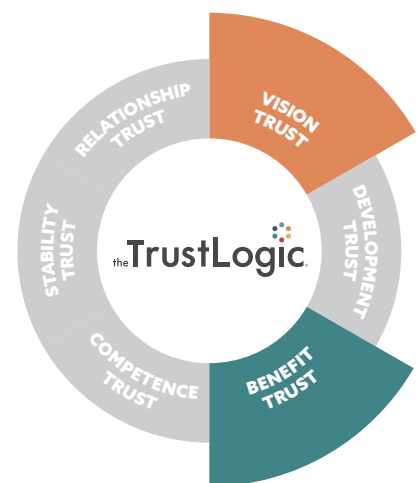
We conducted trust analysis market research with consumers and influencers in the specific and adjacent categories. We identified how we could create a key differentiator from a unique product feature and make it highly relevant to a far broader audience.

Then we worked with the client and their management consultancy to develop a new product strategy with global expansion possibilities.

We developed the brand trust drivers into a portfolio brand and guided the product formulation, naming, packaging design and marketing communications to drive the required brand trust.

The result:

Within 10 years, brand sales grew by 30x, the price premium was retained and the business expanded across three additional continents.



We identified exactly what the consumers wanted to trust the brand for – vision and benefit – resulting in 30x growth in 10 years.



Integrate into a culture of trust.

Employer brand and people value proposition.

The situation:

A FMCG organisation had acquired a number of businesses and constant restructuring and integration was difficult. The different businesses retained their own culture, rather than integrating and identifying as the bigger entity.

The approach:

We analysed the trust inhibitors, equity and trust drivers of the client's people across all business divisions, cities and countries.

We developed one unified brand based on what the business wanted to be trusted for, and matched this with the trust requirements of their people.

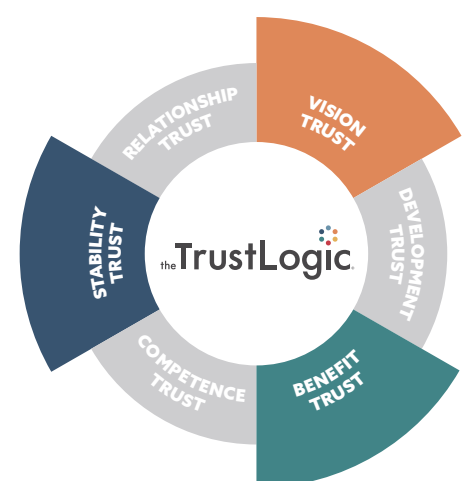
We worked with the client to implement a change strategy. This involved a culture change program that included leadership training, staff engagement sessions, internal communications strategy, and SLT messaging and behaviour strategy.

The strategies were structured to always fulfil the six trust dimensions, just with different priorities.

The result:

Within three months, people started to identify with the corporate brand. Within 12 months, people engagement improved significantly and churn decreased by 14%.

The business was successfully sold at a high premium three years later.



For the people of this organisation, stability, vision and benefit trust were most important.

\$1bn on the line and global brand best practice.

From underdog to \$1bn engagement – investment pitch.

The situation:

An infrastructure investment fund engaged with an overseas investor to obtain over \$1bn in investment. Our client was the underdog.

The approach:

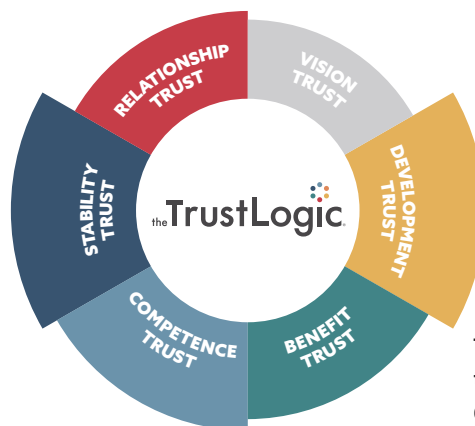
We worked for two weeks intensively with the CEO and his team to understand the trust needs and desires of the decision makers.

We defined The TrustLogic® focus areas together with key messages and features to cover.

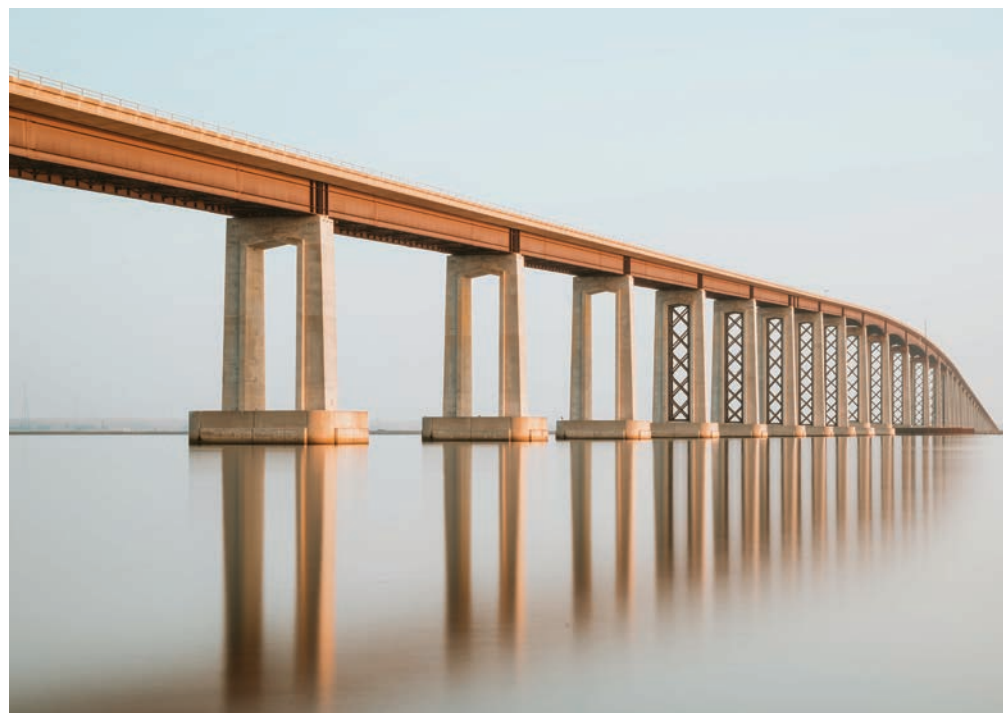
We defined the team roles in the meetings and the trust they had to build. We developed trust-optimised presentation materials, and advised on day-to-day messages in emails and calls leading up to the decision.

The result:

Our client successfully gained the investment and continued the client relationship through further projects.



The right focus at the right time through the right people made all the difference.





Financial services brand with record fund inflows.

The situation:

The brand was not getting the growth they needed. Their marketing effectiveness was insufficient, whatever they tried. This also impacted the performance in the advisory channel, with difficulty in acquiring advisers, and being able to manage with the existing ones.

The approach:

We worked with the CEO, CCO and CFO to understand the customer trust inhibitors, equity and desires. Using the qualitative and quantitative trust analyses together with strategic trust conversations with the SLT and board, we developed the brand trust values. These provided the biggest common denominators between the business and customers. They built the right trust with advisers and aligned with the strategic direction and opportunities of the business.

The result:

By repositioning the brand through advertising and staff training, the organisation achieved record fund inflows within 12 months, expanded the adviser network, and increased the value of business written per adviser.

The brand strategy was rolled out across nine countries.

Vision trust became the singular focus for the success achieved.



Where other approaches fail, trust often wins.

Do more good – brand and product growth.

The situation:

A not-for-profit client's key offering had been declining for 10 years and all attempts to reinvigorate its critical income stream were not successful.

One of the clients engaged us to present to the global marketing leadership. We presented our trust-based hypothesis which was greeted with significant doubt. But the team challenged us to prove our hypothesis through a quantitative, global trust and needs analysis.

The approach:

We conducted the analysis with segmentation across nine markets. This proved our hypothesis and the client engaged us to enrich the learnings with qualitative research.

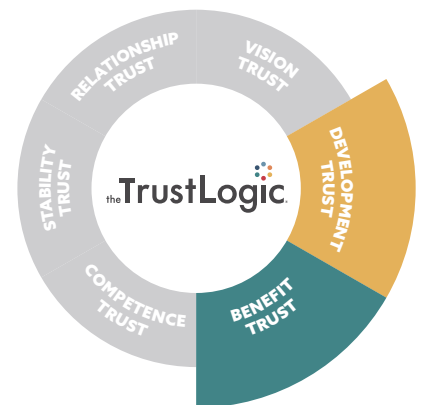
This was followed by the development of a trust-based repositioning strategy together with marketing communications including advertising. We also trained their staff in 40 countries.

The result:

The implementation in the first pilot country resulted in a very successful turnaround. Within 12 months, marketing effectiveness improved by 2.5x and conversion of this high value offer increased by 53%.

The strategy and executional concepts were adopted globally.

Focusing on development and benefit trust helped turn around this client's critical, global business line.





Stefan Grafe, next CEO and The TrustLogic® co-developer

When a young Indian door-to-door installer knocked on Stefan's front door to set up free, government-financed, energy-saving devices, he let him in and they had a chat.

What Stefan gleaned from the conversation was that it was hard to get people to let the installer into their homes (no surprise there, it's a tough one).

Stefan told him a few things he could say and do better to build the trust that opens doors.

By chance, Stefan bumped into him a few hours later, and the installer told him that he was now able to get into a quarter more houses than usual.

Talk to Stefan about trust. You'll find him to be a treasure trove of knowledge, examples and surprising insights. He is well known to come up with surprising trust-optimising ideas on the spot.

After studying fine arts and communications design in Germany and France, Stefan worked in senior regional roles across Europe, Asia and Australia, all of which has given him a unique mix of skills.

As a top global creative, he shot commercials in the Malaysian jungle, threw cars off cliffs and had helicopters whizzing across the Australian desert. But he wanted to understand why people do what they do and switched to become Head of Strategy and Insights.

Later, as Head of Management Consulting, he honed his commercial and analytical rigour. Stefan developed The TrustLogic® with psychologist, Barbara Grohsgart and Professor Salber, the father of morphological psychology.

For the last 20 years, he's lived and breathed trust building, and still gets excited about the transformation in energy in the teams he works with and, of course, the results.





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