

# Make building trust everyone's favourite job and transform your organisation.

LEADERSHIP TRACK

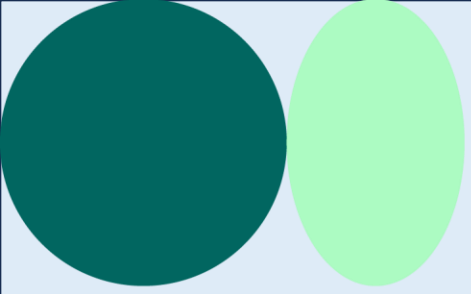
Elizabeth Phegan and Stefan Grafe

GI Cancer and next/TrustLogic



Leadership Track  
Sponsored By:

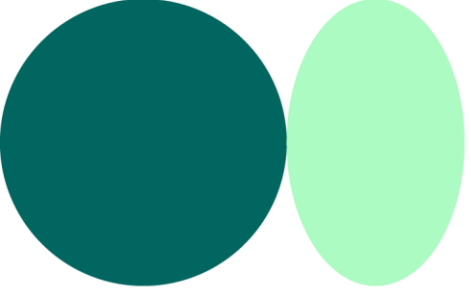




# LET'S RETHINK TRUST



CONFERENCE

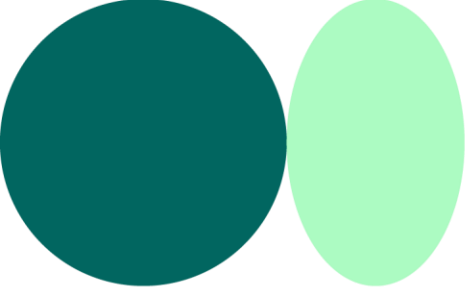


# How important is trust in achieving your mission?



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NPS



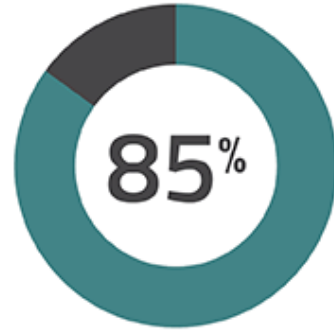
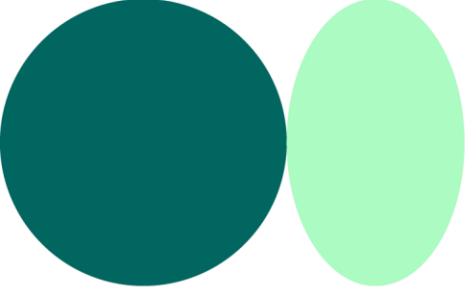
Customer  
satisfaction



Loyalty



Consideration



NPS



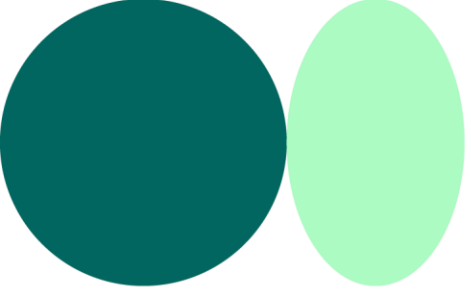
Customer satisfaction



Loyalty



Consideration



NPS



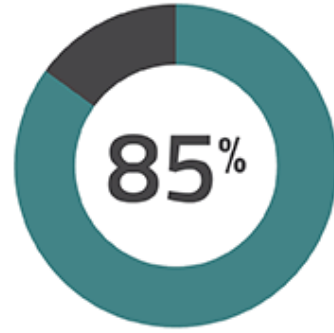
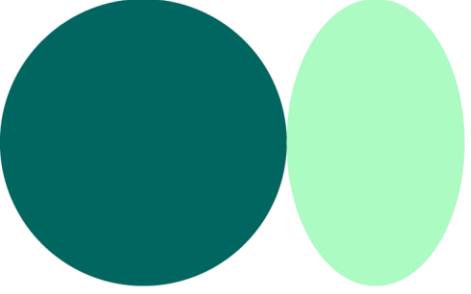
Customer satisfaction



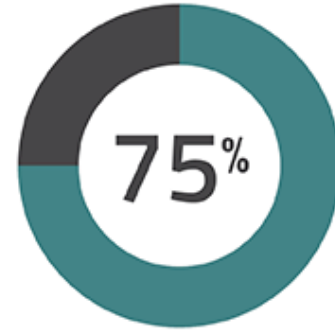
Loyalty



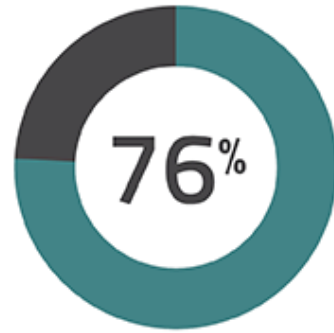
Consideration



NPS



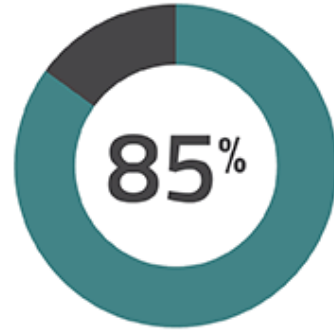
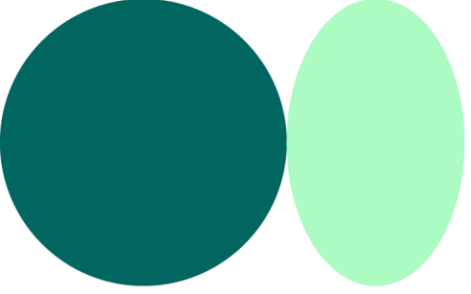
Customer  
satisfaction



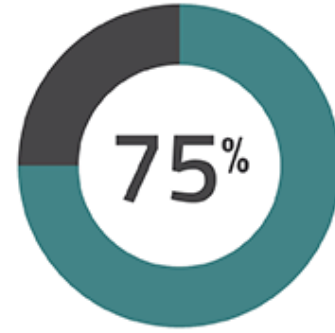
Loyalty



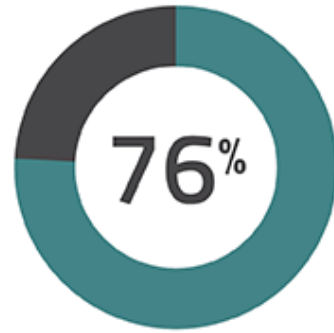
Consideration



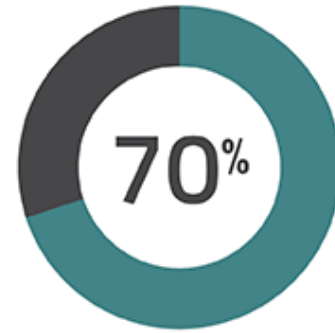
NPS



Customer  
satisfaction

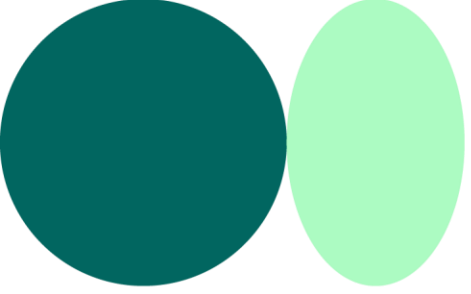


Loyalty



Consideration



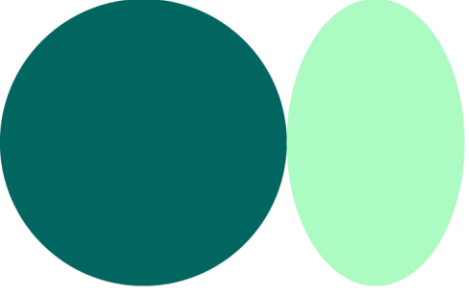


Trust determines over 75% of  
all your performance indicators.  
Every little bit more counts.



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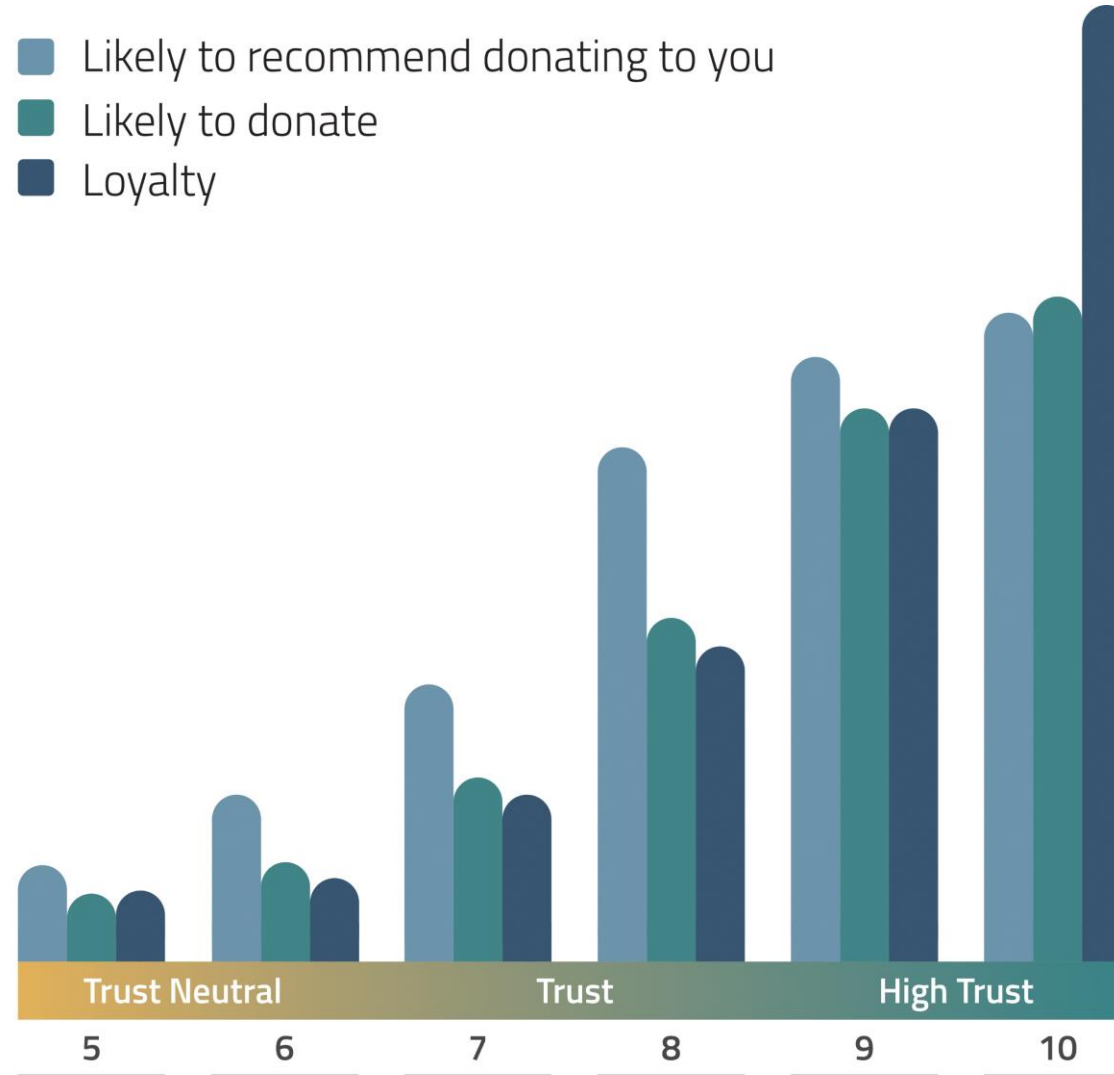




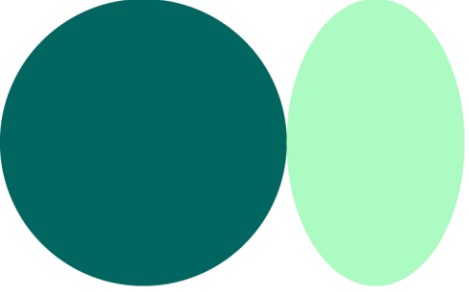
With every little bit more trust...

## Positive donor behaviours increase a lot.

- Likely to recommend donating to you
- Likely to donate
- Loyalty



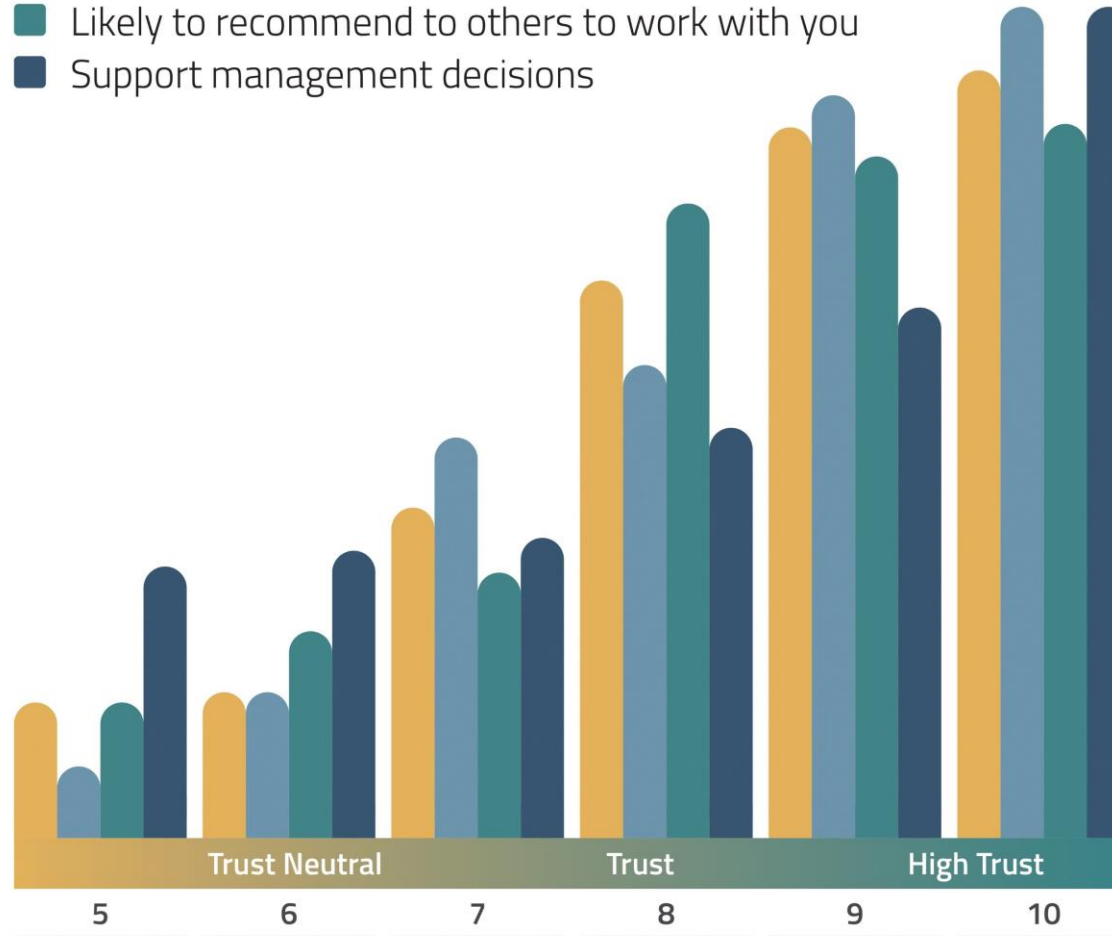
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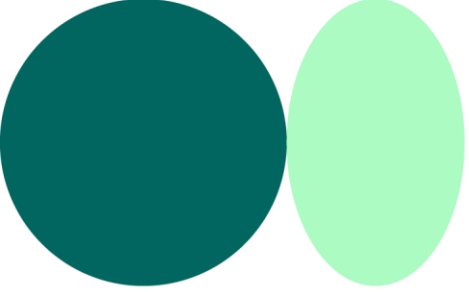


With every little bit more trust...

## Positive team behaviours increase a lot.

- Willing to go the extra mile
- Likely to stay with the organisation
- Likely to recommend to others to work with you
- Support management decisions

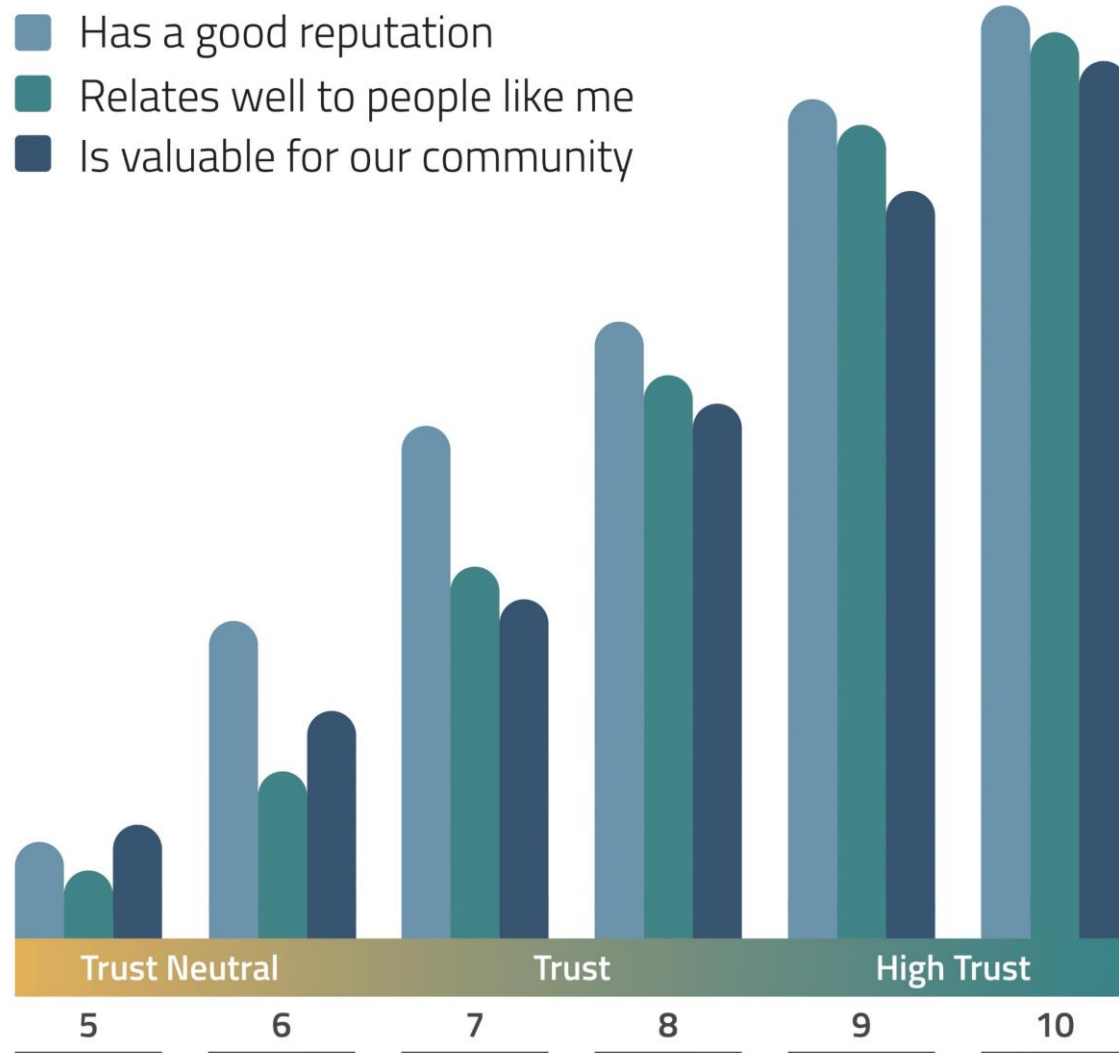




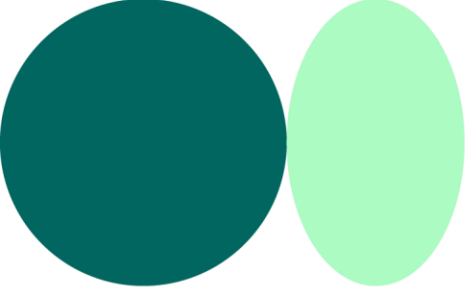
With every little bit more trust...

## Your community standing grows a lot.

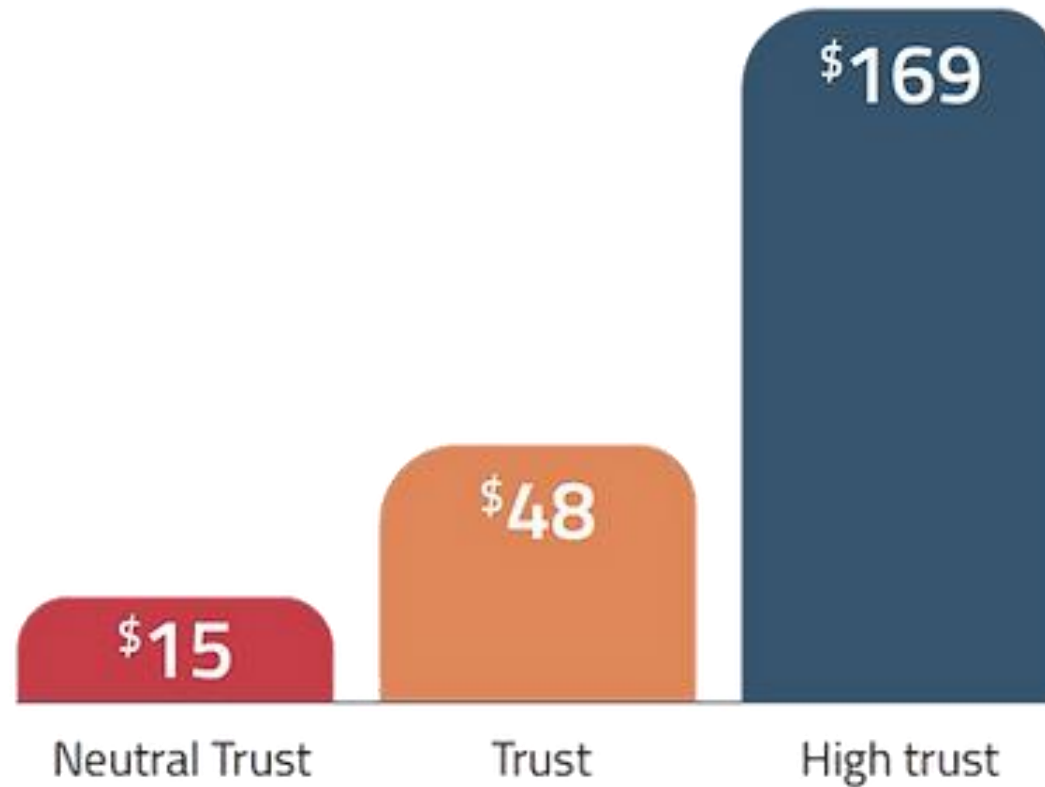
- Has a good reputation
- Relates well to people like me
- Is valuable for our community



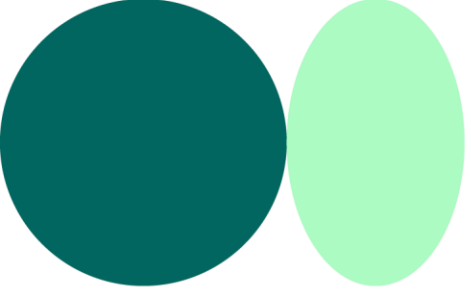
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With every little bit more trust...  
**Donors give significantly more.**



*Average annual gift based on trust score*

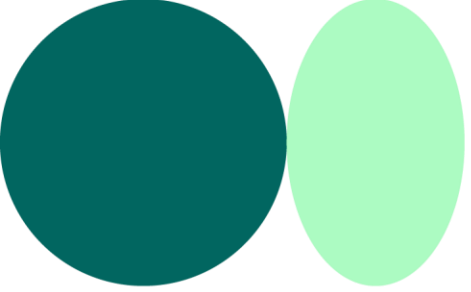


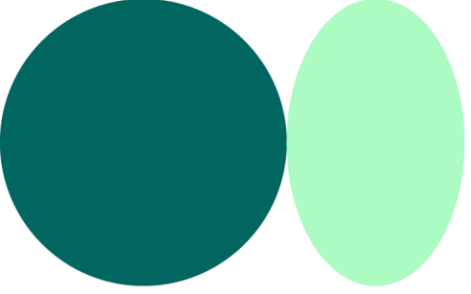
Trust is not just a fluffy,  
vague feeling.



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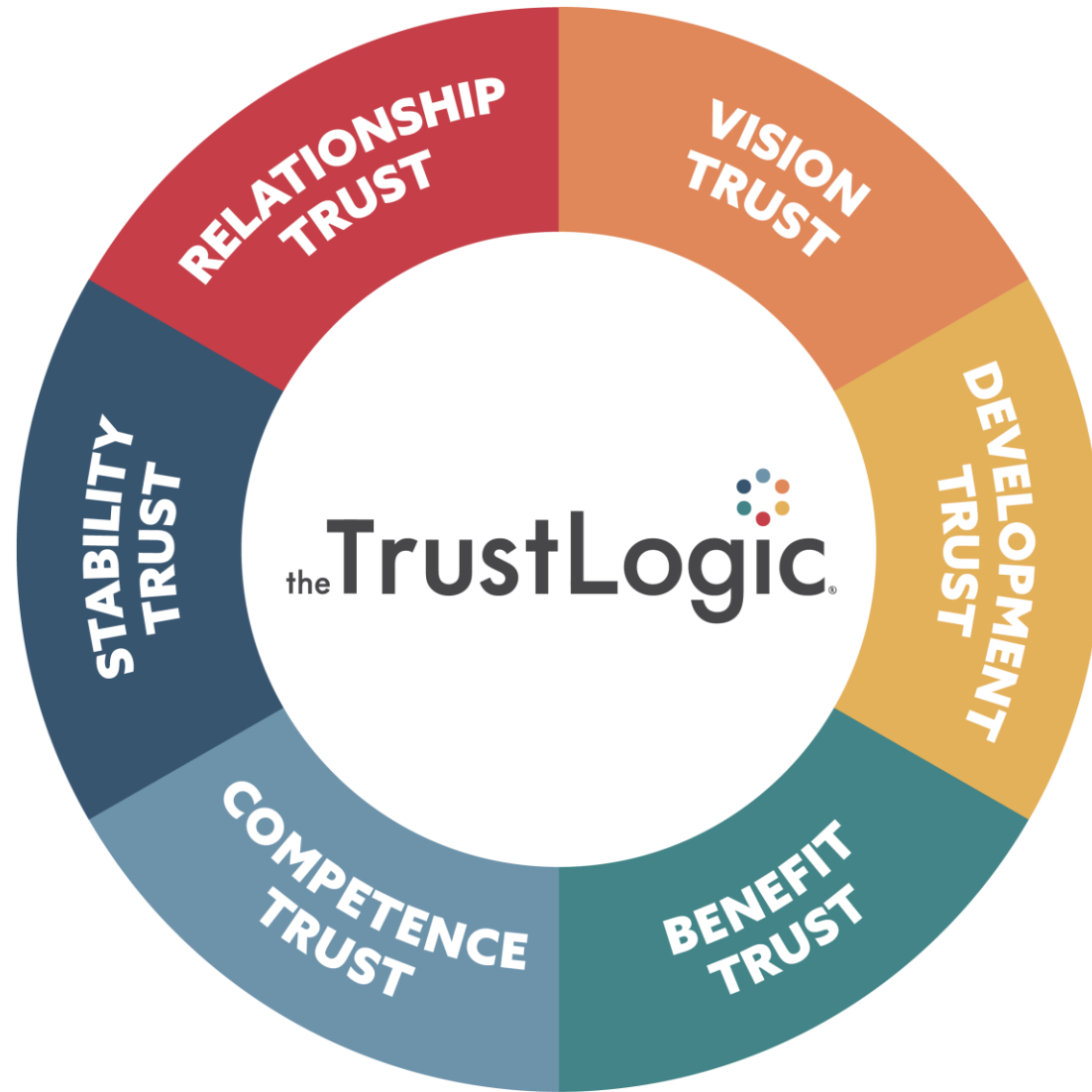
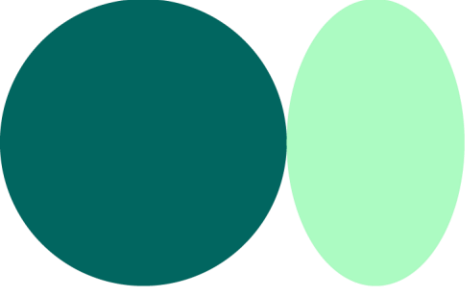
# The psycho:logic of trust



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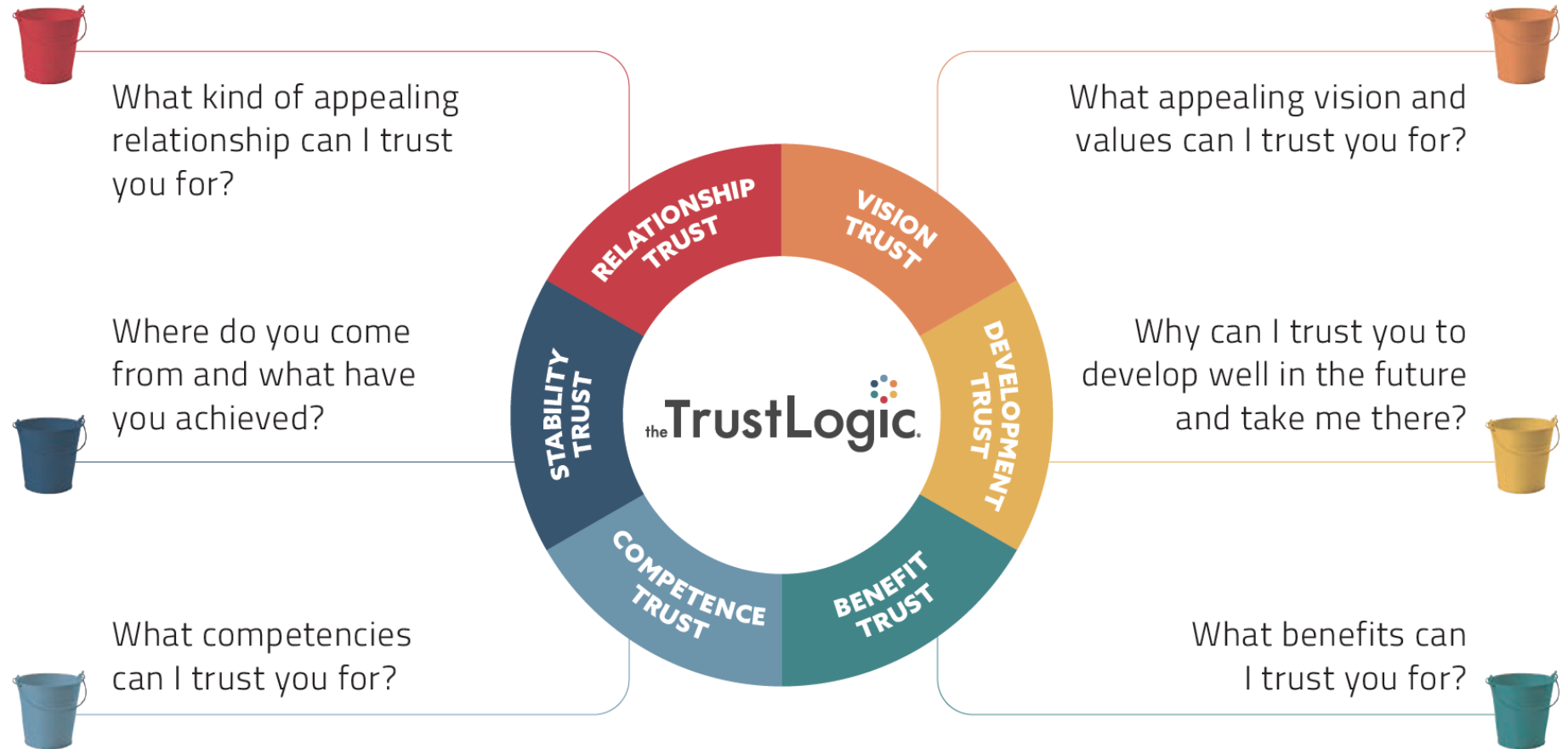


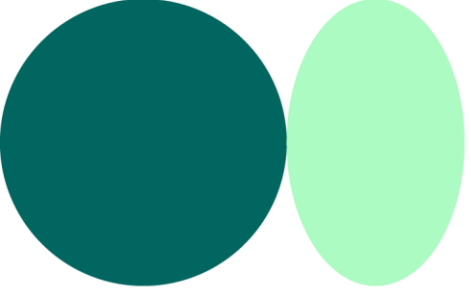




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# Think of it as Six Buckets of Trust<sup>®</sup>



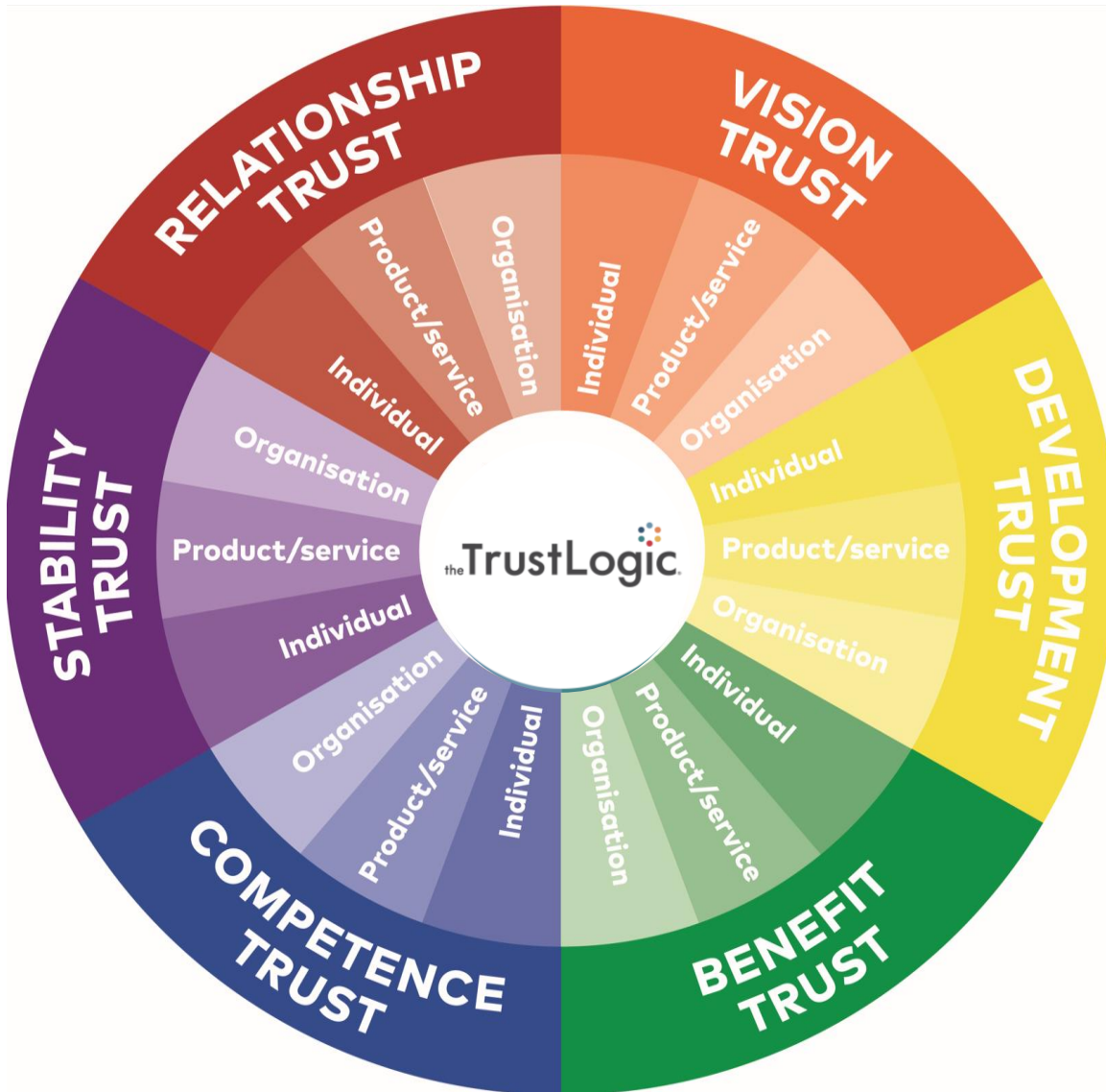
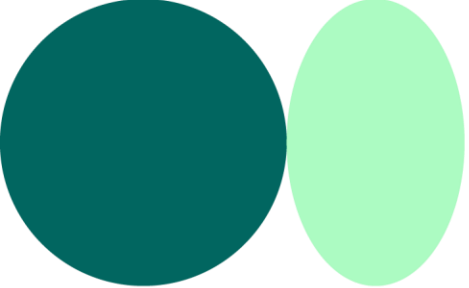


You'll find you're infinitely more trustworthy than you think.



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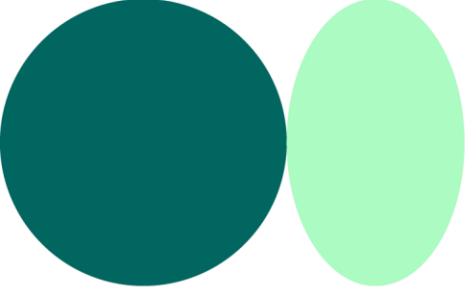




X

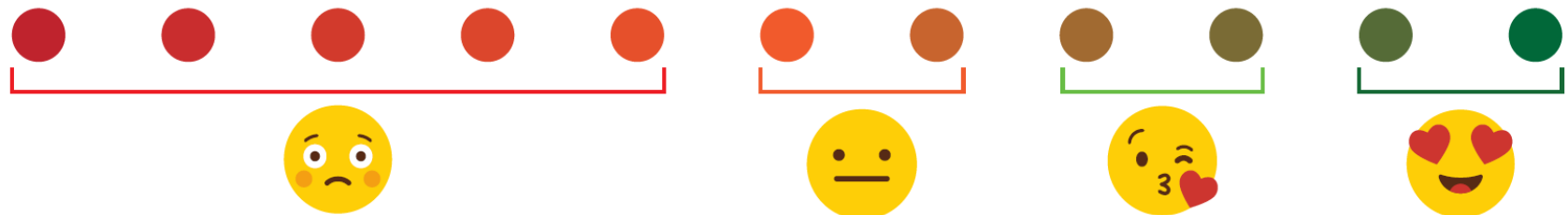
NFP generic  
Cause hygiene  
Differentiated

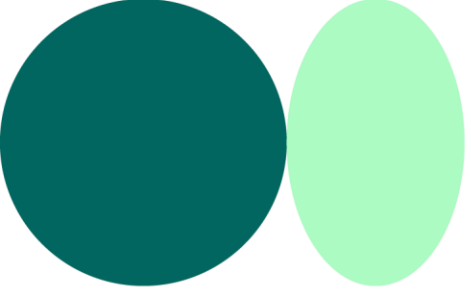
Past  
Present  
Future



Ask:

"what would you love to trust us for?"



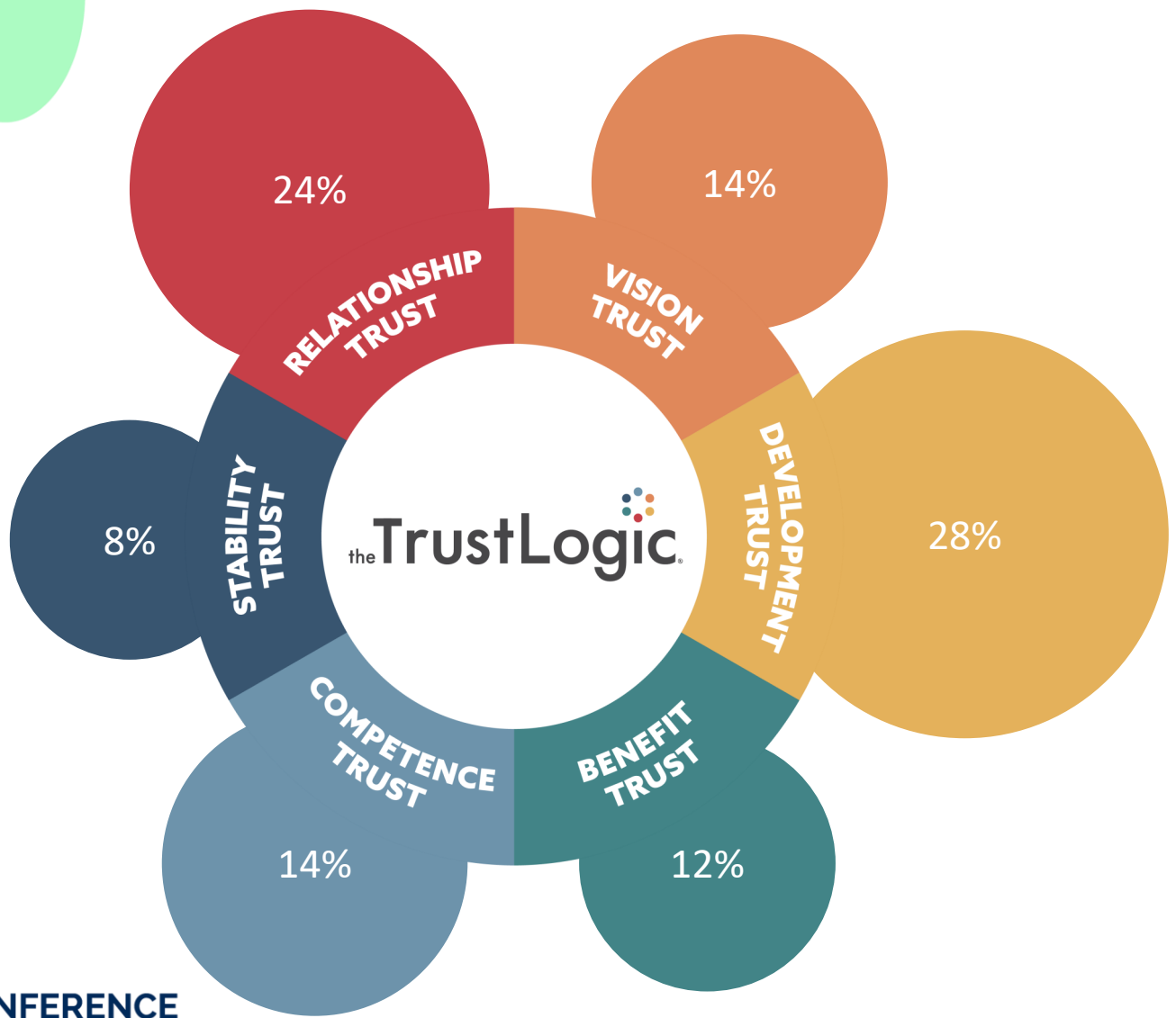
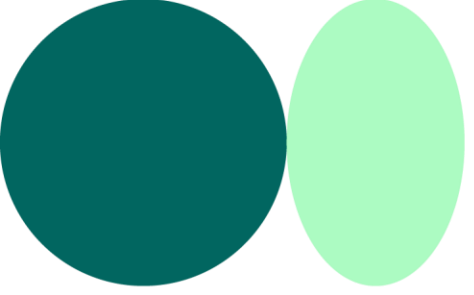


All buckets are equal!  
Kind of.



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e.g.

**Organisation:**

Have reorganised to meet future challenges better.

**Product:**

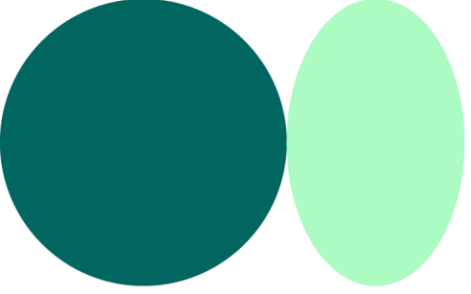
In our work for you in over 50 countries, we develop new best practices every day.

**People:**

Chris, from our advocacy team, will meet with like-minded partners at COP 28 to develop more powerful ways to make all our voices heard.



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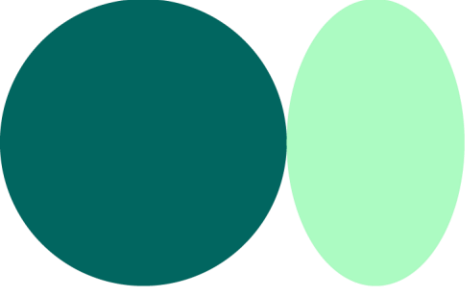
Once you know how trust works,  
you can apply it to anything.



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Be *Fierce*  
for *Fair*

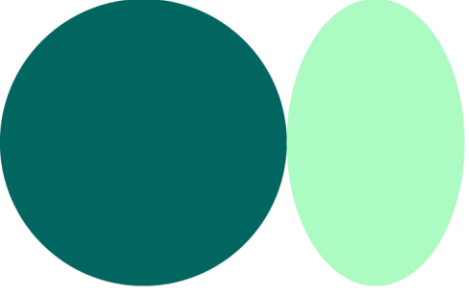
Feast of  
Saint Mary  
MacKillop

8 August 2023

Learn more



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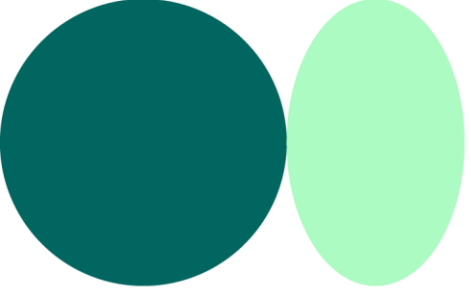


Trust determines over  $\frac{3}{4}$  of your performance indicators and every extra point of trust doubles your opportunity.

Trusting is a tangible and physiological reflex – not some fluffy emotion or mental choice.

You can't just 'trust'. You trust for specific reasons and our mind orders them into six distinct categories of trust.

Thinking of them as Six Buckets of Trust<sup>®</sup> you need to fill enables you to identify all your great trust equity and make building more trust everyone's favourite job.



**"Trust is like a gentle giant  
that can see far into the  
future and has the means  
to get us there"**

**FIA  
Conference**  
2024

**Thank you**

