The 6 drivers of reputation and trust.

An introduction to the six drivers of trust and reputation.

Die 6 Vertrauens- und Reputationstreiber.

Examining how trust and reputation are interrelated, how trust impacts stakeholder relations, and how trust can be analysed and built.
Trust drives over 75% of your reputation.

This corresponds with international reputation studies that show that trust accounts for 70-80% of reputation.
The more people trust, the higher they score the organisation’s reputation.
Trust is very important.

Driving trust automatically drives the vast majority of your reputation.

If we clearly understand trust, we understand better how to build and manage 3/4 of our reputation.
Let’s look at trust in detail.
To understand what trust is made of, we use HuTrust®.

HuTrust® (for human trust) reveals the 6 drivers that make up trust. This enables to understand what people (don’t) trust you for and therefore turn ‘trust’ into an actionable concept.

HuTrust® is

- **Psychologically correct** (developed under supervision of the father of the most modern psychology)

- **Statistically proven** (to account for 70-80% of trust and its effects like advocacy and good reputation)

- **Practically proven with many leading organisations from Australia to Qatar** (helping clients achieve trust & bottomline increases between 10 and 36% within 6 months)
Through research and application we confirmed that the six facets of **HuTrust®** are the six key drivers of reputation and trust in businesses and brands.
Reputation Driver 1:

**Stability**

To have a great reputation you need to be trusted to have built a strong foundation.
Reputation Driver 2: Development

To have a great reputation you need to be trusted to develop successfully in the future.
Reputation Driver 3: Relationship
A great reputation means you need to be trusted to offer an appealing relationship to your stakeholders.
Reputation Driver 4: Benefit

Your reputation is dependent on being trusted to deliver relevant benefits to your stakeholders.
Trust Driver 5:

Vision

Being able to trust you for a vision your stakeholders want to share, drives your reputation.
Reputation Driver 6: Competence

Being trusted for the right competencies determines your reputation.
The 6 drivers of HuTrust® drive and explain 77% of reputation

N= > 2,500
HuTrust® tells you precisely what your trust opportunities are and how to seize them.

In this specific case, to build reputation most effectively, the organisation needs to focus on building relationship and vision trust.
HuTrust® empowers you to take control of your key reputation driver - trust.

- Attributes
- Signals
- Messages
- Behaviours
- Programs

- Stability trust
- Development trust
- Relationship trust
- Benefit trust
- Vision trust
- Competence trust

Reputation

77%
23%

Other factors
For further information and HuTrust® usage, please contact

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