

**TRGOVINSKA
ZBORNICA SLOVENIJE**
Slovenian Chamber of Commerce

Univerza v Ljubljani

**EKONOMSKA
FAKULTETA**



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ALAN HILBURG

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The Question is... "Not Who to Blame, But Who Can You Trust?"





First, the end...

Never let a good
crisis go to waste

First, the end...

- **What are the barriers to recovery?**



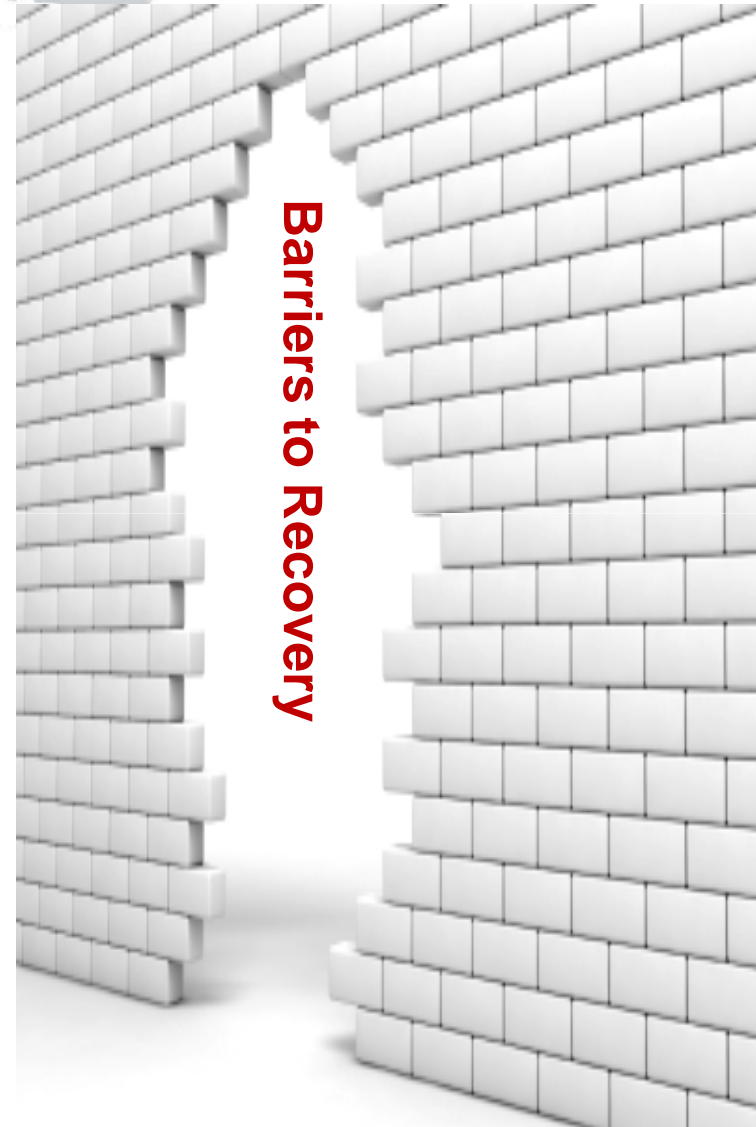
- **What is the shortest route to recovery?**



- **How do we accelerate our recovery?**

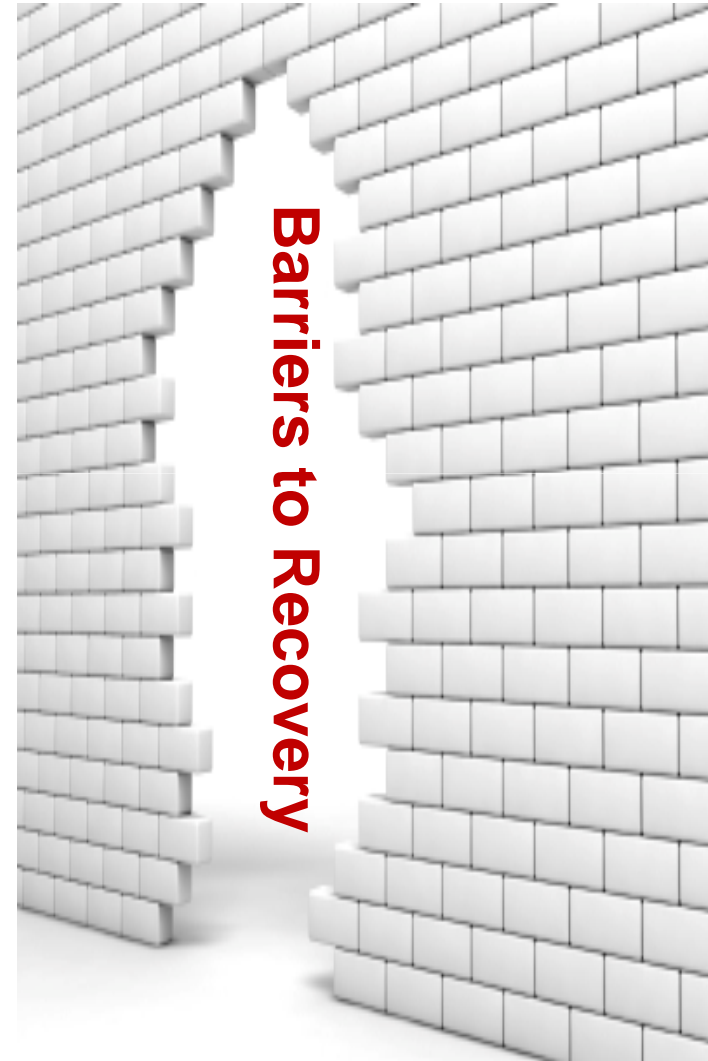


- **Misunderstanding risk**
- **Not recognizing organizational blind spots**
- **Failing to consider the corrosive effect of ROV**
- **Inability to explain**
- **Not knowing...seeing**





- **Erosion of social capital**
- **Misdirected ego**
- **Unrevealed and unchecked decision dysfunctionality**
- **Loss of pride and unmanaged employee disengagement**
- **Proliferation of mistrust**



What's the Cost of **MISTRUST**?

TRUST TAX

- higher transaction costs
- lower brand value
- organization's momentum slows
- recruiting/retention costs go up
- negative publicity gains traction
- unwanted regulation appears
- employee engagement evaporates/no one is first to turn on the lights
- customer loyalty disappears
- costs go up

What's the Value of **TRUST**

TRUST DIVIDEND

- lower transaction costs
- high brand value
- organization's momentum increases
- recruiting/retention goes down
- negative publicity disbelieved
- no unwanted regulation
- employees engaged and motivated with pride
- customer loyalty strengthens
- costs go down



What is the shortest route to recovery?

- **Step One...can you effectively answer these three questions?**
 - **What are you the protagonist for?**
 - **What is your UE?**
 - **What is your RD?**



What is the shortest route to recovery?

- **Step Two...can you effectively right now turn to the person on your right and “tell your story...creating a circle of repeatability?**
- **Step Three...have you eliminated infrastructure (or ecosystem) as a competitive barrier?**

What is the shortest route to recovery?

- **Step Four...do you really know what you don't know? And what's the cost of not knowing?**

What's the cost of not knowing?

TrustQuest.Ink



How do we accelerate recovery?

Seven Steps to Accelerate Recovery

- Find a product attribute that captures the customer's imagination
- Reinvent the “customer experience”
- OIVSIO
- Reinvent the “employee experience”
- Pride, trust, vision



How do we accelerate recovery?

Seven Steps to Accelerate Recovery

- **Only target up, not down the totem pole.**
- **Take inspiration from everywhere**
- **Make your brand name memorable**
- **Make sure it matches your company's mission**

A Few Closing Thoughts

- **At the end of the day...after clear vision..strong support...it comes down to five letters**





Why?

Trust changes everything...because

**It's the only thing that means
everything!**



Generalni sponzor:



Medijski sponzor:



Sponzorji:

