Trust Enablement Institute Membership Package

Forward

The staggering losses in financial markets, the need for government bailouts of key industries and the revelation of corporate misbehavior has taken a toll on trust in all institutions. The impact is most profound in the corporate sector, especially in the United States. – Richard Edelman on the 2009 Edelman Trust Barometer

Trust is one of the most important success factors for the prosperity of business and society. And today we need trust more than ever. Yet, trust is one of the least understood management sciences , as it has traditionally been relegated to social science. Trust requires more than platitudes about ethics, accountability and transparency. And it is inadequate to address trust considerations indirectly, as merely a byproduct of other activities, such as risk management. If every business, government organization and politician were professional at systematically designing structures that enable trust, we would enjoy more sustainable prosperity and avoid the self-inflicted costs of recurring cycles of exuberance and despair.

According to the Conference Board of Canada's 2009 report, Stakeholder Trust, "*Companies that create trust with stakeholders build intangible value and anticipate, innovate, and adapt fast—keys to business survival and maximization of shareholder value.*"

Our societies are returning to their roots. We now live in a "global village" that calls for a new, yet time-honored, approach for people, businesses and governments to improve their capacity to trust and be trusted. Throughout history trust was rooted in physical communities. Today, our communities span the globe, and persist in ubiquitous digital spaces. Trust messages are now sent and received through a distinct-new, online medium that dramatically alters the dynamics of how trust is created and eroded, and is characterized by unprecedented speed, scope and impact.

The Trust Enablement Institute is responding to this need by helping organizations discover and adopt progressive approaches to achieving their trust objectives in all business relationships, spanning both physical and virtual spaces.

What is the Trust Enablement Institute?

The Trust Enablement Institute (TEI) helps member organizations expand their capacity to trust and be trusted. TEI members seek to transform their business practices and make sustainable improvements to business performance by participating in a TEI ecosystem that is rife with: information resources; educational briefings and seminars; executive networks and forums; discovery workshops; collaboration summits; business intelligence and research insights; guidance on good trust practices; access to supporting tools and qualified providers of products and services; and a unified public call for building organizational capacity to trust and be trusted.

The Trust Enablement Institute (TEI) delivers value four ways:

1. Advocacy

TEI advocates for reducing reliance on restrictive controls and adopting innovative, new Trust Enablement®-based policies and regulations that build confidence by empowering people and organizations to trust and be trusted. TEI works to elevate the status of trust as a management science, by showing the real-life business benefits of Trust Enablement®.

2. Collaboration

TEI brings member organizations' stakeholders together to meet and discuss business challenges, best practices and ways to transform their approaches to policy development, business practices and communication to account for trust.

3. Education

TEI works with corporate, government and not-for-profit organizations at leadership and grass roots levels to teach the benefits of holistic and systemized approaches to enabling trust.

4. Standardization

Ultimately, through research and member benchmarking, TEI will create trust standards across all industries and organizations to help reduce business costs and allow more fluid transaction flows.

Why Join the Trust Enablement Institute?

Trust Enablement Institute (TEI) members are convinced that, in order to improve the current business climate, it is essential that a broad base of organizations - business, government and NGO - encourage widespread adoption of good Trust Enablement® practices. Imagine a work place where information bottlenecks are virtually nonexistent, and freely shared information is instantly accepted and acted on; making your business agile, first to market with innovative products and services and coveted by dedicated employees. Imagine conducting business within communities of external stakeholders, all committed to the same trust principles and practices.

As a member of TEI, your organization will be on the forefront of developing good Trust Enablement® practices and setting standards that revolutionize how value is created and preserved in business relationships – by dismantling excessively defensive barriers that inhibit business activity. As a leader in the proliferation of advanced trust practices your company will build business value by strengthening trust in your relationships with employees, customers, investors, suppliers, business partners, regulators and the general public that reduce transaction costs and open new possibilities.

Our members believe that:

Business has the ability to adapt to this new environment. The rebuilding of trust will not happen overnight; it will go hand-in-hand with a recovery in the economy and a rise in share prices. It requires us to think and communicate differently, to partner in order to preserve license to operate, to be transparent by speaking publicly about goals and then to document successes or failures. It is time for business to put on the uniform and take the field for the second half of the game, to regain the mandate to lead. – Richard Edelman

Trust is transformative
Our member organizations understand that Trust Enablement® practices are transformative in their capacity to build and preserve the levels of trust required for high performing leadership, agility, collaboration and innovation.

Trust improves business relationships
Our member organizations are deeply committed to improving trust in their business relationships. They are leaders in propagating good trust practices and seek to gain unprecedented cooperation and support from employees, customers, suppliers, business partners, investors, creditors, regulators and the communities in which they conduct business.

Trust promotes collaboration
Our member organizations' actions inspire their stakeholders to transform their business practices and cultivate collaborative business communities. Together, they help each other weather economic storms and prevail in their aftermath.

By becoming a member:

You will enjoy "continuous conversation with stakeholders, one characterized by agility, timeliness, and contribution—not control." - Richard Edelman

Your organization will be seen as a leader in propagating good trust practices and will have an opportunity to gain unprecedented cooperation and support from employees, customers, suppliers, business partners, investors, creditors, regulators and the communities in which you conduct business. And you will inspire them to transform their business practices and cultivate collaborative relationships in their own business communities. Together you will help each other weather the current economic storm.

As a member, you will have access to:

Publications

- A weekly e-mail, featuring trust-related news summaries and Trust Enablement® tips & techniques
- A monthly newsletter that discusses topical trust issues and research on best trust practices, with columns discussing case studies, featuring interviews with prominent Trust Enablement® practitioners

Learning and Collaboration

- A unique online portal, featuring an extensive resource library on trust, with access to trust experts and peer members
- Executive briefings, seminars, and education programs
- Executive network and forum conversations

Business communities

- Culture alignment workshops
- Discovery and planning summits
- Business intelligence and benchmarking
- Business community ecosystem development and management

Standards and Advocacy

- Research on good trust practices
- Trust Enablement® standards development and accreditation
- Public acknowledgement of stakeholder trust practices that have produced business successes
- Advocacy for empowering Trust Enablement® policies instead of controls that restrict business activity

We have moved from a shareholder to a stakeholder world and to meet its challenges, business must change its approach to policy and communications. You have heard my appeal to the corporate sector for Public Engagement. At Edelman we've witnessed its effectiveness through private sector diplomacy, in which business works in cooperation with NGOs and government to address major global issues; through mutual responsibility, a combination of cause-related marketing and corporate social responsibility; through shared sacrifice in the face of the global recession, not just in equitable compensation, but also in supply chain management; and continuous conversation with stakeholders, one characterized by agility, timeliness, and contribution—not control. – Richard Edelman

What is your counterproposal?

Choose.