

Six elements of trust

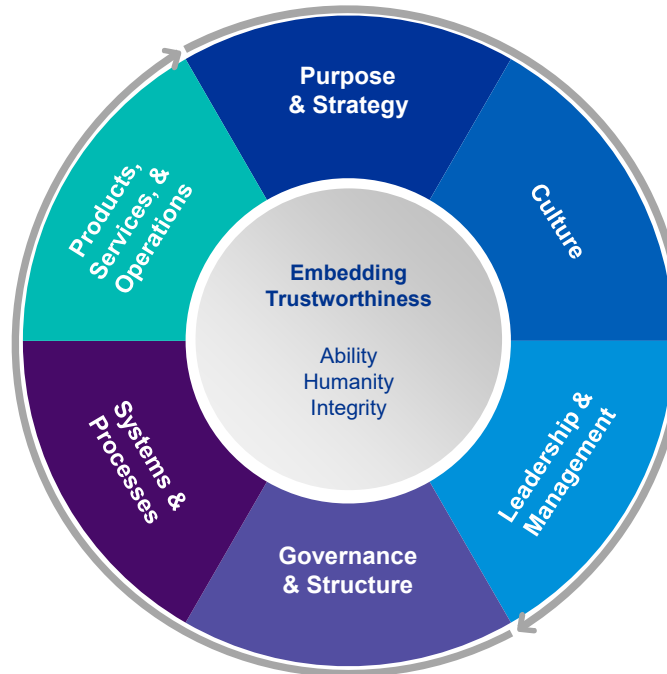
Purpose & Strategy: Clear purpose and strategy with trust-inducing core values that creates value for society and accommodates stakeholders' interests.

Products, Services, & Operations:

Processes that ensure stakeholder needs and expectations are met, legislation adhered to, and values upheld.

Systems & Processes:

Leverage and align planning, management, HR, reporting, and compliance systems to reinforce trustworthy behavior in line with the legal and regulatory context.



Culture:

Shared values, beliefs, and norms that foster constructive trust-inducing behavior aligned with the organization's purpose.

Leadership & Management:

Leaders who embody the company values and purpose, and hold themselves and others to account for trustworthy conduct.

Governance & Structure: Formal organization and governance that set clear roles and accountability and provide discretion within prudent oversight.