

THE CURRENCY OF TRUST

WHO DO YOU TRUST THE MOST?



WHO DO YOU TRUST THE LEAST?



Putin



Trump



May

TO DO WHAT?

**TRUST IS HIGHLY
SUBJECTIVE & CONTEXTUAL**

WINNER! EDITOR OF THE YEAR, WOMEN'S WEEKLIES

The Lady

16 MAY 2014

A FRIEND REMEMBERS
GRACE KELLY
How she became the people's princess

Health special
PLUS
Wonderful walking holidays

HORRIBLE HISTORIES
and the Tommy who could have killed Hitler

GARDENING
Chelsea champion Cleve West

A month in the life of a **BRITISH MEADOW**

How to **MINGLE WITH THE SUPER-RICH**

SAMANTHA BOND
'I'd love grandchildren... No pressure, kids'

WATERFRONT HOMES TO BUY



£2.50
9 770023 716172
20p

**RACHEL
BOTSMAN**

@rachelbotsman

TRUST SIGNALS



“AYE”

TRUST SIGNALS

Clues or symbols that we knowingly or unknowingly use to decide whether another person is trustworthy or not.



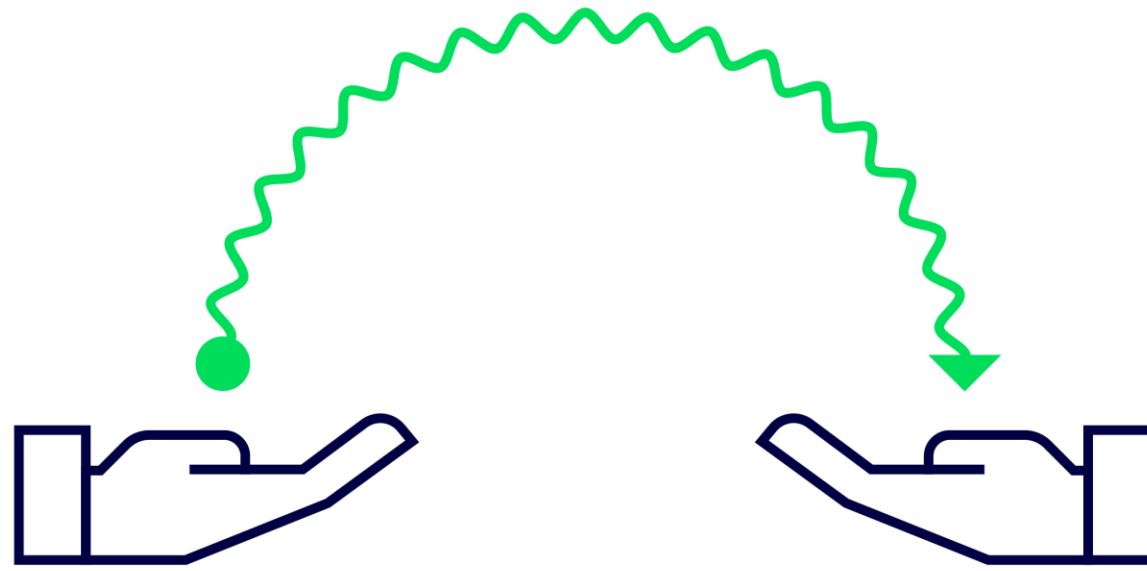


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@rachelbotsman

—

"Trust has two enemies, not just one: **bad character** and **poor information**."



TRUSTOR

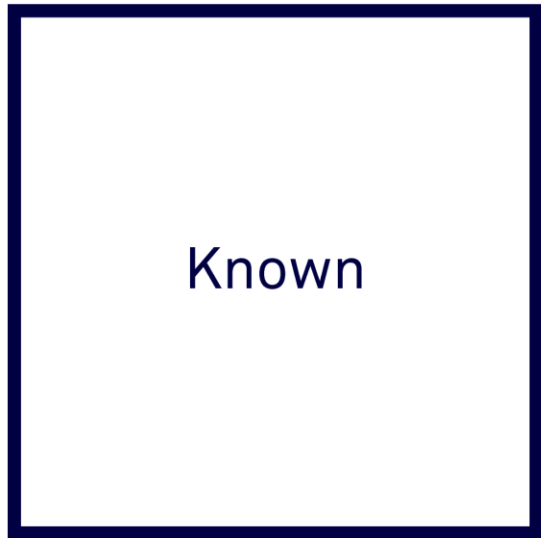
TRUSTEE

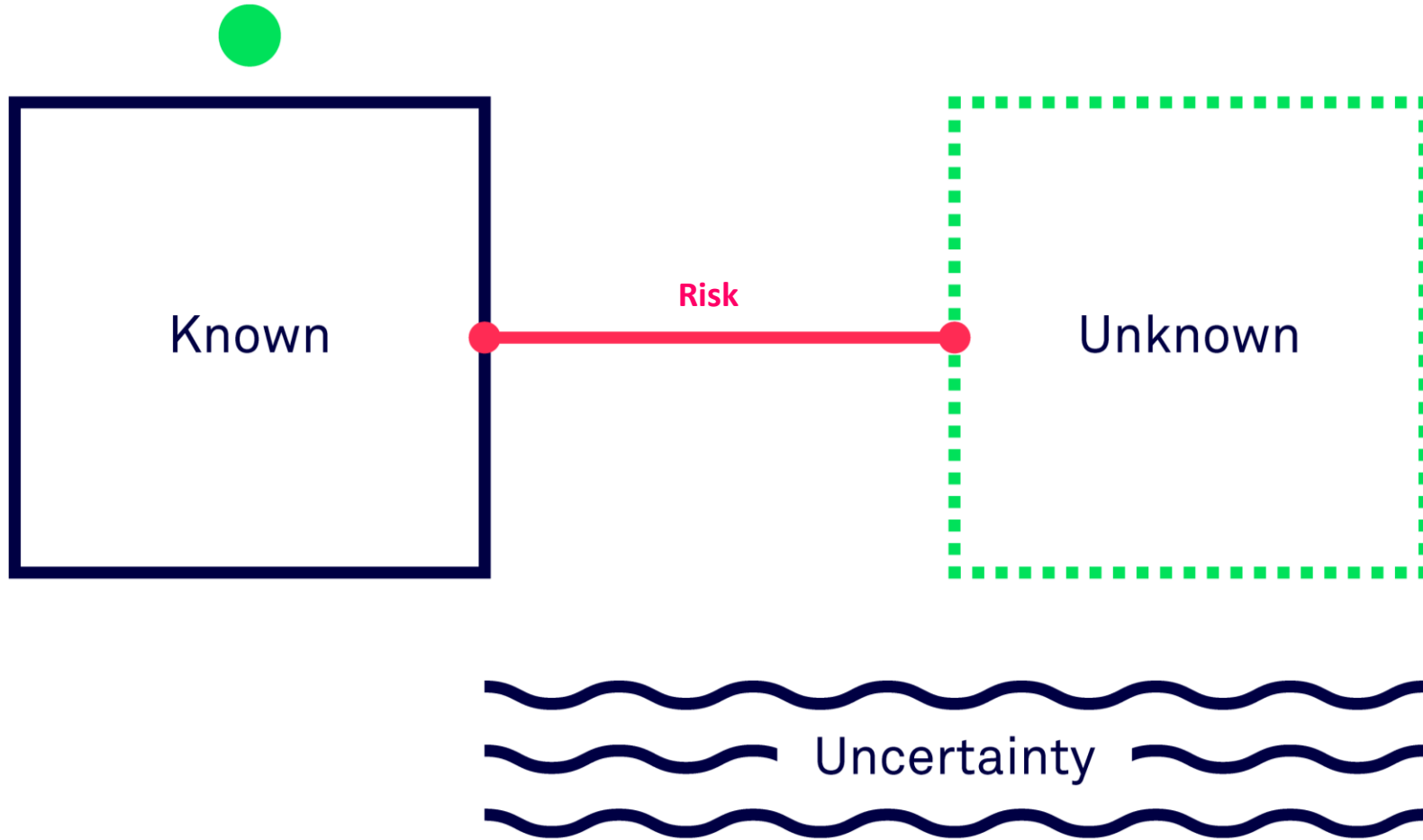
HOW DO WE CREATE CULTURES
THAT DESERVE OUR TRUST?

cal
ght
top
lar

trust /trʌst/ n.
reliability or truth or
b the state of being reliable
3 a thing or person
resulting obligation



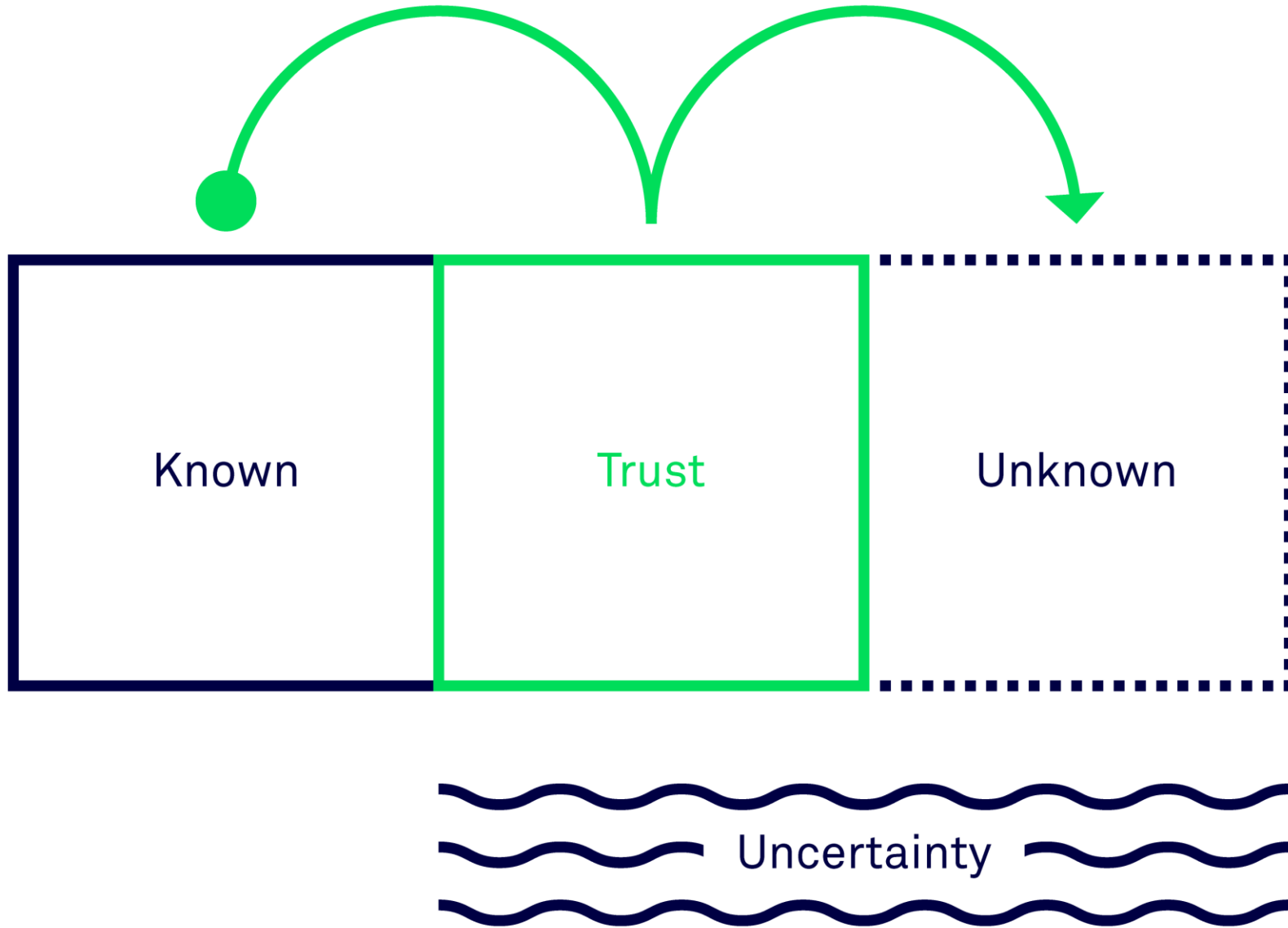




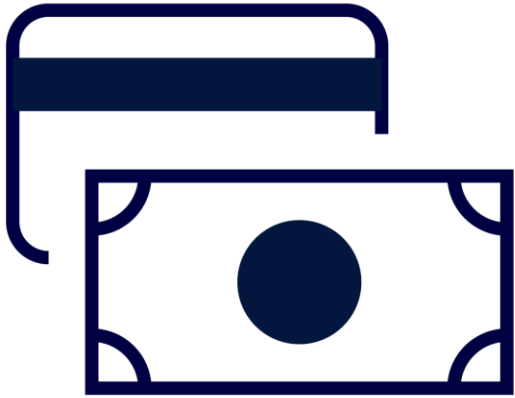
RISK

Risk is exposure to an **uncertainty** with a **potential loss**, that **matters**.





TRUST IS A CONFIDENT
RELATIONSHIP WITH
THE UNKNOWN.



**MONEY IS
THE CURRENCY OF
TRANSACTIONS**



**TRUST IS
THE CURRENCY OF
INTERACTIONS**

TRUST LEAP



Known



Unknown



Uncertainty



 **Carol Nichols**
@Carols10cents

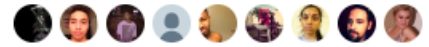
Follow

1998:
- Don't get in strangers' cars
- Don't meet ppl from internet

2016:
- Literally summon strangers from internet to get in their car

10:17 PM - 1 Jul 2016

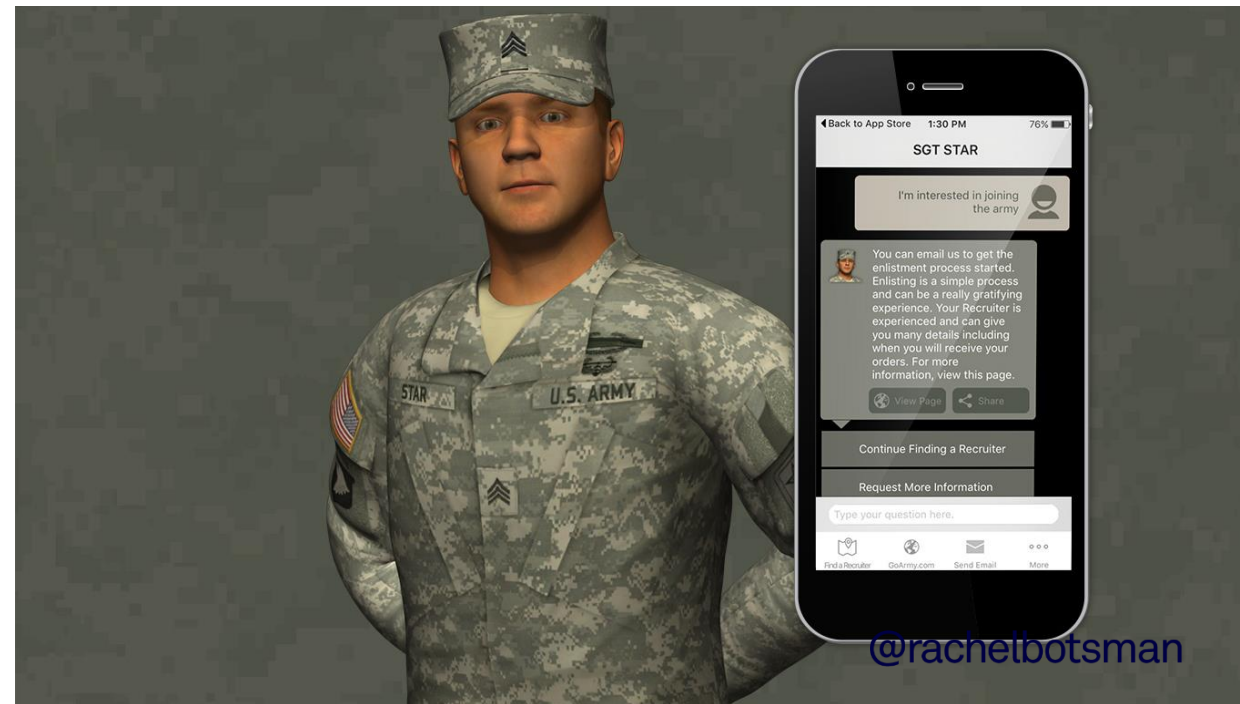
101,146 Retweets 156,586 Likes



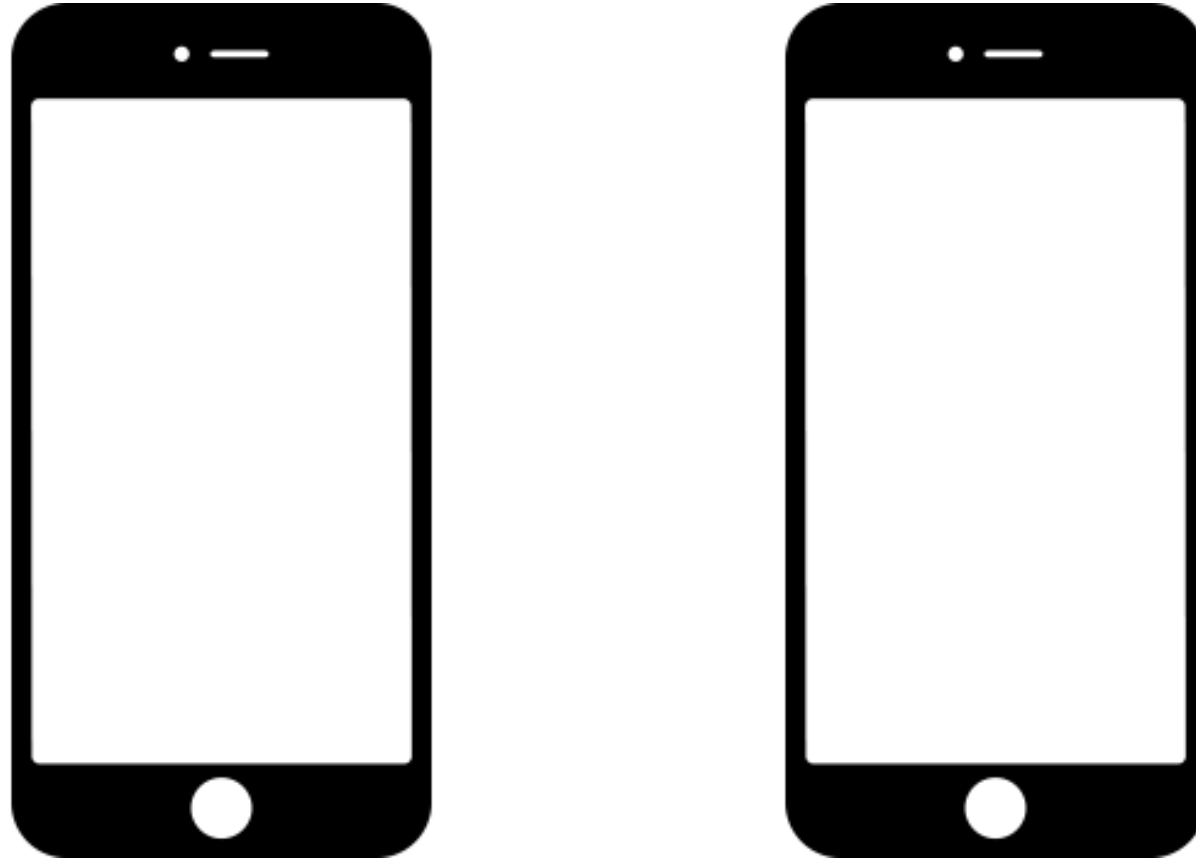
386 101K 157K



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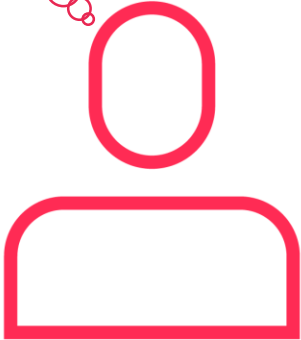


PHONE EXPERIMENT

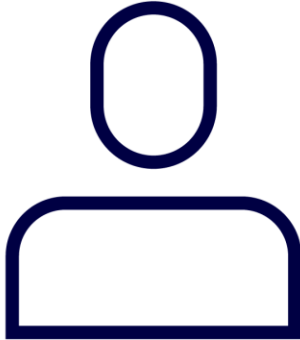


WHAT TRUST STATE ARE YOU IN?

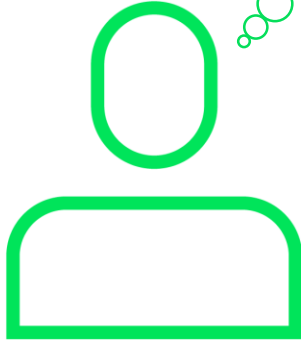
No way, I'm not doing that...



LOW
RISK PROPENSITY

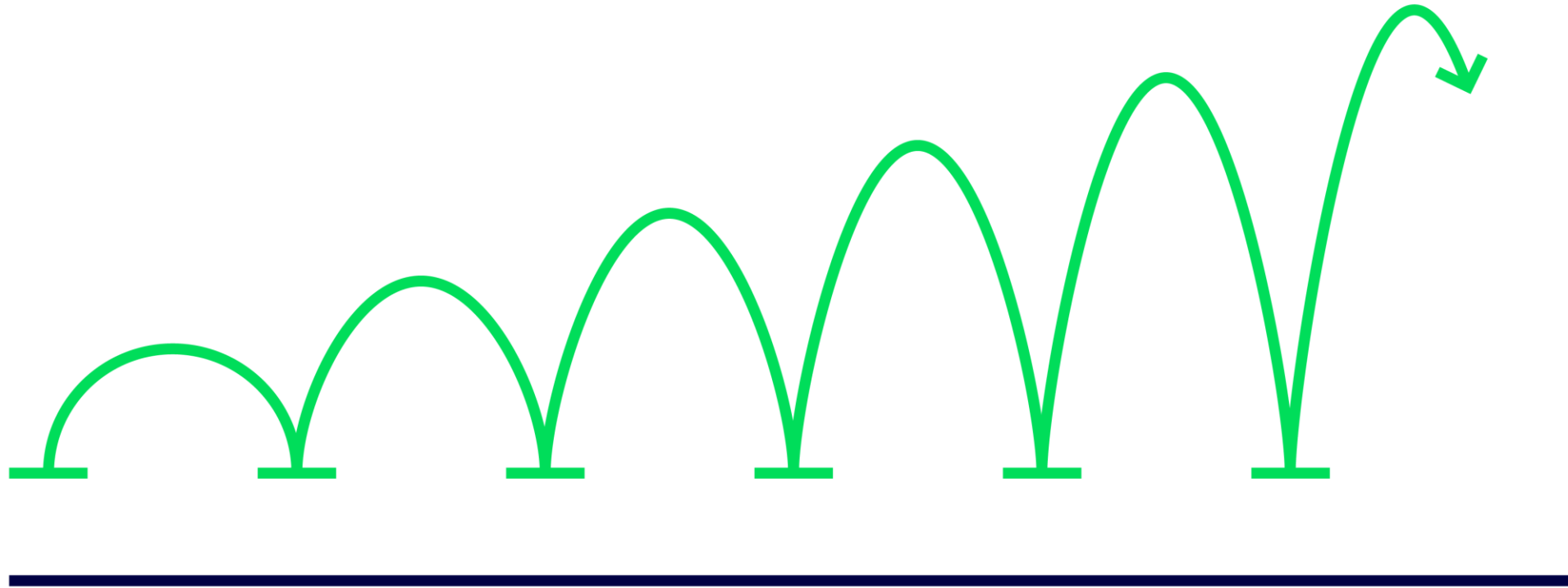


😊 Texted...



HIGH
RISK PROPENSITY

FASTER AND HIGHER



TRUST LEAPS



0:00 / 0:44



STUCK IN UNCERTAINTY



TRUST LESSONS

MYTH

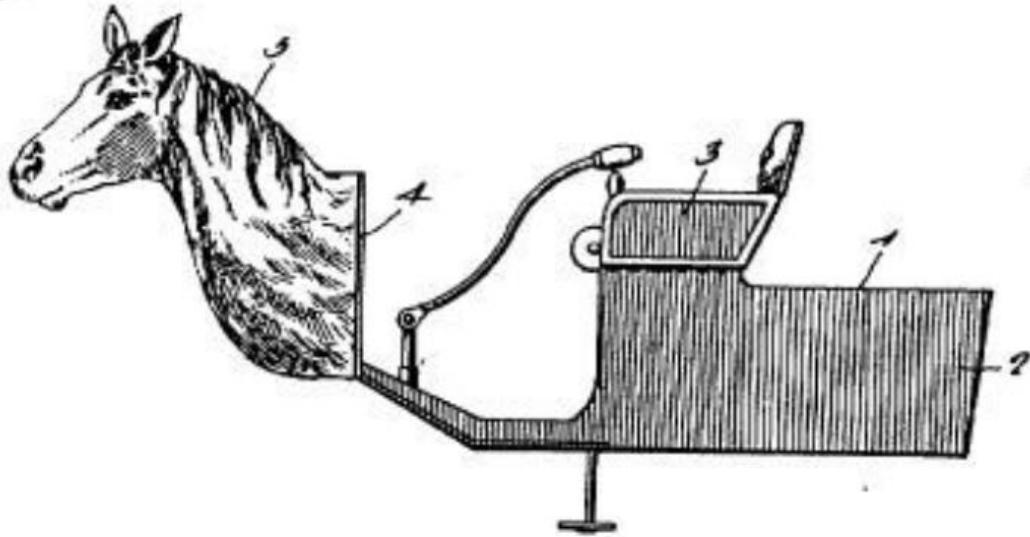
Focus on what's new, novel or different

INSIGHT

Make things 'strangely familiar'

HORSEY HORSELESS

Fig. 2.



**“PEOPLE DON’T WANT
SOMETHING ENTIRELY NEW
THEY WANT THE
FAMILIAR DONE DIFFERENTLY”**

TRUST LESSONS

MYTH

Focus on what's new, novel or different

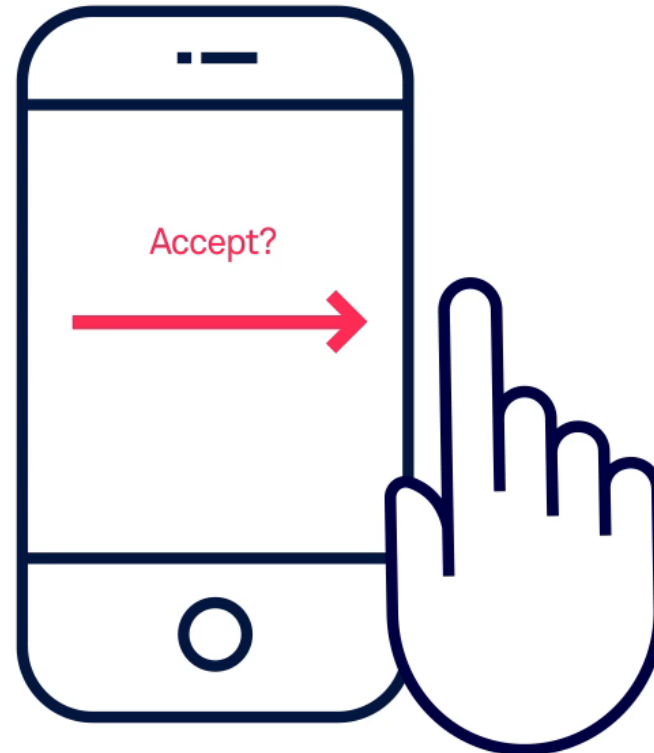
Speed and efficiency accelerate trust

INSIGHT

Make things 'strangely familiar'

Trust needs friction

TRUST ON SPEED



tinda finger >>>



6000+ Swipes Per Hour!



The Tinda Finger

\$24.95

Device Type

Quantity

iPhone Lightning Port

1

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Checkout securely with



The Tinda Finger is an essential accessory for any mobile dating user. The device has been programmed to swipe at the perfect rhythm allowing for over 6,000 right swipes per hour! This not only results in freeing up valuable time, but also maximizes your chance of a potential date.

TINDA FINGER

-IN THE
KNOW



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TRUST PAUSE



ARE YOU SURE?

TRUST LESSONS

MYTH

Focus on what's new, novel or different

Speed and efficiency accelerate trust

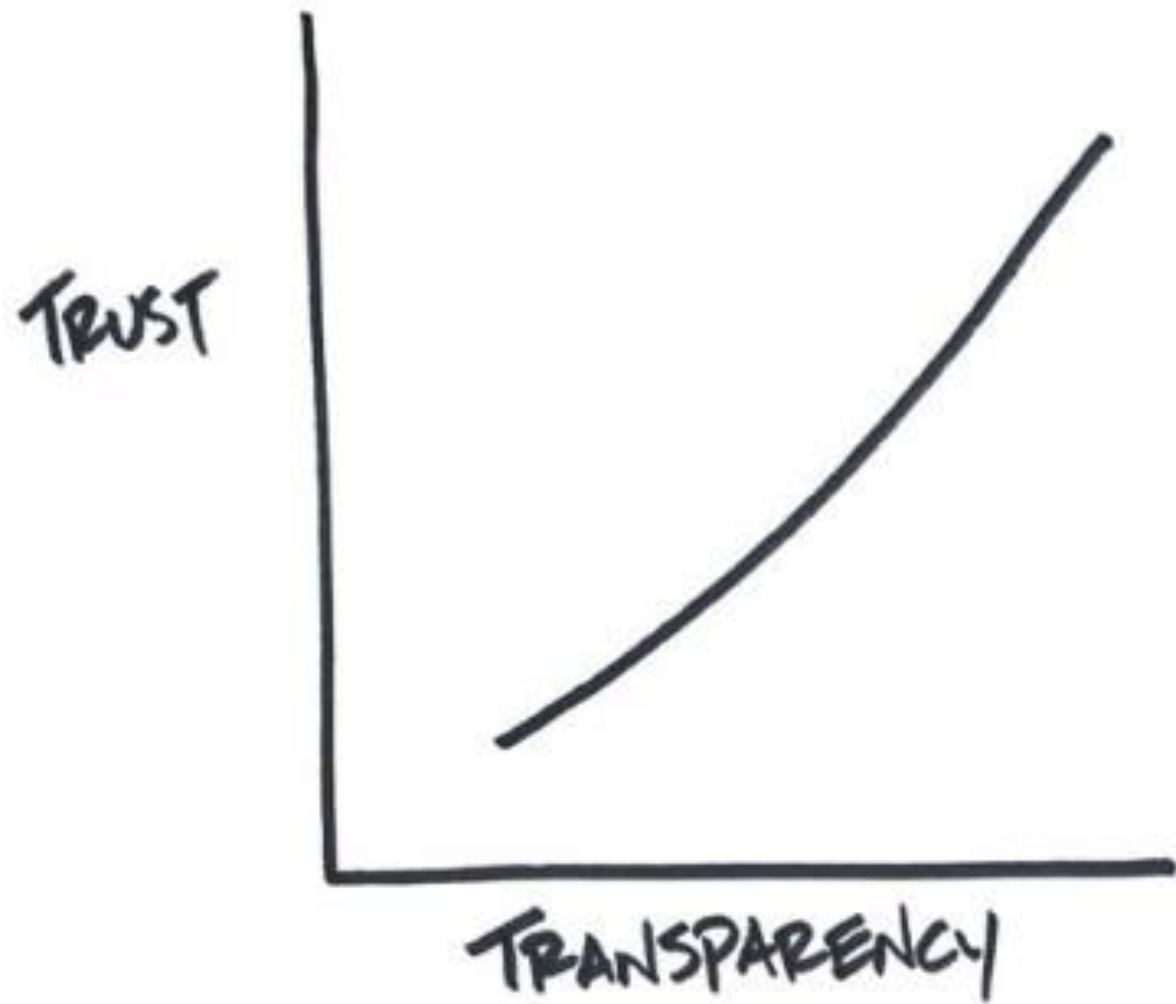
More transparency = more trust

LESSON

Make things 'strangely familiar'

Trust needs friction

Transparency reduces the need for trust



MORE TRANSPARENCY ≠ MORE TRUST



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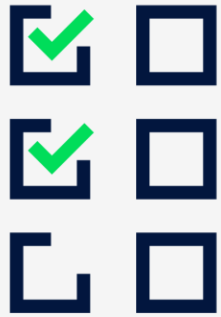


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BEING TRUSTWORTHY

COMPETENCE



RELIABILITY

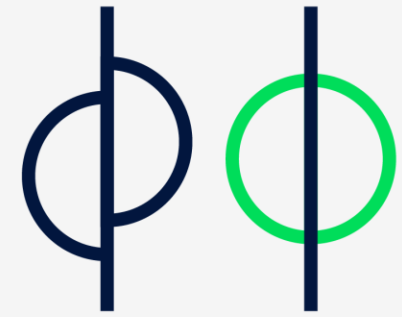


HOW YOU DO THINGS

EMPATHY



INTEGRITY



WHY YOU DO THINGS

EMPATHY SKILLS



1. Do you take the time to understand other people's interests and needs as well as your own?
2. Do you care about how your decisions affect others?
3. Do you respect other people's perspectives even when they're different from your own?

INTEGRITY SKILLS



1. Do you say what you mean and mean what you say?
2. Do your words align with your actions?
3. Are you honest about your intentions and whether they are aligned with others?

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