

The Trust Advantage

Put trust behind
everything you do



Dear [Name],

We are delighted to share the second edition of the Trust Newsletter, bringing you updates on recent events, thought leadership and the latest trends in “Trust”. Together, let's put trust behind everything we do.

Regards,
Deloitte Enterprise Trust team

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Did you know?

In this section, we capture some snippets on Enterprise Trust based on our research and provide a better understanding of the relevance of trust.

Trust: The outcome of high competence and positive intent

At Deloitte, we believe that trust should be managed proactively because when trust is prioritised and acted upon, it becomes a competitive advantage. We have used the below framework to create a structured approach for quantifying and enhancing trust using a suite of diagnostic solutions. These solutions can effectively gauge your organisation's trust score.

Trust is built through actions that demonstrate a high degree of **competence** and right **intent**, that result in demonstrated **capability, reliability, transparency, and humanity**.



Trust Buzz

This section features interesting news articles and media interviews by the Deloitte Enterprise Trust team.

Importance of trust in a dynamic business landscape

In her recent article in [People Matters](#), **Shabana Hakim**, Executive Director, Deloitte India Enterprise Trust emphasises the critical role of trust in business,

highlighting its impact on operations, reputation and growth. She also highlights the emergence of the Chief Trust Officer (CTrO) as a key strategic leader.

Using Generative Artificial Intelligence starts with trust

“Artificial intelligence (AI) is similar to a magic word these days: tech-industry evangelists preach that generative AI offers unlimited creativity at your fingertips.”

The latest edition of [Leader's Edge Magazine](#) explores the crucial discussion on harnessing Generative AI and its inherent risks. Deloitte experts, **Michael Bondar**, Leader, U.S. Enterprise Trust, and **Kate F. Graeff**, VP for Enterprise Trust, offer practical advice on how organisations can navigate these complexities to build and safeguard enterprise trust amid diverse stakeholder expectations.

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In the spotlight

In this section, you can read our latest reports and other thought leadership on Trust.

Deloitte's Trust Transformation series with OneTrust is now live in the Wall Street Journal

In the first article of the four-part trust transformation series, [“Trust: Increasingly Hard to Win, Easier Than Ever to Lose”](#), **Michael Bondar** and **Kabir Barday**, CEO of OneTrust, share their perspectives on the trust deficit across industries and how leaders can take proactive steps to protect trust, earn loyalty and enable performance.



Now and next

This section captures information on our upcoming events and provides updates on recent events.

Past events

Recap of the 2024 Chief Privacy Officer (CPO) Roundtables

Digital trust is increasingly becoming a competitive differentiator. Chief Privacy Officers from the life sciences and technology sectors recently participated in two roundtables in the US to explore the following:

- Privacy's role in earning and protecting trust
- Customer awareness and consent and preference management
- Intersection of AI/ML and privacy regulations
- New privacy regulations in India and China

The executives agreed that the regulatory landscape is rapidly evolving to keep pace with customer expectations for privacy. In the technology sector, executives requested more information on Trust and Safety laws, particularly focused on the online protection of minors. Get in touch with [Kate F. Graeff](#) or enterprisetrust@deloitte.com to know more.

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At your fingertips

Explore a curated collection of essential resources on Enterprise Trust.

Trust webpages: [India Enterprise Trust](#) | [India Trust Symposia](#)

Scan the QR code given to access the Enterprise Trust mobile experience



Scan the QR code given to access the Enterprise Trust thoughtware



If you would like to join the Enterprise Trust journey for Deloitte South Asia or need more information on this, please connect with [Shabana Hakim](#) or [Sheetal Nagle](#). You could also write to us at inenterprisetrust@deloitte.com



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