



Edelman Trust Management (ETM) is a suite of strategic solutions combining **analytics + insight** with **advisory + activation** services. Our **integrated offering** helps organizations **diagnose the state of their trust capital** to design and implement data-driven **strategies that promote and protect trust** across stakeholder, geographies and lines of business.

# The ETM Suite

The Edelman Trust Management (ETM) suite includes the following scalable services:

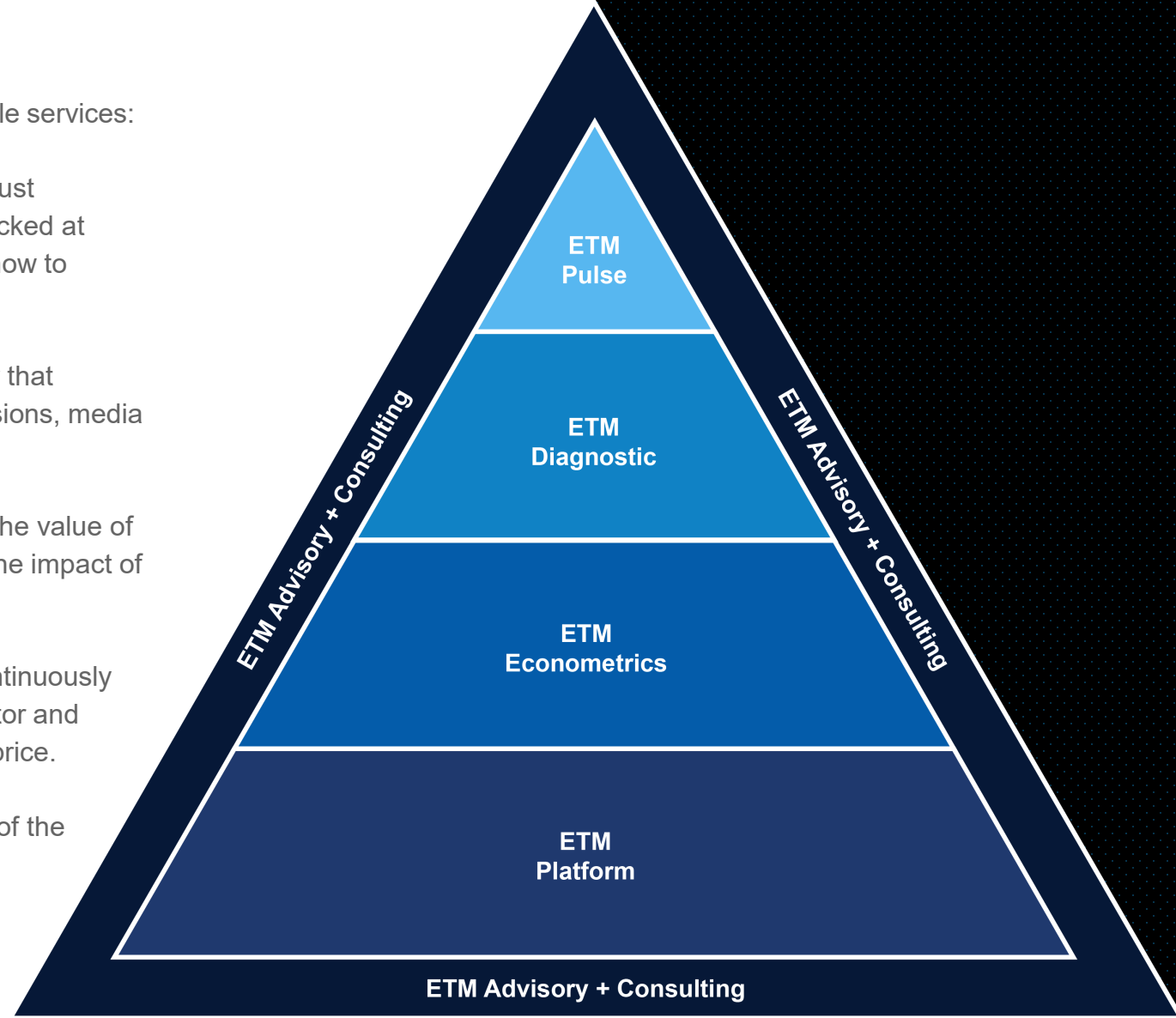
**ETM Pulse** A topline assessment of trust in a company, and the four key trust dimensions—Ability, Integrity, Dependability, and Purpose. The score is tracked at regular intervals to provide a company with an on-going understanding of how to manage its trust.

**ETM Diagnostic** An in-depth assessment of the trust capital of a company that includes ENTS, the four dimensions, as well as standardized micro-dimensions, media intelligence, and qualitative exploration.

**ETM Econometrics** An analysis that deploys BSA capabilities to quantify the value of trust to a business using company data (churn, sales, etc.) and to predict the impact of positioning programs or a crisis.

**ETM Platform** A web-based platform for companies to benchmark and continuously track their Edelman Net Trust Score (ENTS) and other KPIs to better monitor and manage trust and its impact on real business performance, such as stock price.

**ETM Advisory + Consulting** A high-end consulting solution at every step of the engagement, powered by trust-focused business science and analytics.



# ETM helps organizations protect and augment their license to operate and to win

## Trust Capital Management

**Crisis + Risk  
Management**

**Capital Markets +  
M&A Strategy**

**Market Entry +  
Exit Strategy**

**Organization  
Transformation +  
Leadership  
Transition**

**Employee + Talent  
Management**

**Political +  
Regulatory  
Management**