OUR PROCESS TO AUGMENT THE SCIENCE OF TRUST

Edelman Trust Management

Trust is incredibly complex and multifaceted. As we sought to make trust actionable at the business and organization level, we embarked on a journey to augment the science of trust, in partnership with world-renowned academics and experts spanning all fields and industries. We reviewed years of existing data and conducted new research to prove the value of trust and validate the Edelman Trust Management model.

Edelman
Act With Certainty

Academics

Contributors
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Business Leaders

50+ business leaders managing trust and reputation of large corporations at C-Suite level

Researchers + Analysts

Advanced statistics applied to complex multiple data streams unearthing the value of trust and the sharper method to measure it

ETM
Edelman Trust Management

Drives real business outcomes across multiple audiences

Trust Barometer

20 years of data across **28+** Markets

Literature Review

Including sociology, economics and behavioral science

Multiple Data Sources

Primary surveys, media and social media data, stock markets analytics, employee reviews

400+ Companies

Across **30+ markets** and **20+ audiences**

Consumers
Trusted companies have stronger consumer buyers and advocates

Employees
Trusted companies have more loyal and engaged employees

Regulators
Trusted companies Trusted companies have greater license to operate

Investors
Trusted companies outperform the market and their stock recovers faster in times of crisis

Media
Trusted companies receive more positive media coverage and are more immune to the media cycle