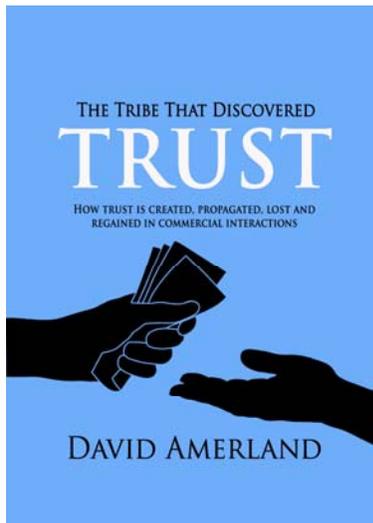


Summary of *The Tribe That Discovered Trust*



Trust is emerging as the key requirement in the 21st century in making businesses succeed, marketing campaigns stick and brands thrive. Its lack has the exact opposite effect. It has been around since we were able to stand up on our hind legs and form roving bands of hunters (probably even before that) so why are we only now looking at it in detail?

The answer lies in one word: digital. The ability to be remote, asynchronous and connected has changed the scope and nature of the relationships we make. Suddenly a band of hunters joined by location and sharing a largely similar intent we most definitely are not.

The Tribe That Discovered Trust is divided into three parts. Each is a building block to understanding how the dynamic of trust operates, organically and then how it can be implemented in a way that takes into account transparency, authenticity, brand values, identity and even marketing requirements.

Section I

The first four chapters form a narrative that uses tribal dynamics to focus on the four building steps of trust:

- Contact
- Perception
- Assessment
- Connection

There are ten questions after each chapter plus a set of team exercises for company and corporate teams to help examine the trust inherent in their work environments. The Activities Section at the end of Book I provides a set of ready-made examine-and-learn exercises to help analyze what keeps teams together and ticking and how to improve upon that and create more trusting environments.

Section II

The second part of the book focuses on detailing how Trust works in different situations and contexts. It defines trust and then looks at the different ways we use it and what we actually achieve with it. This is a critical aspect of understanding intent and purpose when it comes to trust, and it takes into account the ways we use it to manage Risk, develop Identity and obtain Assurance.

We learn how trust was key to the emergence of higher intelligence by fostering complex social structures that made certain developments possible and we examine the paradox of our willingness to trust strangers.

In this section we learn about all the different types of trust from personal trust to algorithmic and everything in between. We learn what makes the Trust Equation work and how to affect it and see what three elements are required to form Brand trust and what is “The Epson Moment” that could seriously derail it.

Every chapter in this section finishes off with five questions designed to help us understand the action points that apply to us. No book on trust would be complete without a section on how it can be

circumvented. It includes explanations why massive cases of fraud like Benny Madoff in the US and Nicholas Levene in the UK are even possible.

Accepting that trust is a currency this section also looks at how Authority is created and how reputation is linked to trust. There are case studies on Amazon, Starbucks, Volkswagen, Union Carbide and the John Lewis Partnership and the way loyalty is built on trust and then structured around behavior.

We learn about the two different types of loyalty and the way affective values overlap with cognitive ones and we learn that the relationship between brand trust, brand loyalty and the perception of value is governed by:

- Gender and age
- Involvement
- Price consciousness
- Brand consciousness

An examination of the Johnson & Johnson Tylenol case and the Volkswagen emissions scandal shows the pathway to regaining trust once it has been lost and shows the three steps required to achieve it.

Section III

The final section of the book explores the way trust propagates across the web and spread from person to person within social network platforms. In this section we look at how trust networks develop on an either personal or professional basis.

The importance of influencer marketing is looked at and the ingredients required to make online marketing successful. Finally we examine the future of trust and the five steps needed to create a sense of trust in your business.

More than anything else this is the section that shows how to be real.

The Tribe That Discovered Trust, 242 pages, New Line Publishing,
<http://www.amazon.com/gp/product/1844819760>