

# Dimensions of trust: physical, digital, emotional, financial

Based on the Deloitte report „Embedding trust into COVID-19 recovery. Four dimensions of stakeholder

- **Consumers and communities:** Can I trust that this company will not take advantage of this crisis to exploit me?
- **Employees:** Will I lose my job? Can I trust my company will do all it can to support me, and be honest about its intentions and economic health?
- **Ecosystem partners:** Can I trust that this company will be understanding of the challenges I am facing, or when I cannot meet its demand/needs given my own constraints in this crisis?

- **Customers and communities:** Can I feel safe gathering in groups or going to places where resources are shared and touched by many?
- **Employees:** Can I feel safe at my workplace?
- **Ecosystem partners:** Can I feel safe that partners are taking precautions in their facilities to protect me?



- **Customers and communities:** Can I trust that cybersecurity is a priority and that my transactions, information, and personal data are correct, secure, and private?
- **Employees:** Can I trust that my work-related data is secure and private, that networks will function, and that cybersecurity measures are in place?
- **Ecosystem partners:** Can I trust that measures are being taken to protect my proprietary information, ensure integrity of the transactions, and that service levels are met as business interactions are increasingly virtual?

- **Customers and communities:** Can I trust that the company will tell me the truth and do right by me? Can I feel safe its goods are safe, and it is treating its workers well? Can I see that it is doing all it can to help in this crisis?
- **Employees:** Can I trust that I will be empowered to do my job? Can I feel safe that I can speak up and ask openly about my job without fear of reprisal, and will receive an honest answer?
- **Ecosystem partners:** Can I build trust without face-to-face interactions? Can I find novel ways of working together that benefit all?