

Build trust to drive brand engagement and business growth

An exciting one day workshop to
examine and develop your trust
drivers.



>> **mext**

31% agree they recommend a brand they trust

Our one day HuTrust® workshop is well proven in key applications including:

Business strategy

Brand strategy

Customer engagement

Touchpoint optimisation

Product development

Customer Value Proposition development

Trust is the key driver of brand engagement and sales success. It is a powerful basis for exciting and effective brand work.

Using HuTrust®, our psychologically correct model of trust, you will discover how inspiring working with trust is and what immense impact it has on your customers and your brand.

This one day workshop engages the team and helps them understand

- >> what trust actually is and how it forms
- >> how to examine your trust drivers and inhibitors
- >> how to develop concrete actions based on trust

In a very interactive format together we explore your brand trust and guide you in optimising them.

After the workshop you and your team will

- >> understand how trust works
- >> how it relates to your business & brand
- >> how to action trust building
- >> how to relate it to tracking

HuTrust® represents the docking stations with the consumer
GM, fmcg client



83% agree they will buy more products and services if they trust a brand

Join some of the best known companies in building their businesses & brands with HuTrust®



Pre workshop

2 hour pre-meeting with the core team or workshop sponsor.
Briefing of the next team and provision of key information.
All up half a day preparation (more if needed)

First half

Team and workshop agenda introduction

Discussion of business objectives and challenges to align and to create a common platform

Introduction to the effect of trust.

Introduction to the psychology of trust and HuTrust®.
Explanation of the facets of trust and how they interrelate.

Analysing and defining trust drivers using rich examples and exercises

Analysing your own and competitor brand/product trust.

Second half

Defining your trust drivers, inhibitors and opportunities

Workshopping the options and optimisation of the HuTrust® facets.

Assessment of the strengths and weaknesses in the optimised HuTrust® drivers

Prioritisation of the drivers (segment or audience based)

Workshopping strategies and actions to build the identified HuTrust® drivers. Practice implementation into actual activities.

How to measure and track the success of the implementation

Recap, wrap up and casual chat

Post workshop

Half day work with or without key team to document and enrich the outcomes. Present outcomes.

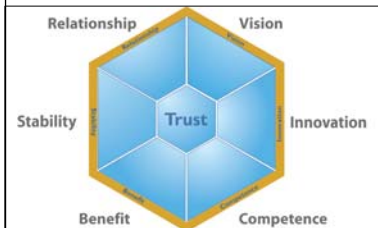
A workshop format to provide

actionable
understanding

47 % agree they would pay a premium for a brand they trust

HuTrust®

Is the powerful psychological trust building tool that has helped clients achieve up to 36% sales growth.



Psychologically correct

Intuitive
Inspiring
proven effective
Proven linked

to performance

measures like NPS

The one day HuTrust® workshop can become the first step in a rigorous process to maximise the benefits.

HuTrust®

HuTrust® is the psychologically correct understanding of trust. Created with supervision of Prof. W. Salber, the father of the most modern psychology, we have developed HuTrust® into an effective and inspiring approach to building brand and product trust.

For more information, please go to www.mextconsulting.com to download the brochure and book or call Stefan Grafe on 03 9004 5746

**We help clients
grow with vision,
precision and
certainty
by combining a
unique mix of
analytical rigour,
psychological
insight and tools
and business
creativity**

Business strategy & engagement

Brand strategy & customer engagement

Touchpoint Optimisation

Innovation

Channel & Category management

Market research

Training

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