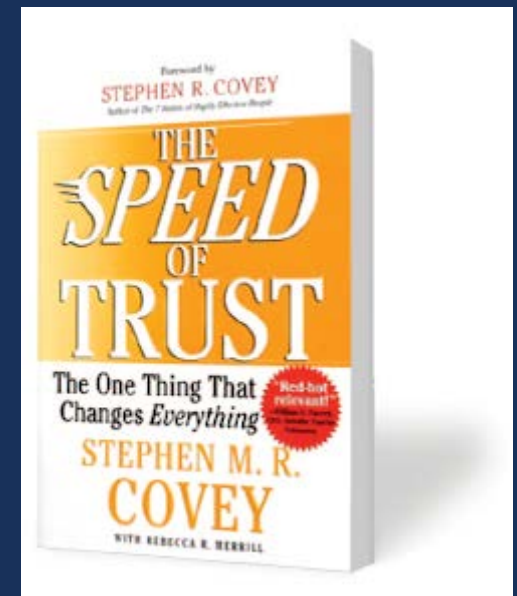


# The Value of Trust



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FORUM2016



# When You Think of Trust...



SELF  
RELATIONSHIP  
ORGANIZATIONAL  
MARKET  
SOCIETAL

# Self Trust™ and the 4 Cores of Credibility™

## Character

- Integrity
- Intent

## Competence

- Capabilities
- Results



# Relationship Trust™

- Consistent Behavior
- Trust Account



# Organizational Trust

- Structures and Systems
  - a. Alignment
  - b. Symbols



# Market Trust

1. Does my brand have integrity?
2. Does my brand demonstrate good intent?
3. Does my brand demonstrate capabilities?
4. Is my brand associated with results?



# Societal Trust

- Contribution

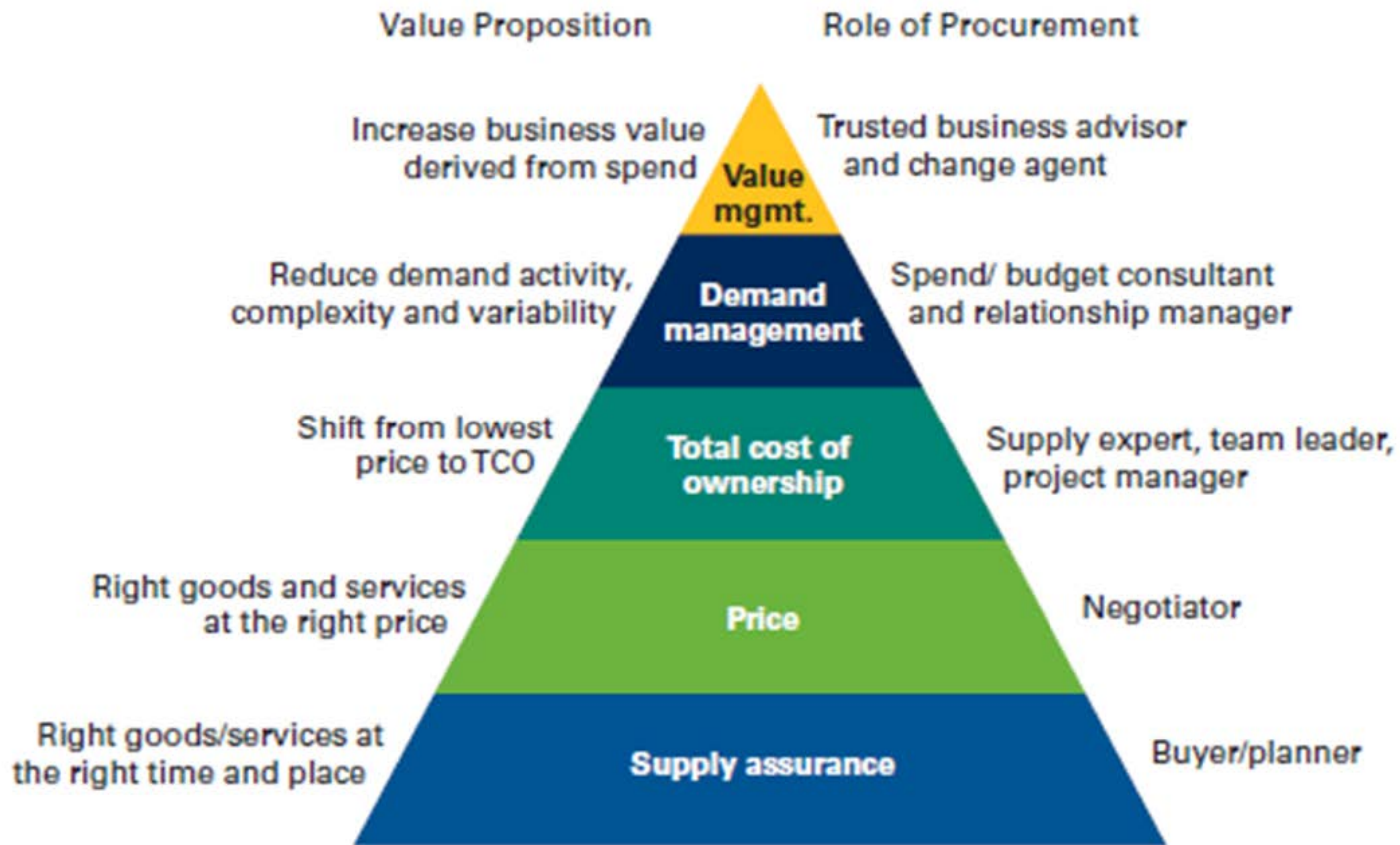






# How Does Trust Impact Procurement?

**FIG. 05 Procurement's evolving value proposition**



Source: The Hackett Group



# QUESTIONS



# Thank You!

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