**Why Trust Matters:** Trust is an often - overlooked asset - or liability. Unfortunately, significant time and money is wasted when people do not trust each other. A lack of trust reduces productivity, innovation, well-being, retention, and engagement. When employees feel safe to trust, it brings out their best actions and abilities.

Recent research finds that compared to low-trust companies, high-trust companies had:

* 50% higher productivity
* 76% more engagement
* 74% less stress
* Further, employees earn 17% more income at companies in the highest quartile of trust. High-trust companies are more productive and innovative. (Zak 2017).

**Invitation:** The University of Minnesota’s Carlson School of Management and Future Systems Consulting, Inc. together with our European partners are collaborating in field studies to advance the understanding of trust in organizations. We will be having a Trust Conference in Budapest in 2019, St. Paul in 2020, and Hamburg in 2021. We invite your participation in our research. Building trust is a critical characteristic for leadership with accelerating research and links to organizational performance. Our purpose is to better understand trust levels over a period of time and the associated impact on organizational performance. We are exploring the following questions:

* Do executives view their colleagues as trustworthy?
* Do executives claim their requisite self-trust?
* Are millennials defining trust in similar ways?
* Can trust be created, enhanced, and elevated in the work setting?
* If trust levels are elevated, what is the impact on business metrics?

**Value to You:**

* Investigate whether executive leaders view you and their colleagues as trustworthy.
* Learn how well you trust yourself.
* Explore similarities and differences in trust levels among executive and millennial teams.
* Review contemporary research and discoveries on trust.
* Receive aggregate (team) results of the executives and millennials participating in the study.  Individual self-assessment results will be given to each of the participants.
* Help further the understanding of trust and increasing trust in organizations.
* Receive the results of our field research when it is published and ongoing discoveries.

**The Process:**

* An optional short pre-meeting with executive and millennial teams from your organization
* Two short online surveys
* A meeting to debrief participants on results and current thinking on trust
* A post-test in 9 to 12 months to determine any changes

**Who We Are:** Future Systems Consulting, Inc. is an international consulting firm with offices in St. Paul, Budapest, Hamburg, and Moscow. Founded in 1978, we empower the leaders of multinational companies through a comprehensive approach to leadership. Our relationships are data-driven, customer-focused, and value-based, with focus on building trust and empowerment.

**RSVP:** Call or visit WeMeasureTrust.com to learn about participation in this important research.

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