



ACCENTURE | AEROSPACE AND DEFENSE – JESSICA KANE ON PUTTING TRUST TO WORK IN AEROSPACE AND DEFENSE

VIDEO TRANSCRIPT

If trust is the currency of the digital economy, how can you gain employee trust in the aerospace and defense industry?

New Accenture research shows that most aerospace and defense leaders believe new sources of workplace data can unlock substantial value trapped in the business. But few are confident that they are using workplace data responsibly.

And losing the trust of employees can result in significant damage to financial performance.

Organizations are also concerned by ethical challenges. Who owns the data? The employer? The employee? Or is it a shared responsibility? How do you make sure artificial intelligence doesn't produce biased outcomes?

Many business leaders feel they are without a roadmap. So, we recommend three areas of action.

- First, give your people more control of their own data, to build trust.
- Second, revolutionize governance by replacing top down approaches with genuinely shared responsibility
- And third, use workforce data in ways that improve the lives of workers

As aerospace and defense companies increasingly use workforce data, employee trust will be imperative to unlocking the growth that this data offers.

For more information, visit [accenture.com/aero](https://www.accenture.com/aero)

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