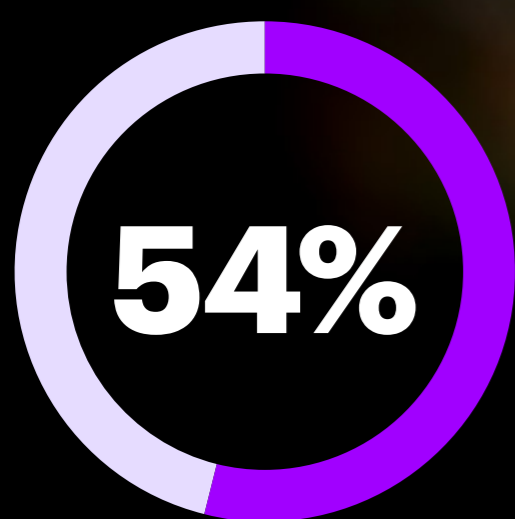


Know it or not, trusts impacts your bottom line.



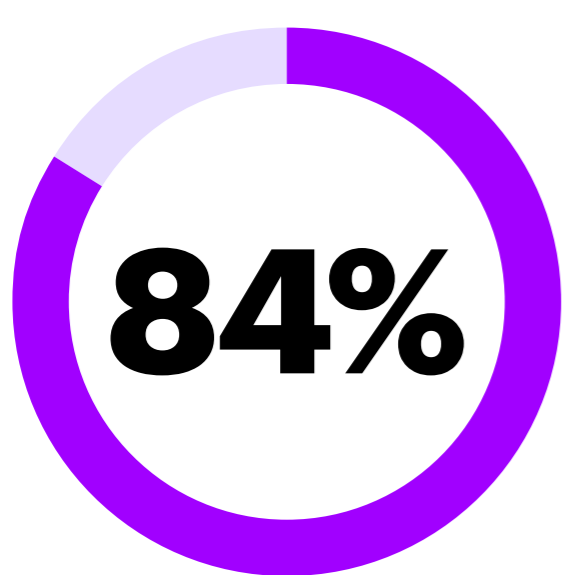
of companies on the Accenture Strategy Competitive Agility Index experienced a material drop in trust and conservatively lost out on

US\$180B

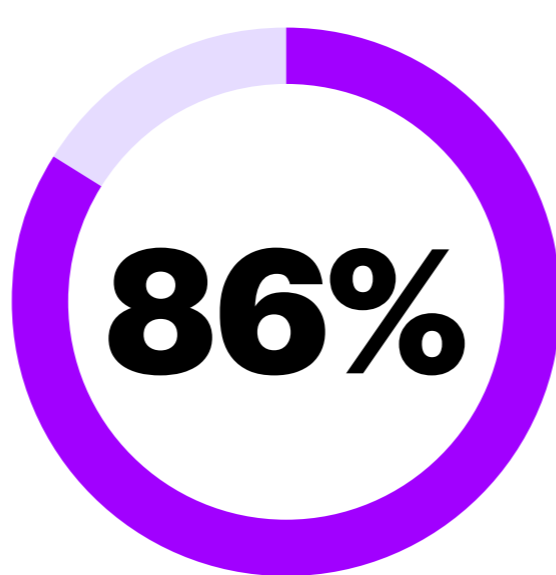
in revenue

The situation

Trust incidents are occurring at an unprecedented frequency and trust in companies is in decline.*



of companies reported experiencing a **fraud incident** in 2017.



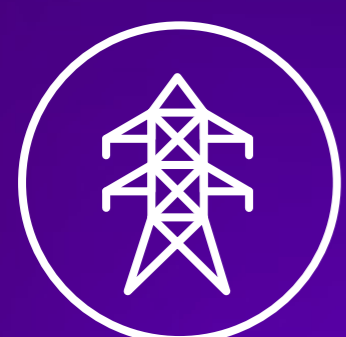
of companies reported experiencing a **cyber incident** in 2017.

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industries experienced a **decline in trust**.

The costs

Companies haven't been able to plan against what they can't measure, until now.



US\$960M

A \$30B energy company stands to lose \$960M.



US\$960M

A retail company of the same size stands to lose \$4B.



US\$960M

A bank of the same size stands to lose \$6.5B.

When a drop in trust occurs, companies in all industries will experience a material decline in revenue, though impacts vary by industry.

The action Measure.

You must...

- 1** Know where you stand
- 2** Make trust part of your cultural bedrock
- 3** Elevate trust's role in your overall strategy



Reach out to our experts to learn how your company measures up.



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www.accenture.com/bottom-line-on-trust