

# KNOW IT OR NOT, TRUST IMPACTS YOUR BOTTOM LINE.



# 54%

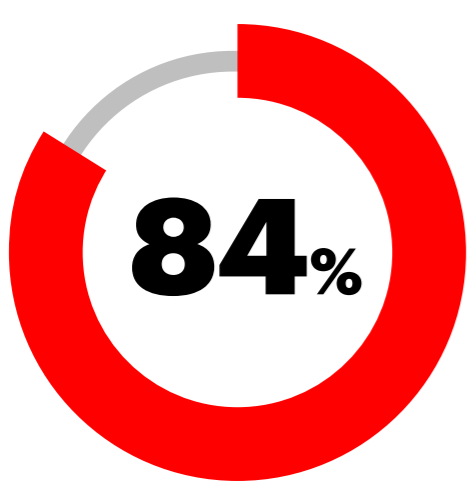
of companies on the Accenture Strategy Competitive Agility Index experienced a material drop in trust and conservatively **lost out on**

# US\$180B

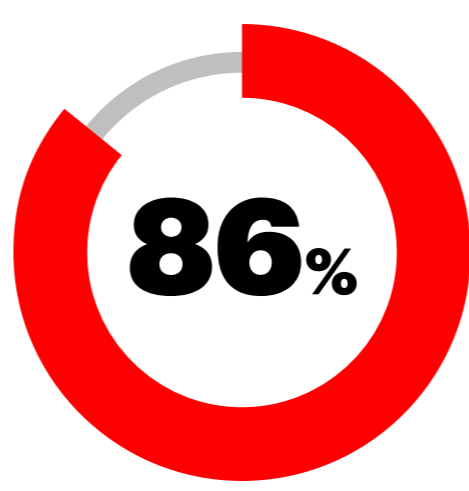
in revenue

## 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



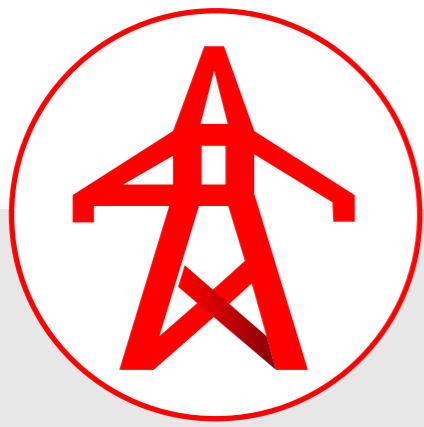
of companies reported experiencing a **cyber incident** in 2017



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 \$4B

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



# US \$6.5B

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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\* Sources: Accenture Strategy research, Kroll Global Fraud & Risk Report 2018, Edelman Trust Barometer