1. Survey stakeholders in an effort to quantify the level of trust across your offering portfolio.

2. Search customer service logs for the word ‘trust’ and run sentiment analysis against the results to gain understanding in how customers perceive your offerings and brand; make a top-five list of the least trustworthy offerings.

3. Take an inventory of data-driven business processes; describe the current and potential opportunities for enhanced security and data ethics for each.

4. Identify the executive(s) responsible for building and maintaining trust, digital ethics, and security with vendors, partners, and customers.

5. Research what your competitors do to build customer trust. Record what builds and erodes trust. Brainstorm opportunities for improvement within your own operations.

6. Partner with an academic institution, non-profit, or industry group to dive deeper into one aspect of digital ethics. Publish findings/advice for others.

7. Compile a list of opportunities for security to move closer to data.