Digital Trust: 365-Day Plan

In a year, businesses should have started to include provisions for strong digital ethics in their digital transformation strategies, have new security pilots underway, and have concrete plans to mitigate violations of customer trust.

1. From the top-five list of the least trustworthy products, do a complete customer journey analysis and try to understand where opportunities exist to build trust.

2. Discuss hiring a chief digital officer, chief trust officer, or chief ethics officer with your board of directors. This role will be responsible for orchestrating the establishment and maintenance of digital risk.

3. Pick one product/service to maximize trust. Build metrics for tracking improvement over time. Report results to product teams and challenge them to meet aggressive targets.

4. Start tracking metrics for trust and both data and digital ethics. Use this data to include trust and ethical practices in your company's annual CSR report.

5. Implement a portfolio of solutions to move security closer to data. Describe how their implementation has mitigated downside risk. Share this report with your CIO and CFO in an effort to reduce insurance premiums.