

KNOW IT OR NOT, TRUST IMPACTS YOUR BOTTOM LINE.



54%

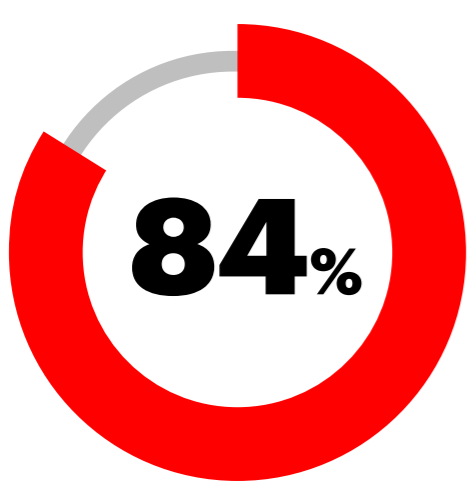
of companies on the Accenture Strategy Competitive Agility Index experienced a material drop in trust and conservatively **lost out on**

US\$180B

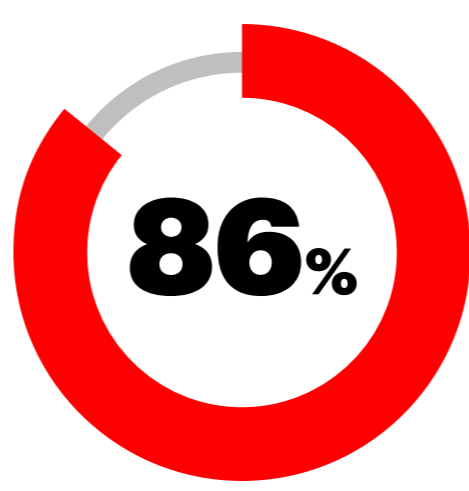
in revenue

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



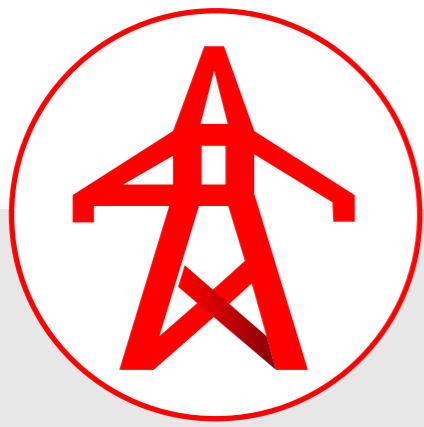
of companies reported experiencing a **cyber incident** in 2017



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

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