

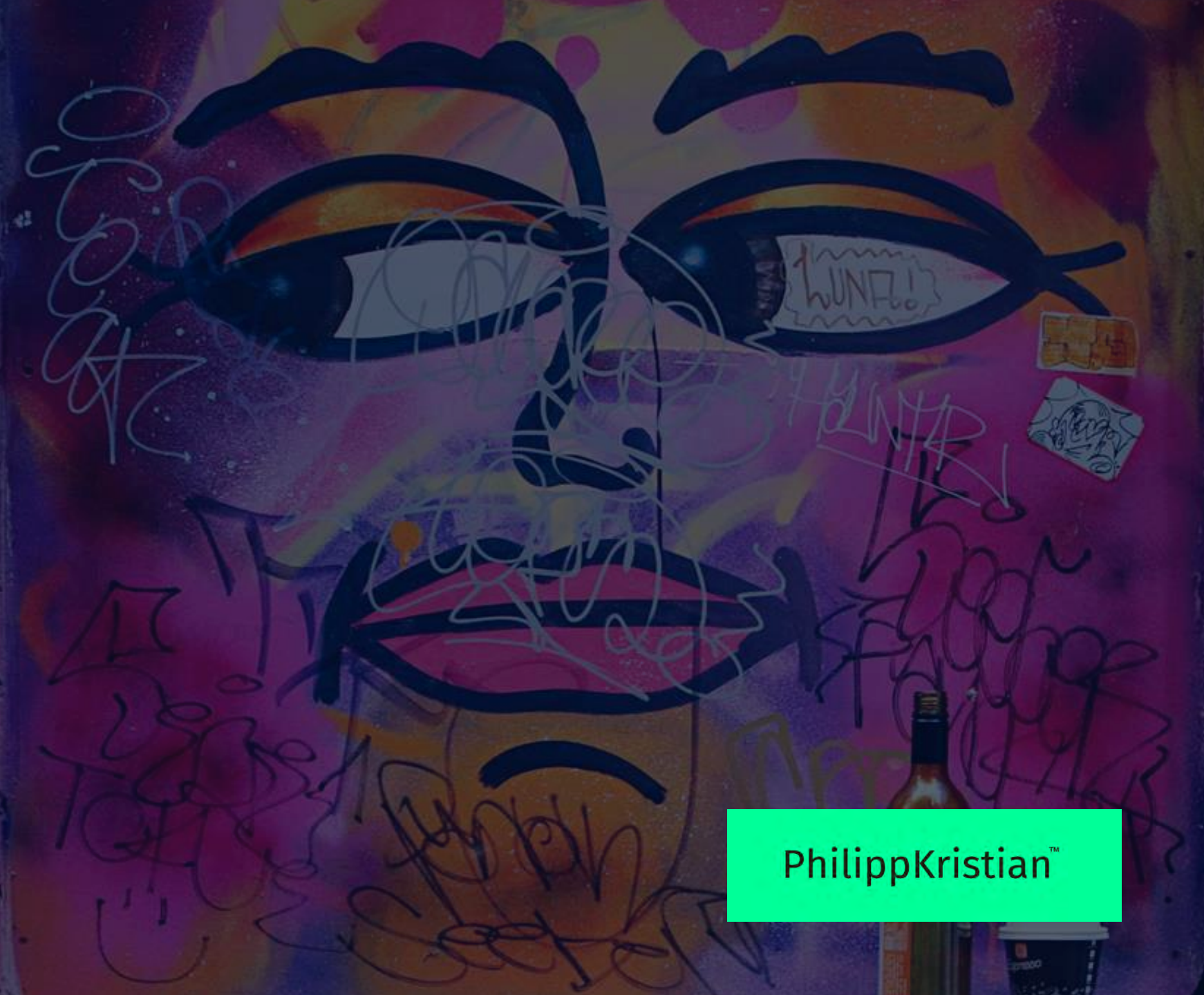
The Trust Economy: Rethinking Trust and Marketing in the Digital Economy

Philipp Kristian Diekhöner
Trust Futurist and Innovation Strategist
@philippkristian



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Oh, trust...



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What on earth is a Trust Futurist?



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Trusting is good, but knowing is better, right?



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Our economic and social lives rely on *trusting* more than knowing

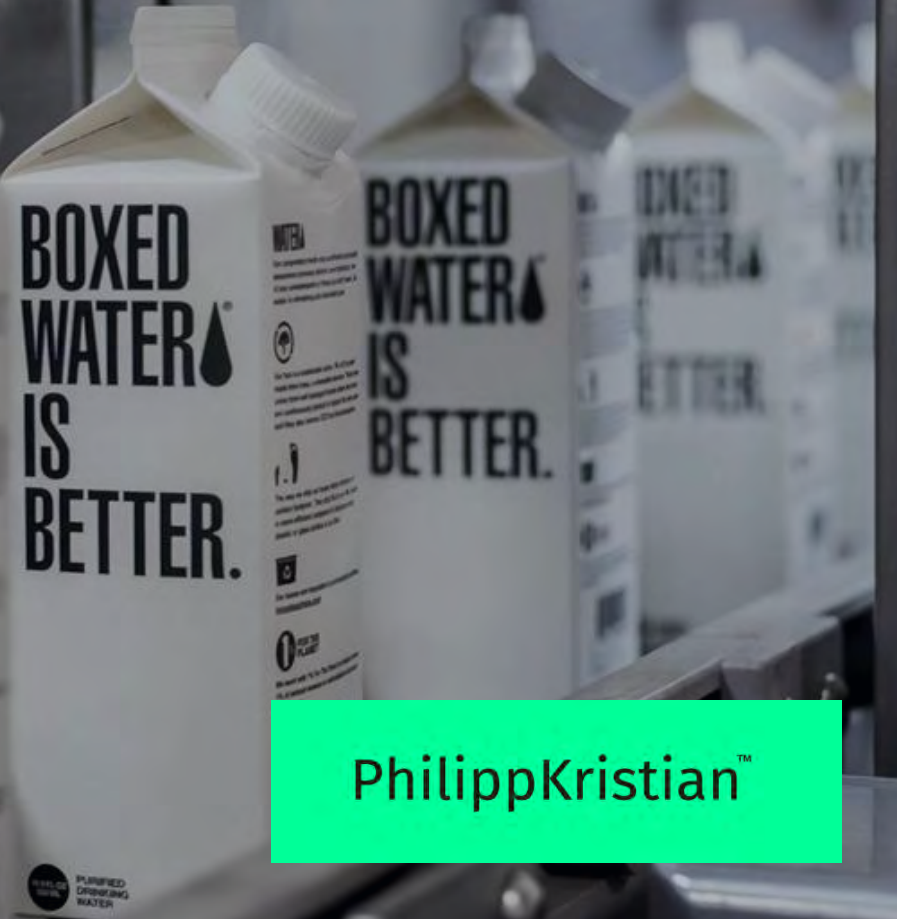
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Trust isn't good or bad per se, trust directs the flow of *value*



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Being trustworthy is only valuable when you are trusted



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Trust = value realised in socioeconomic interactions

**WE LIKE YOU,
TOO:)**

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Collective trust is the world's most profound economic power

Universal Trust
Uniqueness

Contextual Trust
Expertise

Transactional Trust
Hygiene

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Trust drives behaviour, behaviour drives choice, choice creates the future



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Money is personal capital, trust is social capital

‘A visionary is someone with a larger desire beyond incremental improvement of their own life. Vision is always all inclusive. Desire is personal. Desire leads to incremental changes. Vision can transform the entire situation.’ – Sadhguru

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The truth is, trust is essential

Without trust, life gets very **complex**

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Business complexity is perpetually on the increase

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Our 20th century economy is constrained by inflationary distrust

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Institutionalised distrust fuels stands in the way of progress and growth

Too many rules lead us to a productivity and innovation ceiling

1950s to 1970s	+5% p.A.
1980s	+3% p.A.
1990s	+2% p.A.
2000s	<1% p.A.

(from the works of Yves Morieux, Senior Partner, BCG)

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As trust leaves institutions it's moving to interfaces, data and technology

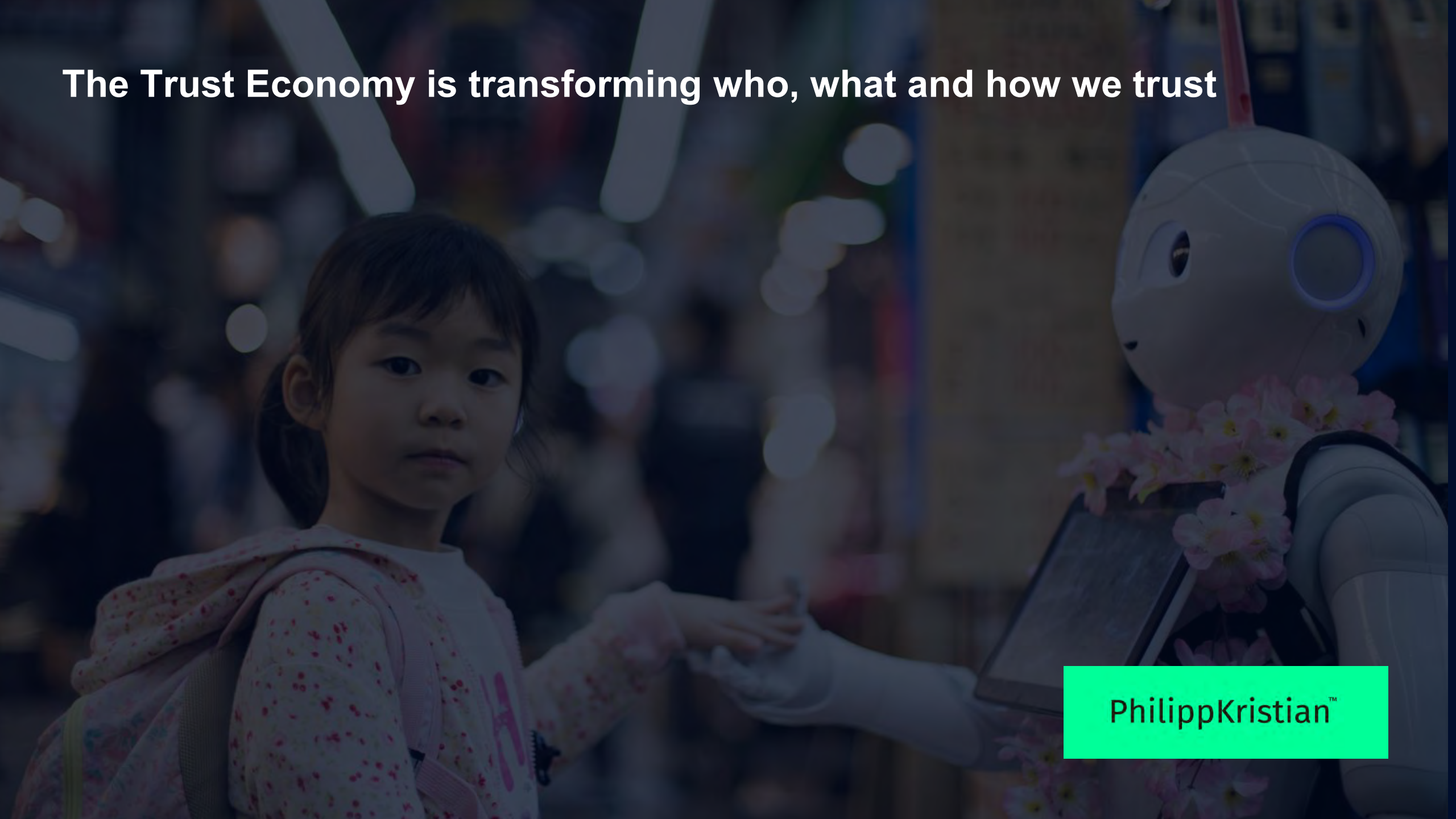
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Technology and data help us digitise, automate and scale trust



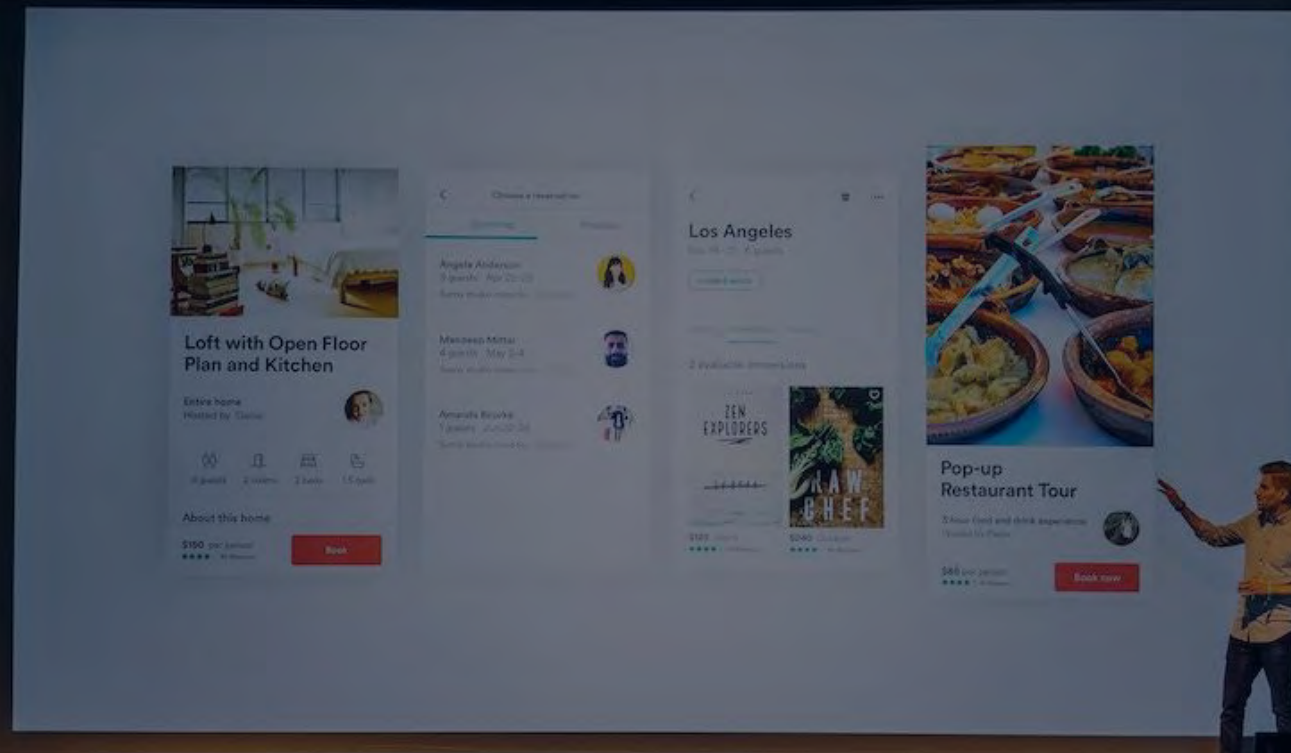
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The Trust Economy is transforming who, what and how we trust



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A global relationship renaissance championing authenticity and purpose

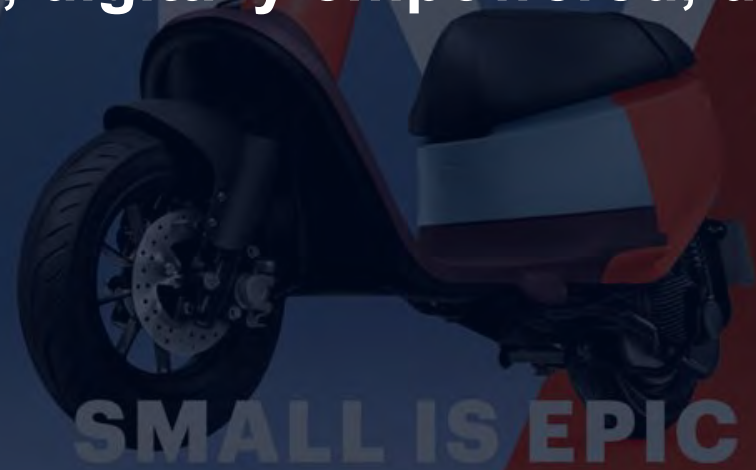


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Trust is shifting to interfaces and the data powering them

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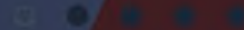
Trust-first, personalised, digitally empowered, driven by simplicity



SMALL IS EPIC

Gogoro **VIVA** Ultralight Smartscooter®

LEARN MORE



A Day to Remember

Al Gore Visits Gogoro



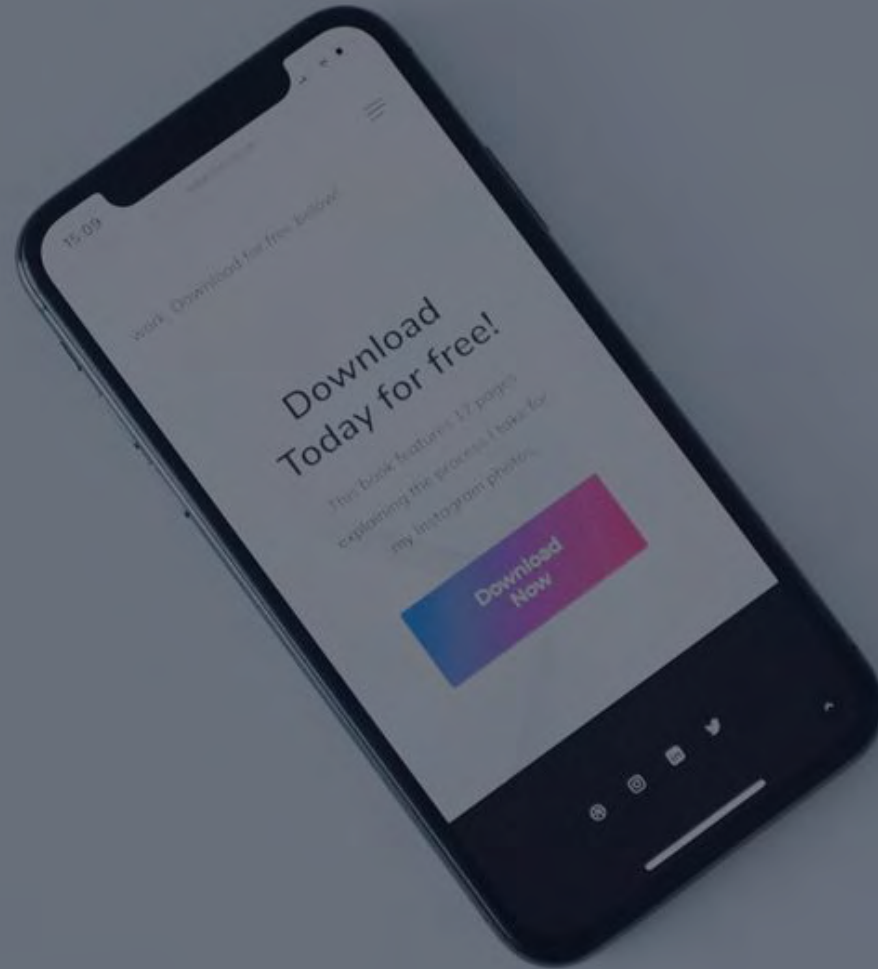
End-to-end mobility sharing platform

A riding experience like no other



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Welcome to an interface revolution powering social capital markets



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Data is the new nuclear power and essence of the digital economy



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We're on the brink of the largest socioeconomic revolution in history

Old Economy

Distrust-First: *'Healthy'*
Institutionalised Skepticism

Majority Adopters: Gen X, Baby
Boomers

Trust Medium: Rules, Institutions,
Centralised Bureaucracy

Values: Safety, Reliability, Formality

New Economy

Trust-First: *Innocent Until Proven
Otherwise*

Majority Adopters: Gen Y, Gen Z

Trust Medium: Data, Platforms,
Decentralised Technocracy

Values: Speed, Convenience,
Informality

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How do we move from default distrust to default trust?

‘In the new world, it is not the big fish which eats the small fish, it's the fast fish which eats the slow fish.’ – Klaus Schwab, Chairman, WEF

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Digital empowerment is pushing governance structures to their limits



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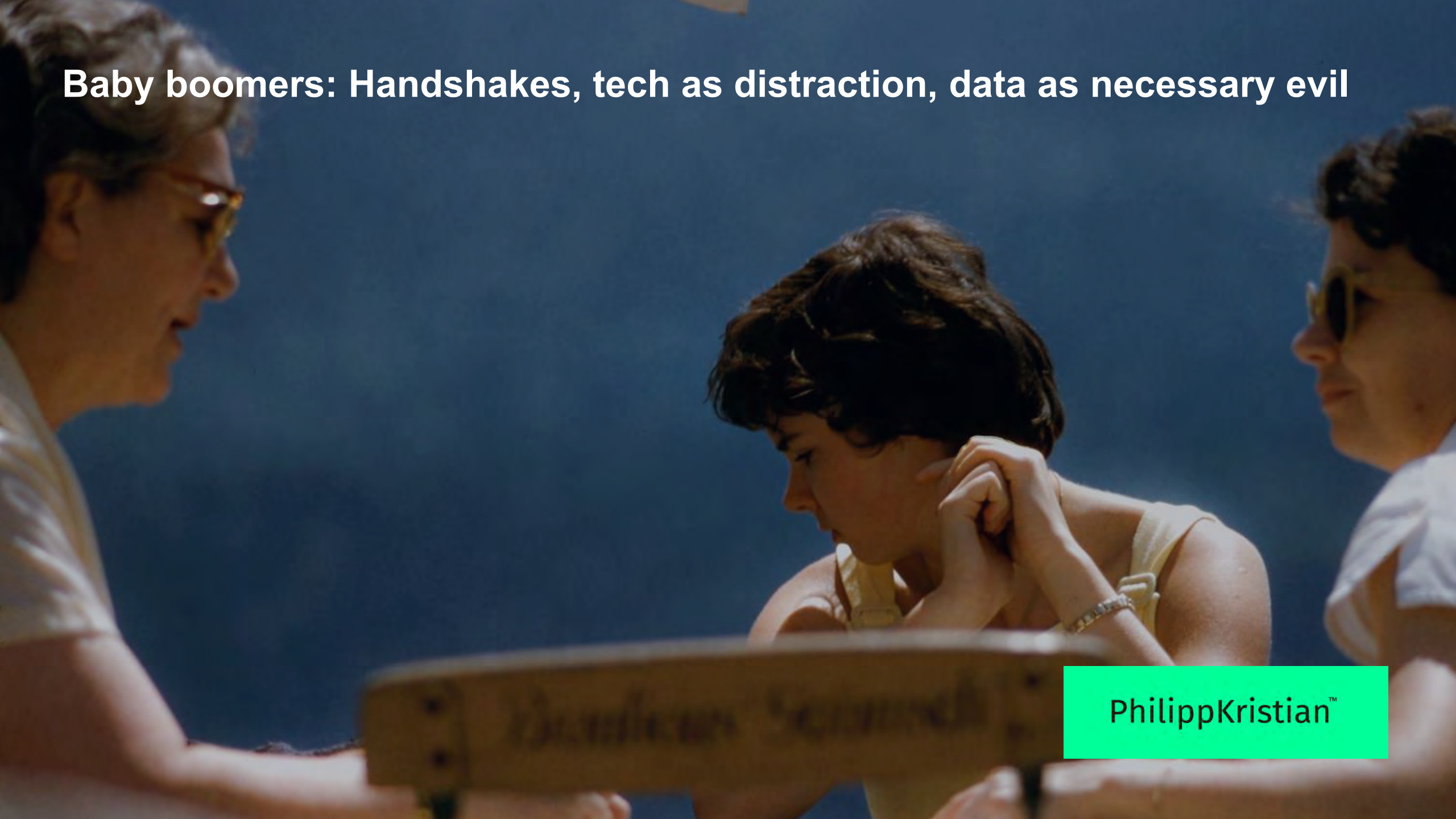
Trust is at the core of global intergenerational leadership challenges

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Attitudes to data and technology and trust vary between generations

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Baby boomers: Handshakes, tech as distraction, data as necessary evil



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Gen X: Rules as norm, tech as a toolset, data as insurance

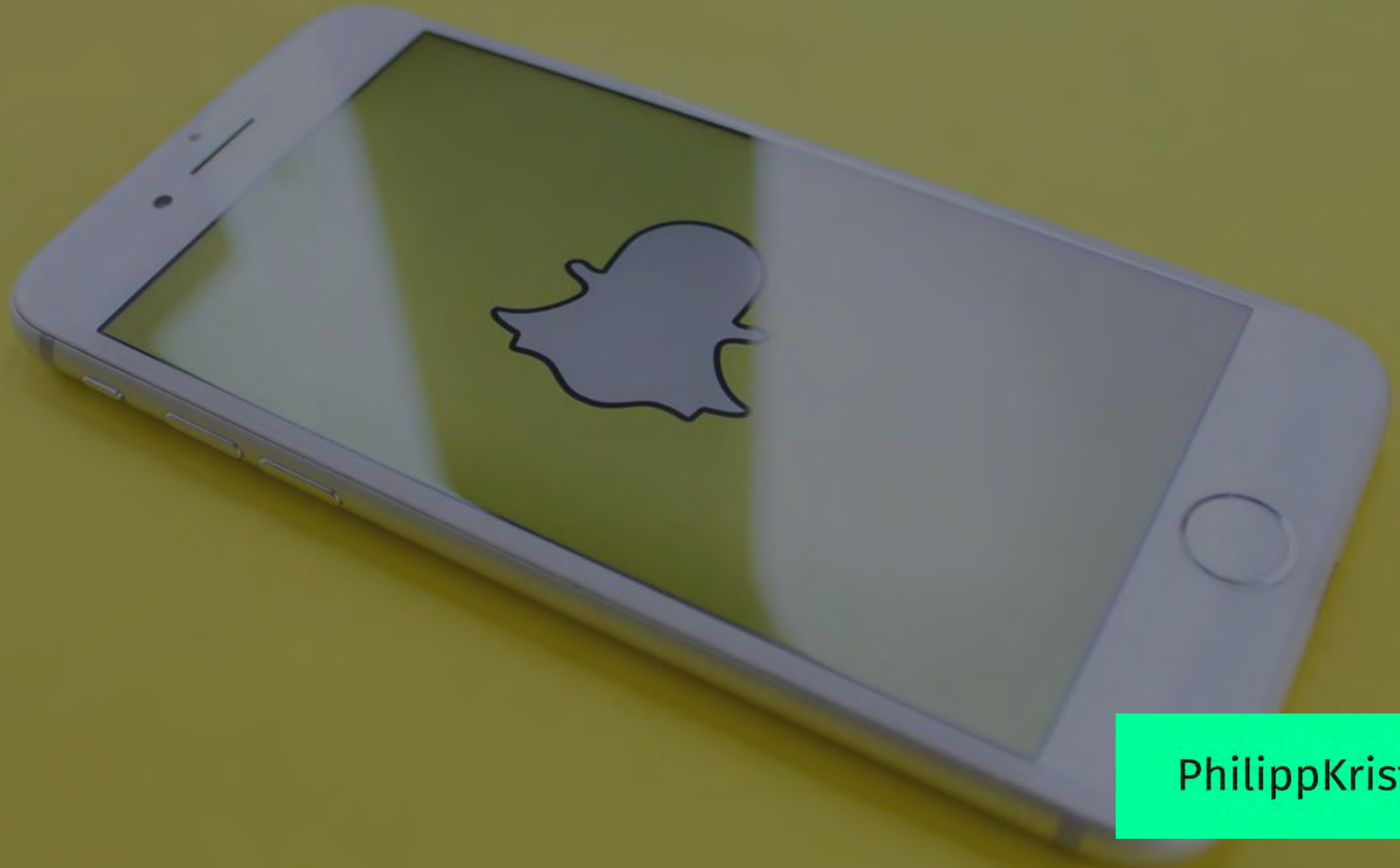


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Gen Y: Google first, think second, tech as enabler, data as currency

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Gen Z: Digital equals first reality, tech as infrastructure, data as context



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Too little trust is as bad as too much trust



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Scepticism makes us trust too little



Organisations must reinvent the way they promote trust in the digital age

From formal, predictable, static, slow to humane, user-centric, contextual, fast

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Convenience makes us trust too much

Yes,
**I have read and
accept the terms
and conditions.**

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Organisations must transform their data strategy to promote data trust



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Design thinking a good future calls for intuitive human-tech interactions



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Doing good is good business

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From instant gratification and value extraction to purpose-driven progress

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Taking ESG seriously is a great idea (and a good strategy is essential)

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Universally trusted ideas become mental monopolies



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Innovation happens when trust shifts to new ideas and they learn to fly

Without trust there is **no value**, and without value there is **no innovation**

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Irrespective of generation we are faster innovation adopters outside work



The Technology Trust Paradox

Private

Too much indiscriminate trust in tech
Too fast and transparent
Too much willingness to share

Workplace

Too little and fragmented trust in tech
Too slow and intransparent
Too little willingness to share

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Where we place our trust shapes our collective future

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Designing and managing for trust is key to winning in the digital age

Putting money first will make you survive, putting trust first will make you thrive

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Trust is a form of capital that multiplies when shared



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Let's build trust in ideas that create a better future for all

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The Trust Economy

Distrust-First
Transacting
Artificial
Competitive
Expertise-driven
Bureaucratic
Standardised
Constrained
Incremental

Trust-First
Relating
Authentic
Purposeful
Data-driven
Tech-enabled
Agile
Empowered
Exponential


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The Trust Economy = The Happy Economy

philippkristian.com
[@philippkristian](https://twitter.com/philippkristian)

'Philipp is a rare talent. Vision, deep thinking, insight, connectedness and confident execution. He's proven all.'
Walter De Oude Founder and CEO of Singapore Life

'Philipp is one of the most creative yet astute thinkers I've met in many years as an investor and entrepreneur.'
Abhishek Gupta Co-Founder of CirclesLife



How digital technology is transforming trust and creating social and business innovation

Philipp Kristian Diekhöner

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