



# Trust Management: Unlocking a Unique Source of Competitive Advantage in the Digital Economy

## Learn how to build and manage trust for a competitive edge.

In this course, participants will learn how to capitalise on trust as a new source of competitive advantage and how trust as a leading indicator can help with engagement, retention and advocacy.

## Who should participate?

Managers across all sectors that are interested in building awareness and managerial skills when it comes to trust, including brand managers, marketing professionals, account managers, and professionals working in consulting or the IT sector.

## Evolve with QUTeX

Organisations across all industries face the trust crisis, however, there is an absence of trust literacy and a limited understanding of how to consciously build and manage trust. This course contributes to the professionalisation of trust and will equip all participants with a variety of models, frameworks and techniques that help them to deal with trust matters more explicitly.

In this course you will build the skills and competencies needed so you can 'compete-on-trust', whilst discovering the economic potential of an improved trust position. Operational guidance will be provided so relevant trust elements such as uncertainty, vulnerability and confidence can be managed. Day one is informed by international case studies and as a participant you will play an active role in this highly interactive course.

Day two starts from the perspective that trust relations can be embedded into organisations, systems and processes from their conception, and can be tied to innovation. While trust has often been conceived of in terms of legal compliance and ethical standards, more expansive conceptions of human capabilities suggest that we may be underestimating the importance of shared values such as cooperation and altruism as drivers of human behaviour.

## Core concepts

During this interactive 2-day course, participants will learn to:

- Define trust and its role in the context of organisations and their customer engagements
- Differentiate trust as a hygiene factor from trust as a source of delight
- Gain familiarity with a three-stage model to manage trust
- Design a trust strategy
- Understand the role of trust in the digital economy
- Distinguish trust-building and trustless technologies
- Assess the role of trust in regulation.

## Your expert facilitators

### Prof. Michael Rosemann and Prof. Terry Flew

**Prof. Michael Rosemann** is the Director of QUT's Centre for Future Enterprise and a Professor for Innovation Systems, working on applied research projects related to revenue resilience, innovation (eco)systems, systemic ideation, process management and trust management.

**Prof. Terry Flew** is a Professor of Communication at QUT, and a Chief Investigator with the Centre for Behavioural Economics, Society & Technology.

 Duration: 2 Days

 Certificate of Attendance

 Cost: From \$1580

## Enrol Now

Web: [QUT.edu.au/QUTeX](http://QUT.edu.au/QUTeX)

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Blog: [blogs.qut.edu.au/qutex](http://blogs.qut.edu.au/qutex)

## Cost

Early Bird registration	\$1,580 (inc. GST)
Standard registration	\$1,760 (inc. GST)
QUT Alumni / Staff registration	\$1,320 (inc. GST)
Group registration (5 or more)	\$1,580 (per person inc. GST)