

## B02-05 Trust on the market place

### Definition of Trust:

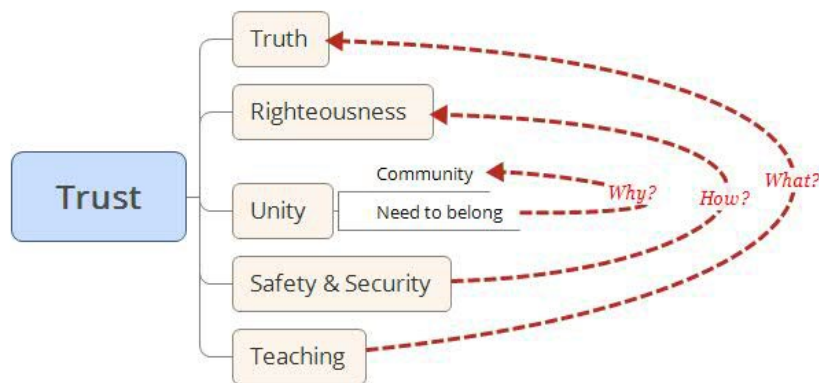
Oxford Dictionary: Trust - Firm belief in the reliability, truth, or ability of someone or something.

### Foundation of the concept of trust:

	Principle	Functionality	Ef 4 - Gifts	Action	EF 6 – Armor of God
<b>T</b>	Truth	Reliability/Integrity	Apostles	Discern	Girdle of T
<b>R</b>	Righteousness	Justice	Prophets	Relate	Breastplate of R
<b>U</b>	Unity	Community	Evangelists	Belong	Shod & Shield (U=G+F)
<b>S</b>	Security	Care	Pastors	Protect	Helmet of S
<b>T</b>	Teaching	Knowledge	Teachers	Inform	Sword = Word of God (T)

### Concept structure:

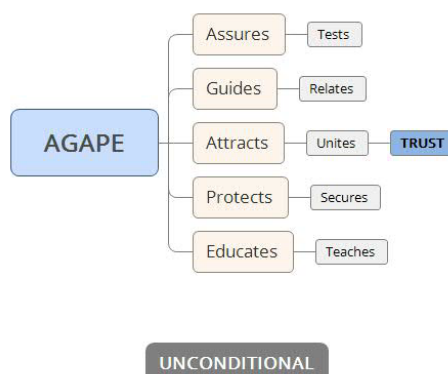
Start with why? – Inside outwards. Structured to facilitate our core decision making process.



### What determines trust?

I believe that trust is anchored, motivated and driven by a close relationship with God through Jesus Christ. Through His grace and love, the Holy Spirit gives us faith, hope and love (agapé). Faith anchors and grows. Hope motivates to persevere. Unconditional love (agapé) drives our relationship with God, people around us and ourselves.

In Christ we are united, anchored/connected to God and partake in His divine nature. Faith, hope and love is like a “rotating flywheel” that provides the “torque” for daily living where we establish, develop and maintain relationships. Trust is the result of experiencing and sharing His unconditional love and amazing grace.



## 1 Cor 13:4-8

<sup>4</sup> Love is patient, love is kind. It does not envy, it does not boast, it is not proud. <sup>5</sup> It is not rude, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. <sup>6</sup> Love does not delight in evil but rejoices with the truth. <sup>7</sup> It always protects, always trusts, always hopes, always perseveres.

**Verse 7: Love always trusts.**

A	T	Verse 6	Love rejoices with the <b>truth (assures)</b> . Love discerns the truth
G	R	Verse 4&5	Love <b>guides</b> and <b>relates</b> . It does not envy & boast. It is not proud or rude
A	U	Verse 4&5	Love <b>attracts</b> , it is patient and kind. Love <b>unites</b> , it is not self-seeking
P	S	Verse 7	Love always <b>protects (secures)</b>
é	T	Verse 7	Love <b>teaches (educates)</b> to always hope and persevere (resilience)

**Verse 8: Love never fails.**

God's unconditional, divine and eternal love (agapé) enables His children to always trust. When I love God with my whole being (Mark 12:30-31), it reflects my growing unconditional trust in Him. Trusting people is the result of experiencing and sharing His unconditional love and amazing grace.

Jesus' teaching:


*<sup>30</sup> Love the Lord your God with **all your heart** and with **all your soul** and with **all your mind** and with **all your strength**. <sup>31</sup> The second is this: 'Love your neighbour as yourself.' There is no commandment greater than these."*

## CBI Values:

### Values

The values that form the basis of trust for the CBI platform are :

- **Truth**
- **Justice**
- **Faith – Connected to unconditional love**
- **Security**
- **Knowledge**



- What are the values of your business?
- Are these values non-negotiable?
- How do you use it to establish new relationships?

## Examples of some tough challenges:

- **What's in it for me?**

How do purpose driven businesses deal with this question?

- **How real or practical is unconditional love or unconditional trust?**

Are there situations where this cannot be applied?

## Background information:

- **Zero Trust**

What is Zero Trust? Zero trust is a modern security strategy based on the principle: never trust, always verify. Instead of assuming everything behind the corporate firewall is safe, the Zero Trust model assumes breach and verifies each request as though it originates from an open network.

Overview of Zero Trust Architectures

<https://www.youtube.com/watch?v=6l6bnNdZ5XU>

- **Critical role of reviews in Internet trust**

In today's digital age, online reviews are more important than ever before. Consumers are increasingly turning to user-generated content (UGC) to research products and services before making a purchase. In fact, a study by Nielsen found that 92% of consumers trust online reviews as much as personal recommendations.

Independent video reviews have a significant impact.

- **Lies and the declining trust in Brands**

Brand trust is earned through consistently delivering on the brand's promise. Brand trust is the only way you can build loyal brand advocates. But the global trend is working in the opposite direction.

<https://brandingstrategyinsider.com/lies-and-the-declining-trust-in-brands/#.V8XS6bUg-Rv>