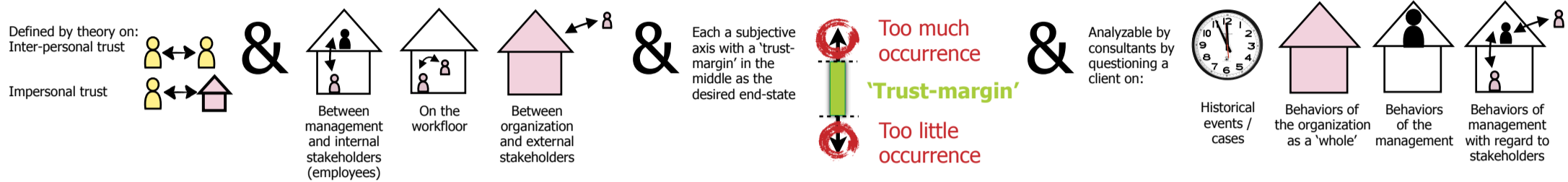


Trust Toolbox

& trust determinants with potential usefulness for corporate communication consultancy practice at Euro RSCG BIKKER

Q "What theoretically defined trust determinants are potentially useful for corporate communication advice development practice, according to BIKKER-consultants?"

A Theoretically defined trust determinants are according to BIKKER-consultants potentially useful for corporate communication consultancy practice, if they are:



Research through design: Design Based Research

Research and design assignment: "Design a toolbox with tools and trust determinants for the **analysis** phase of advice development practice at Euro RSCG BIKKER, that eventually leads to trust-establishing corporate communication strategies for clients."

Q What is trust? How to recognize it?



Based on theory

= 10 trust determinants as indicators of high trust and useful as strategies to build trust:



Q Could you describe a trust-issue? How did you (try to) solve that?

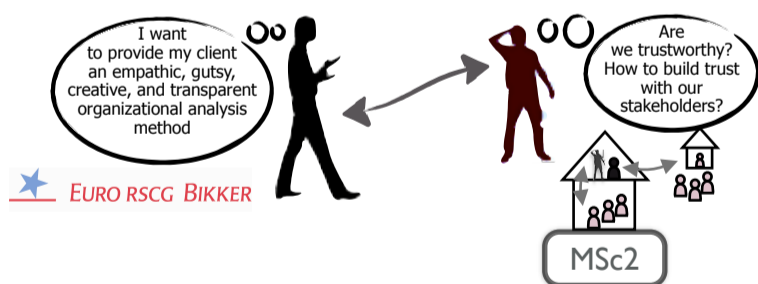
Enriched by practice

Interviews with corporate communication professionals

Usage scenario

User 1: Corporate communication consultant Mitchell (35) at Euro RSCG BIKKER

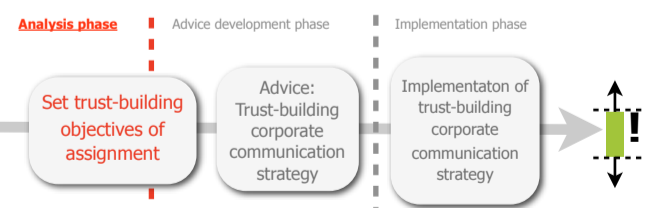
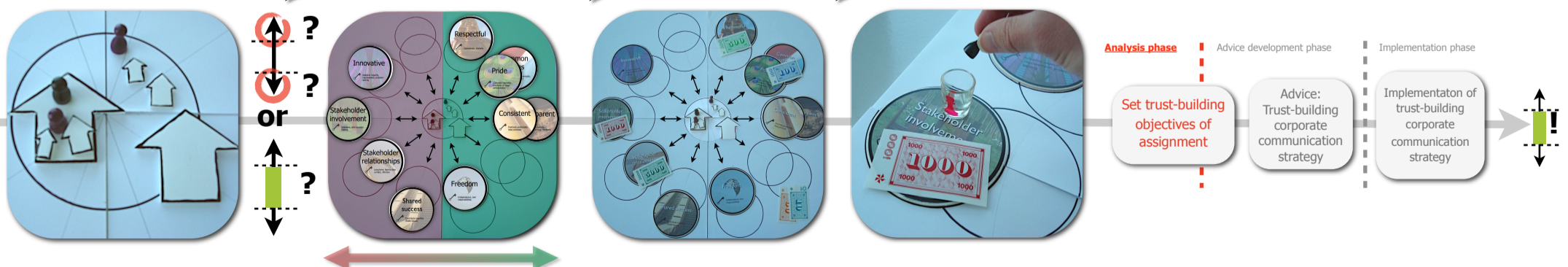
User 2: Client Hans (50): Corporate communication manager at MSc2



Toolbox design



1) Define internal and external stakeholders → 2) Do a 'trust-diagnosis' with regard to them → 3) Set starting points to work on → 4) Allocate responsible departments



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MSc course variant: IPD & SC + TISD
Graduation date: 9th of July, 2010

TU Delft

Legenda:
Q = Question
A = Answer
⊙ = (Groups of) persons
⊡ = Organization