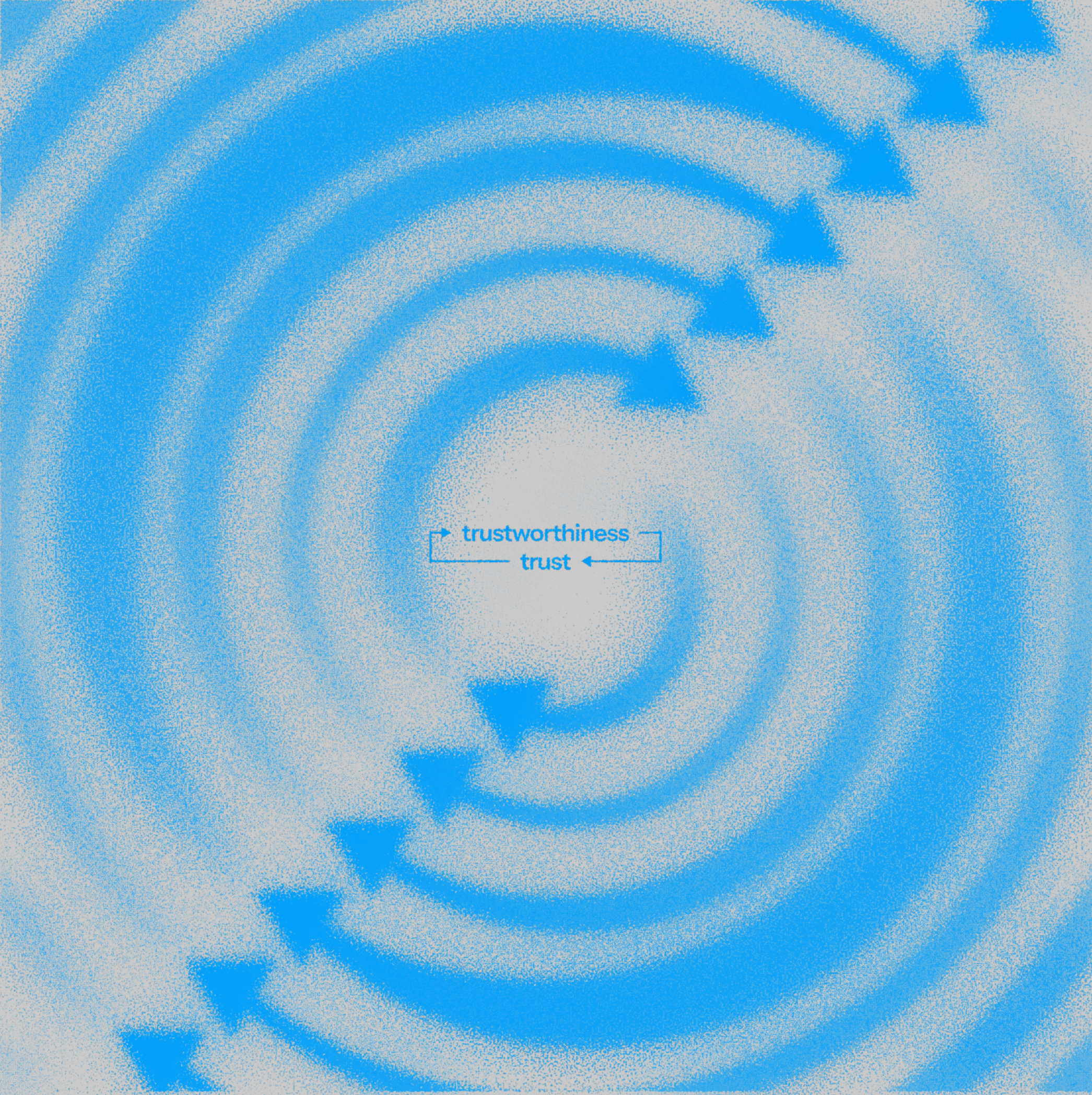
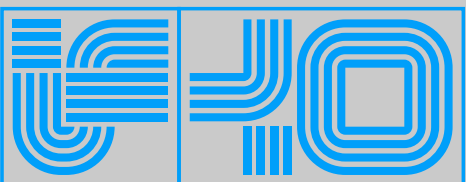




→ trustworthiness
— trust ←

THE AGE OF TRUST

Trust is loaned, not owned



PROJECTS BY IF TEN YEARS

Trust is earned by an organisation doing what it said it would do, repeatedly, in ways people can actually feel. It disappears quickly if this stops happening. Trust is not an asset to be owned and occasionally polished or repaired through reassuring messaging.

