

# ORGANIZATIONS & SYSTEMS

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## Reputation & Trust:

Most businesses recognize that their reputation and consumer/stakeholder trust are two of their most important assets. As a result, overlooking threats to these, whether they come from behaviors, perceptions, or even attitudes, can severely impede operations. Yet most businesses have only a rudimentary understanding of how their behavior and actions strengthen or weaken reputation and trust, and the importance of establishing practices early on that help avoid risks down the road. In particular, the risks of actions that signal a lack of trustworthiness are often overlooked.

