

## Six elements of trust

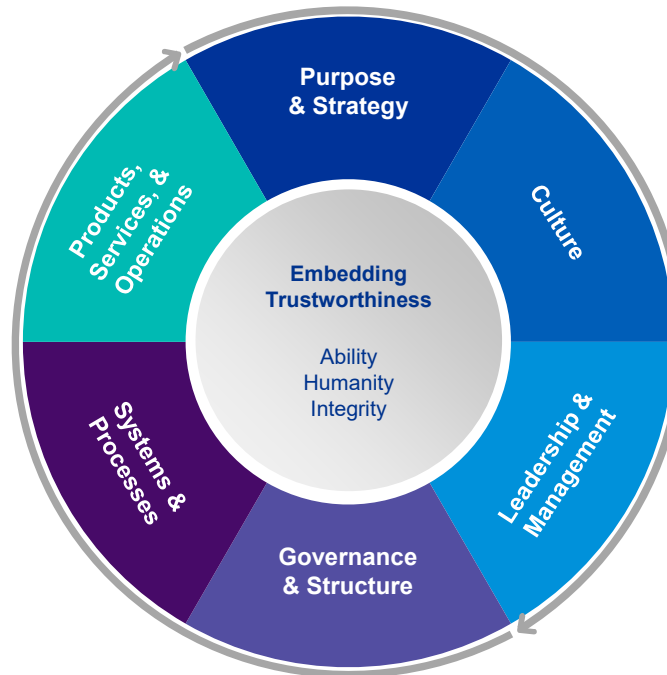
**Purpose & Strategy:** Clear purpose and strategy with trust-inducing core values that creates value for society and accommodates stakeholders' interests.

### Products, Services, & Operations:

Processes that ensure stakeholder needs and expectations are met, legislation adhered to, and values upheld.

### Systems & Processes:

Leverage and align planning, management, HR, reporting, and compliance systems to reinforce trustworthy behavior in line with the legal and regulatory context.



### Culture:

Shared values, beliefs, and norms that foster constructive trust-inducing behavior aligned with the organization's purpose.

### Leadership & Management:

Leaders who embody the company values and purpose, and hold themselves and others to account for trustworthy conduct.

**Governance & Structure:** Formal organization and governance that set clear roles and accountability and provide discretion within prudent oversight.