

Conclusion

Return on trust

The Torchbearers have illuminated a new path to value from data. They've shown how data can be utilized to rebuild trust with customers and business partners and, in so doing, create new economic value—a return on trust.

The Torchbearers, who lead their peers in innovation, performance, and mastering change, stand apart from others in three areas:

Trust from your customers. Torchbearers are strengthening their relationships with customers by becoming trusted custodians of personal data, demonstrating transparency by revealing data about their offerings and workflows, and using the trust advantage they've earned to create differentiating business models.

Trust in your data. Torchbearers are instilling confidence in their data and AI models enterprise wide. That confidence is stimulating a culture of true data believers and data-based decision makers. In turn, it's elevating the experiences they can create for customers and partners along their value chains.

Trust across ecosystems. Torchbearers are taking on the challenge that could shape their future—learning how to share data on business platforms without giving away their competitive edge. They've turned the corner from amassing data to determining how best to monetize it, including how to build ecosystems to create new exponential value.

Trust, the Torchbearers understand, has for some time been the missing factor in the value-from-data equation. Trust, they realize, could be their sustainable advantage.