

Public engagement & consumer expectation of new technologies

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Trust

- Trust
 - The building block of relationships
- It depends on :
 - The level of openness between two parties
 - The degree to which one party feels assured that the other will act fairly on their behalf and not take malevolent or arbitrary actions,
 - The extent to which one party can expect predictability in others behaviour

When is trust important :

Trust and control



High level of control and certainty requires little need for trust

Low levels of control and certainty requires high levels of trust

5 key areas that help build trust

- **T**True values
- **Robust systems**
- **U**nderstanding
- **S**takeholder awareness
- **T**ransparency

Why values are important

- Values are important as we tend to trust people with the same values or with a value set that we admire
- Differing value sets are a main source of distrust – e.g. ethnic, religious, political, ethical
- Many examples of corporate irresponsibility arise from organisations working to values sets differing from the societies in which they operate.



True values

Values are defined as “wagers on the future”. We adopt the values which gives us the best chance of long term success

We define true values as those which are the best fit to:

- what an organisation does
- the risks it faces
- what stakeholders expect

Why robust systems are important

Systems are important to developing trust because they are the means by which we do what we say (reliable) no matter what happens (resilient).

They are the means by which we demonstrate that we can manage complex and important tasks because we have the knowledge and experience (competency)



Robust systems are reliable and resilient

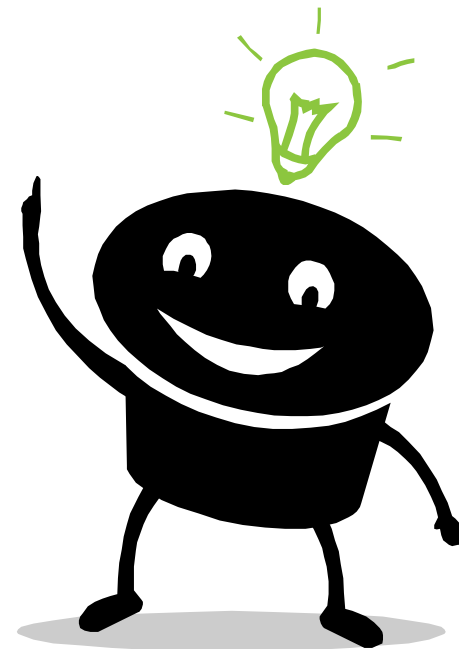
They have high levels of :

- Commitment
- Control
- Competency
- Communication
- Co-operation

Why understanding is important

Trust becomes harder when it is difficult to understand what an organisation does, how the technology/science works, or how the organisation is set up and managed.

The less we understand, the more we rely on systems such as regulation or qualifications or membership of professional bodies to give us the confidence to trust what a person or organisation does.



Why stakeholder awareness is important

Stakeholder groups can lose trust if they feel that their views and feelings are being ignored

Stakeholder awareness means knowing:

- Who are our stakeholders?
- How do we impact them?
- How do they impact us?
- How do we view them, who do we listen to?
- What's it like to stand in their shoes?



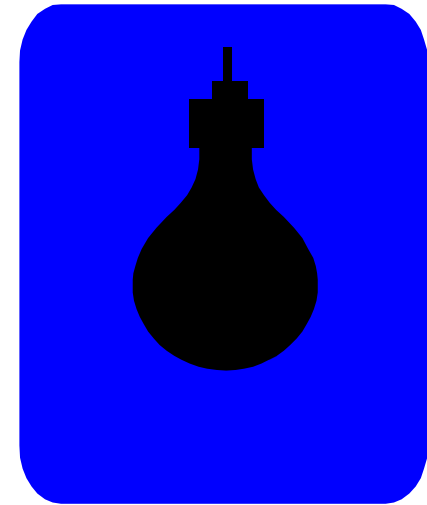
Why transparency is important

It's difficult to trust organisations and decision making processes that are not transparent.

- It creates the suspicion of hidden agendas
- It questions the legitimacy and fairness of decisions

Transparency is based on being open and honest in

- Business transactions
- Decision making
- Lobbying



The people I distrust most are those who want to improve our lives but have only one course of action.....

Frank Herbert

US science fiction novelist (1920 - 1986)