

# TrustRadar™

## What is TrustRadar?

TrustRadar is a trust evaluation benchmark that assesses people's feelings of trust about any team, branch, or organisation ("target group"). Perceptions of trustworthiness directly correlate to levels of confidence in a group's knowledge and their ability, attitudes, and performance.

TrustRadar provides a simple but robust score in five dimensions about different kinds of trust, and offers tangible suggestions for improving the scores. The assessed kinds of trust are:

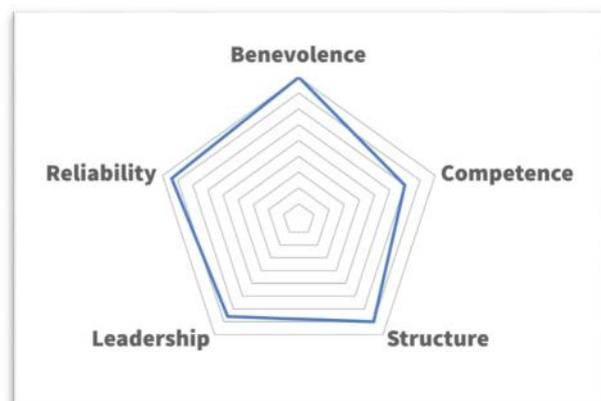
- **Reliability trust** – will the target group do what they promise?
- **Benevolence trust** – does the target group work to provide benefits to others?
- **Competence trust** – can the target group achieve what they claim?
- **Leadership trust** – are target group leaders effectively setting and executing strategy?
- **Structural trust** – is the target group well organised, positioned, and supported?

*Trust is a choice to make yourself vulnerable.  
This makes trust a powerful vote of confidence in a  
team's knowledge and knowledge practices.*

## Why use TrustRadar?

The TrustRadar benchmark is valid in multiple contexts and is resistant to being gamed when assessed by external parties.

TrustRadar is simple to test and re-test, making it suitable as both a point-in-time snapshot of a group's organisational knowledge performance, and as a longer term assessment measured over time.



Perceived performance measures remain valid regardless of any evolution of business practices. Understanding where there is lower trust in a group helps to highlight organisational issues that may have a substantial negative effect on productivity and quality, including:

- lack of training or leadership
- lack of team processes
- lack of accountability
- poor problem solving abilities
- poor treatment of staff
- failure to deliver outcomes
- failure to appropriately communicate, and
- failure to recognise environmental challenges

## How is TrustRadar administered?

We recommend at least 1% of the client base of the target group completes a TrustRadar assessment. These can be internal or external clients. For example, a Human Resources branch working for a company with 2000 staff should nominate at least 20 people to complete the survey.

TrustRadar may also be used as a self-assessment tool, although a group's perceptions of their performance may not match the perceptions of others. For self-assessments, gaining feedback from as many of the target group members as possible is recommended.

Obtaining a TrustRadar benchmark score is a simple three step process:

1. Identify the team, branch, or organisation to be assessed (the target group).
2. Invite nominated people to complete the TrustRadar questionnaire on their trust perceptions of the target group. It takes 15-20 minutes to complete.
3. Results from the completed surveys are aggregated and provided to the assessed unit, with recommendations for action.

## How much does it cost?

TrustRadar is priced per organisational unit assessed, based on the number of surveys sent out.

# of surveys sent	3 – 5	6 – 10	11 – 20	21 – 50	51 or more
<b>AUD Price (inc GST)</b>	\$129	\$249	\$459	\$999	\$20 per survey
<b>USD Price</b>	\$99	\$179	\$329	\$749	\$15 per survey

KnowQuestion provide personalised workshops to discuss findings and plan group responses to TrustRadar results on request. Prices start from AUD\$699 (USD\$499) for a 2 hour workshop.

Contact KnowQuestion on [sales@knowquestion.com.au](mailto:sales@knowquestion.com.au) for further information.