



WORKSHOP

# The Power of Trust at Work

How to Build Trust in a  
World Where Numbers  
Alone Aren't Enough

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**NIKKIBRADLEY**



# Which one is more valuable?



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# What We'll Cover

- Understanding the erosion of trust
- Why personal branding matters
- How to develop your own personal brand
- Practical, actionable strategies you can use now

# Why listen to me?



# Erosion of Trust

## 1980s -2000

Economic shifts, corporate power expansion, dot-com crash, diminished trust in government and large corporations.



## 2011 -2015

Social media's influence grows, rise in distrust in experts, shift toward trusting "people like me," CSR gaining prominence



## 2021 -2025

Post-pandemic world, continued decline in trust (healthcare, financial services), rise of personal brands as trusted figures



## Mid 1960s -1970s

Political and social upheaval (Vietnam War, Civil Rights Movement, Watergate)

## 2000 -2010

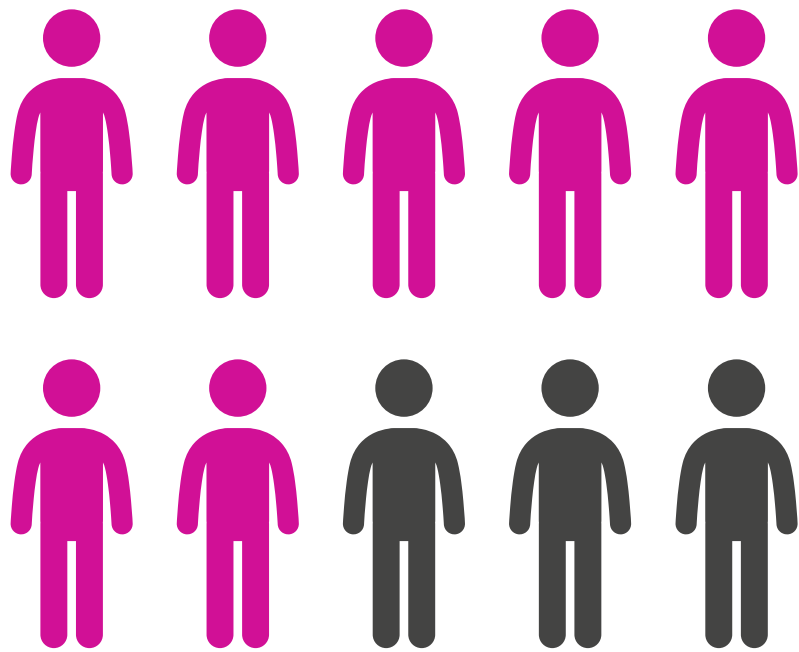
9/11, financial crisis, outsourcing, corporate scandals, rise of CSR, social media emerges

## 2016 -2020

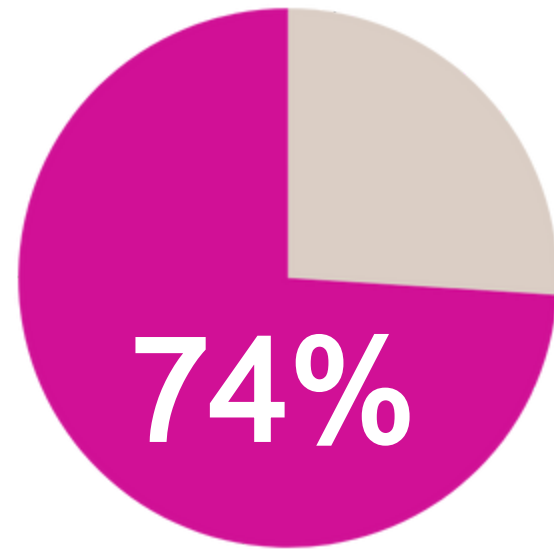
Fake news, political polarization, rise of expert distrust, social justice movements expose systemic issues



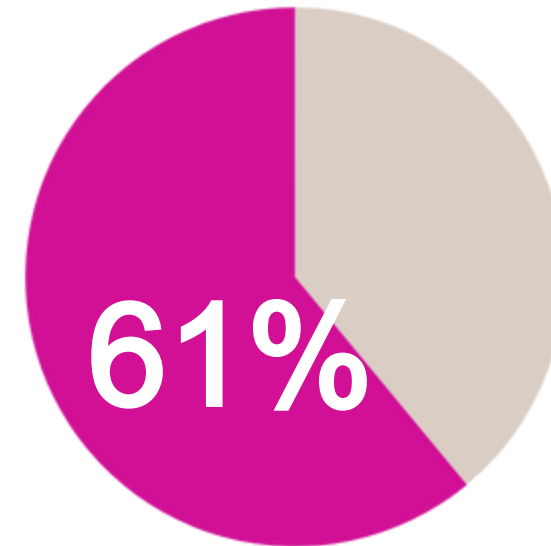
# The State of Trust



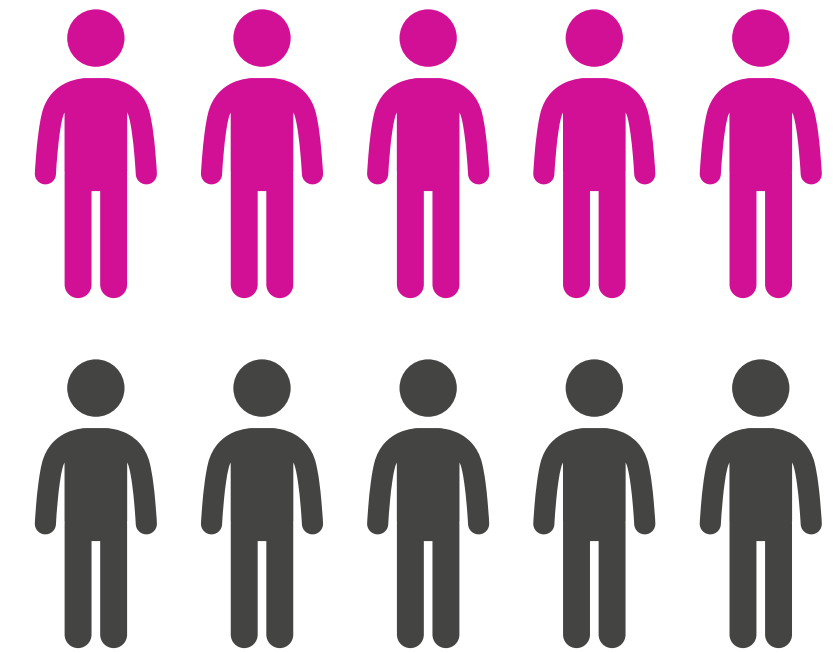
**7 in 10** Americans think people are **less confident in each other** than they were a generation ago  
*Source: Yahoo Finance*



Americans who say they're more likely to trust someone who has an **established personal brand** (85% of Older Millennials)  
*Source: Brand Builders Group Study*



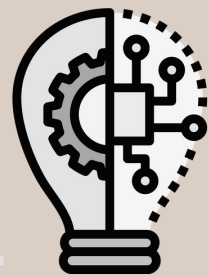
**Worry that business leaders are purposely trying to mislead them** by saying things they know are false or gross exaggerations  
*Source: 2024 Edelman Barometer on Trust in Innovation*



**5 in 10** Americans think citizens' trust in each other has **fallen** because people are **not as reliable** as they used to be.  
*Source: 2019 Pew Research State of Personal Trust Report*

# Accounting Industry Trends

## What They Mean for Your Personal Brand & Trust



**Increased Reliance on  
Technology and AI**



**A Declining Number of  
CPAs in the Workforce**



**Increasing Expectations for  
Ethical Behavior and  
Transparency**



**The Shift from Compliance  
to Strategic Consulting**



**Growing Importance of  
Social Responsibility and  
Community Engagement**



**The Need for Continuous  
Learning and Adaptation**

# ? Question for You

When clients trust you,  
how do you see them  
engaging differently with  
you?



# Question for You

What's been the biggest obstacle you face when trying to build trust with a client or colleague?

# What is a personal brand?



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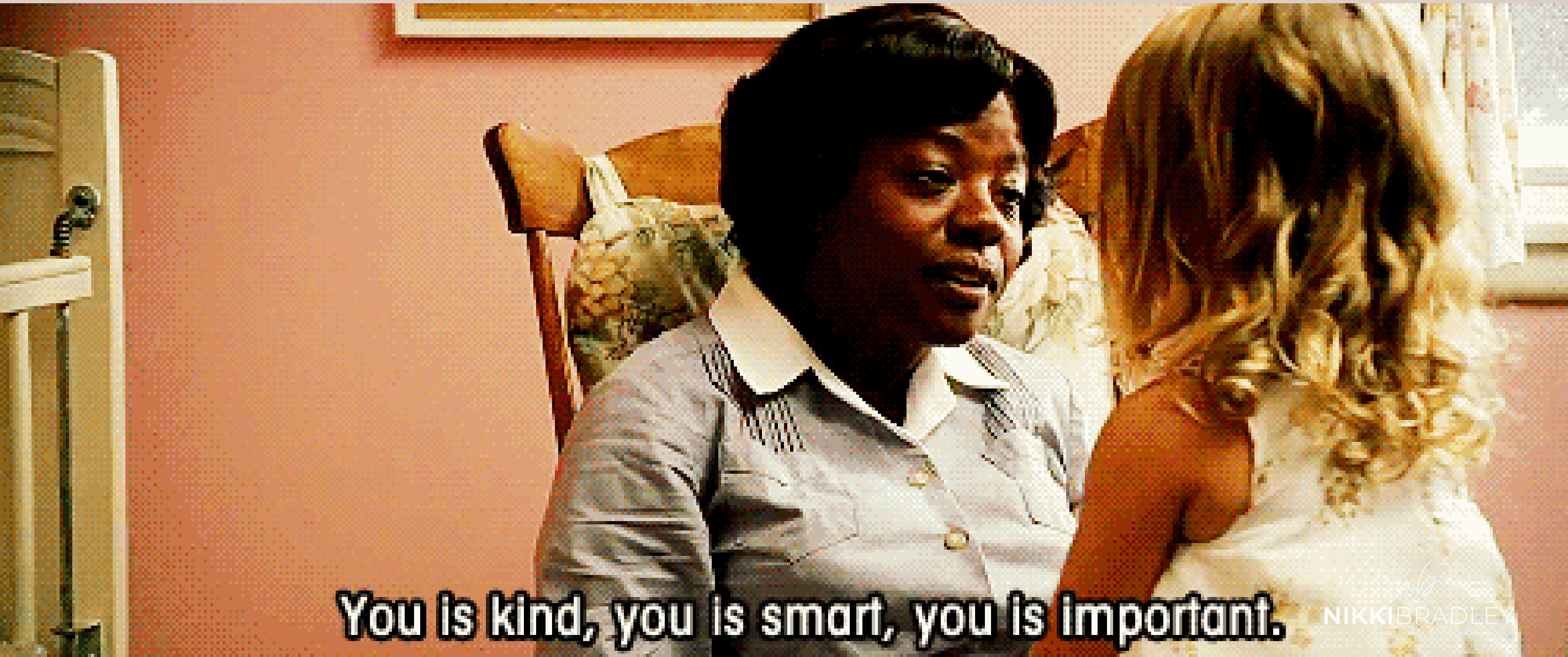




Your brand is your reputation.

It's what people say about you in  
rooms you're not yet in.

What words would your clients or colleagues use to describe your personal brand?



**You is kind, you is smart, you is important.**

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# Write this down

What are 3 words you want  
people to associate with  
your personal brand?



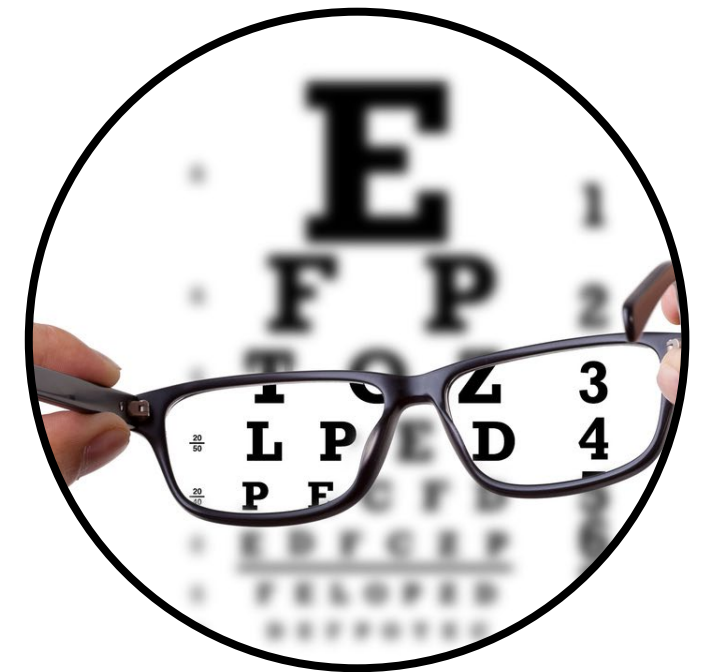
# The 3 Key Elements of a Personal Brand



Authenticity



Consistency



Visibility



A woman with long dark hair is sitting in a hotel room. She is wearing a dark top. In the background, there are two beds with white linens and brown headboards. A nightstand with a lamp is visible between the beds. To the left, there is a potted plant and a lamp. The room has a warm, yellowish light.

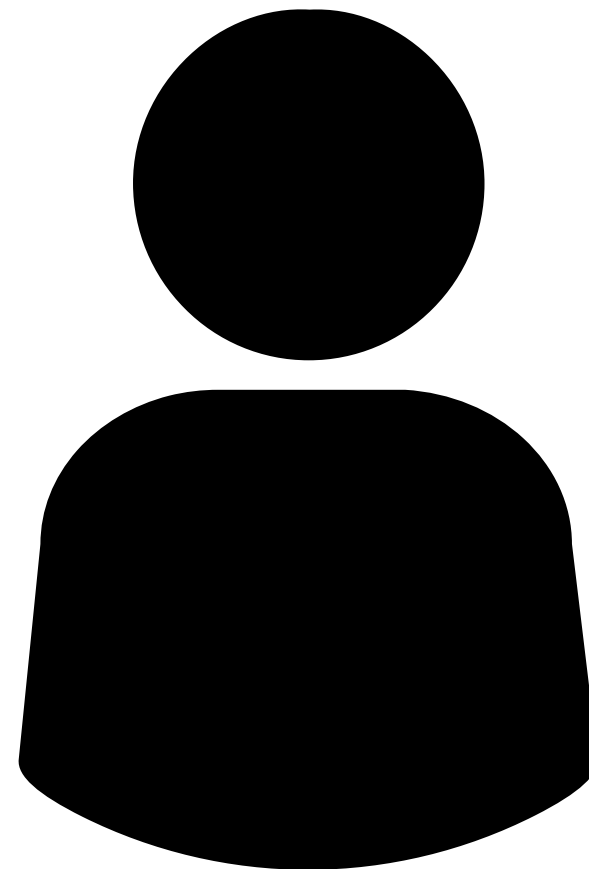
**IT SAYS IT IN GOOGLE,  
DEEN/ SO IT MUST BE TRUE.**

# Trust Building at Work

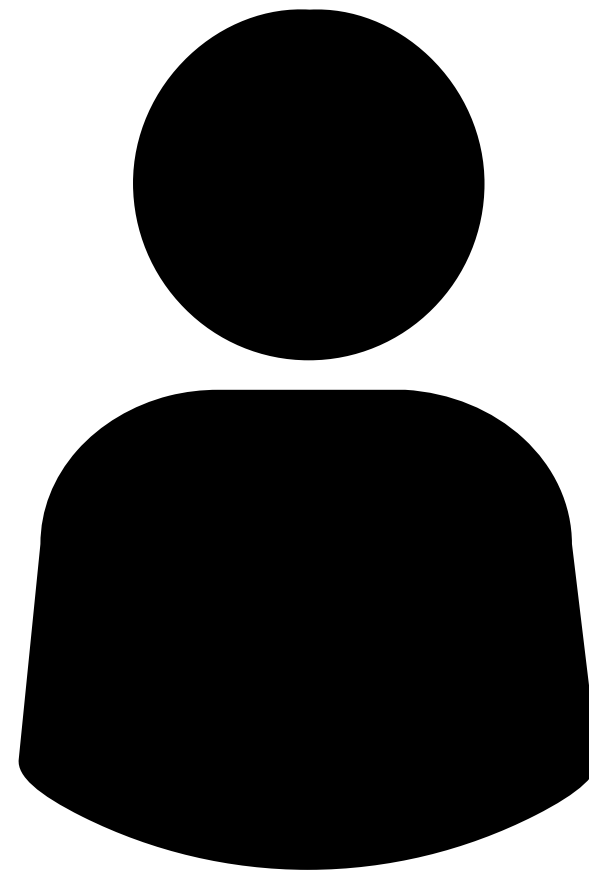




# TrustB uilding at W ork



# TrustB uilding at W ork



# TrustB uilding at W ork





# What do I say?

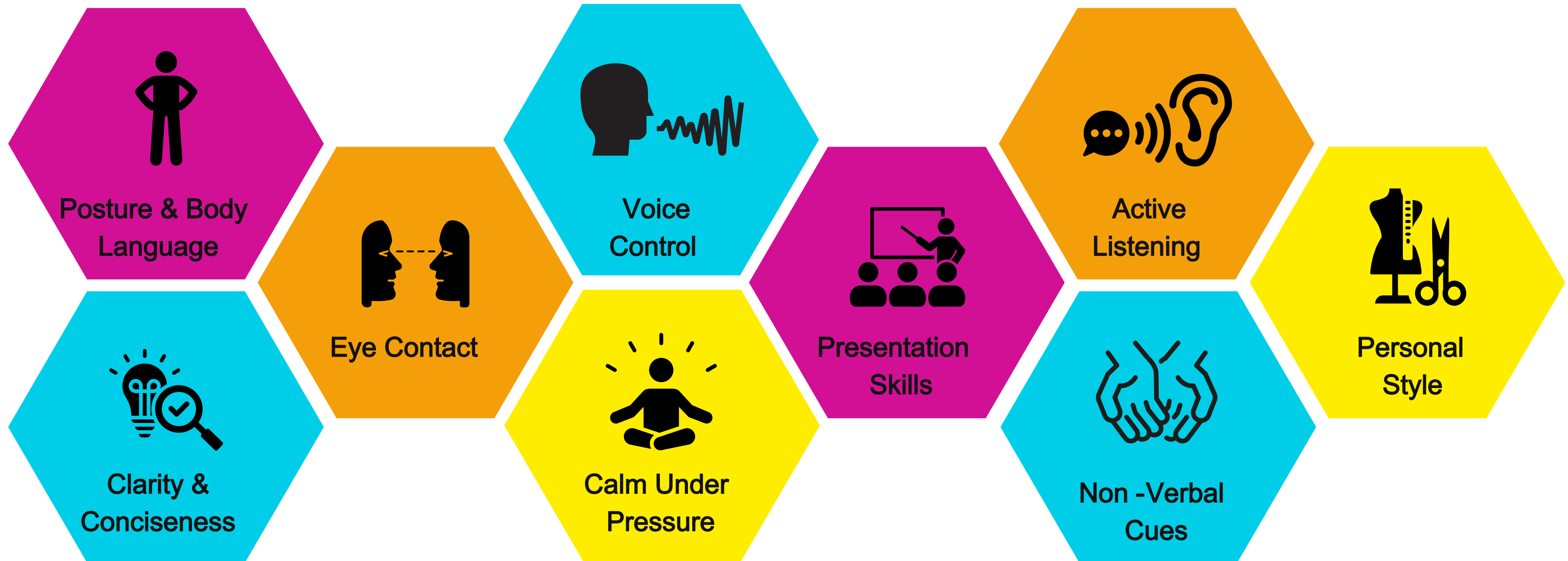


# Your Power Brand Statement

I help \_\_\_\_\_ to \_\_\_\_\_  
*who you best help* *their desired result*

when \_\_\_\_\_ so that \_\_\_\_\_ .  
*their problematic situation* *amazing impact*

# How to Exude a Strong Executive Presence





# Building Your Digital Footprint

1. Update and Optimize Your LinkedIn Profile
2. Write Short Posts Sharing Your Expertise
3. Create a Professional Blog or Micro-Blog (Medium, LinkedIn)
4. Engage with Others' Content
5. Host Short Webinars or Live Sessions
6. Ask Clients for Testimonials or Case Studies
7. Be Present on Industry-Specific Platforms
8. Leverage email marketing
9. Take offline connections online at events
10. Post video of you answering common questions
11. Create a digital portfolio
12. Be Consistent



**Pick  
3**



# Let's Recap

## How to build trust with your personal brand

- ✓ Develop a personal brand statement
- ✓ Use executive presence to project confidence
- ✓ Show up consistently online to establish a digital footprint
- ✓ Operate in integrity both online and off

# Live Coaching



# Your Feedback Matters



Please scan the QR code to share your thoughts.



A background image showing a group of people's hands and forearms reaching towards the center, holding hands in a circle. The image is faded and serves as a backdrop for the text.

Trust is built and maintained by  
many small actions over time.

Lolly Daskal

A group of young people, likely students, are seated in an audience. They are all looking forward with serious or concerned expressions. The lighting is dim, and the overall tone is somber. The text "QUESTIONS?" is overlaid on the bottom center of the image.

QUESTIONS?