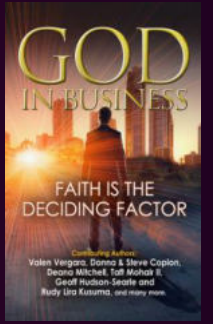
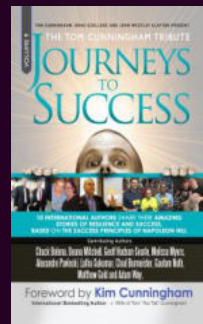
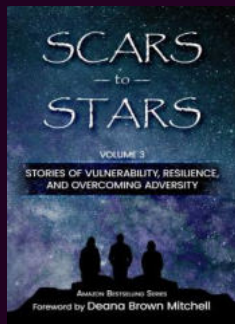
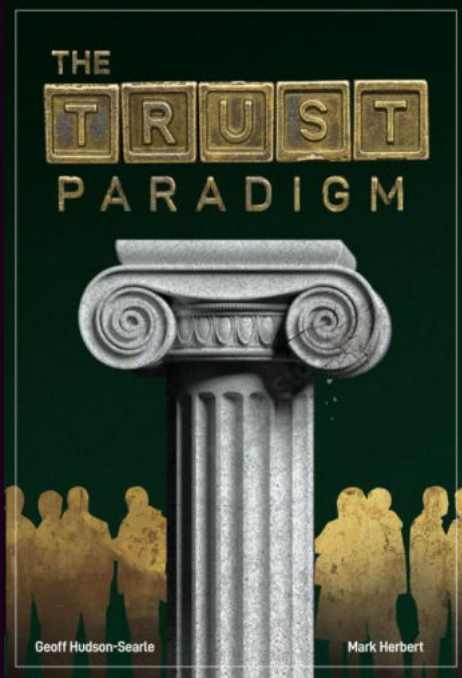
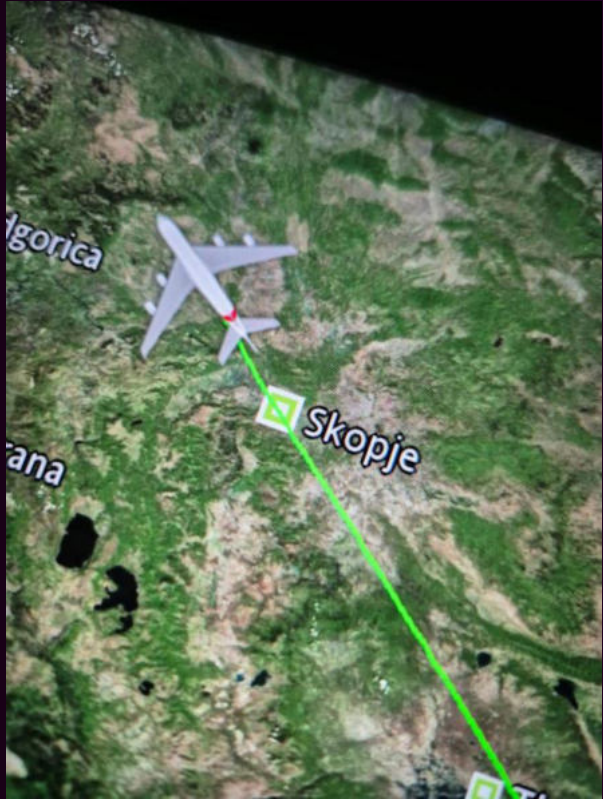




Geoff Hudson-Searle





Inspire and Connect

The Business Awards is Macedonia's premier platform for celebrating excellence, innovation and expertise in organisations of all sizes across the public, private and third sectors.

Entrepreneurs, investors and innovators who have contributed to the success of Macedonian economic growth and development.

An opportunity for leadership across international foreign trade, collaboration, innovation and the importance in developing links between Macedonia and the rest of the world.

Inspire and Connect

Foreign investment supports Macedonia reach its economic potential by providing capital to finance new industries and enhance existing industries, boosting infrastructure and productivity and creating employment opportunities in the process.

By bringing in businesses with connections in different markets, it opens export opportunities, boosting overall export performance, encouraging competition and increase innovation in new collaborations; technologies and services to the Macedonia market

Why Trust is
Important?

Why trust is important?

Corporate leaders today are measured by a new yardstick. The supreme test of a CEO and board of directors is now the value they create not just for shareholders, but for all stakeholders.

Our research shows that trust is the key to success.

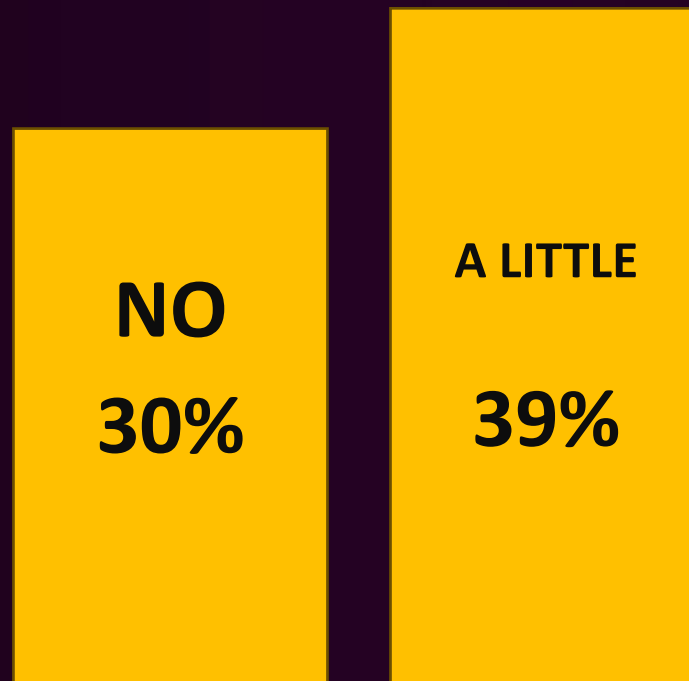
Why trust is important?

Yet growing distrust, cynicism and misinformation are eroding confidence in corporate impact and Environmental Social & Governance (ESG) claims.

To prosper in the age of stakeholder capitalism, companies must actively **cultivate the trust** of employees, investors, customers, regulators and corporate partners: developing strategies to understand these stakeholders more intimately, implementing deliberate trust-building actions, tracking their efforts over time, and communicating openly and effectively with key stakeholder groups.

IBEM Trust Report

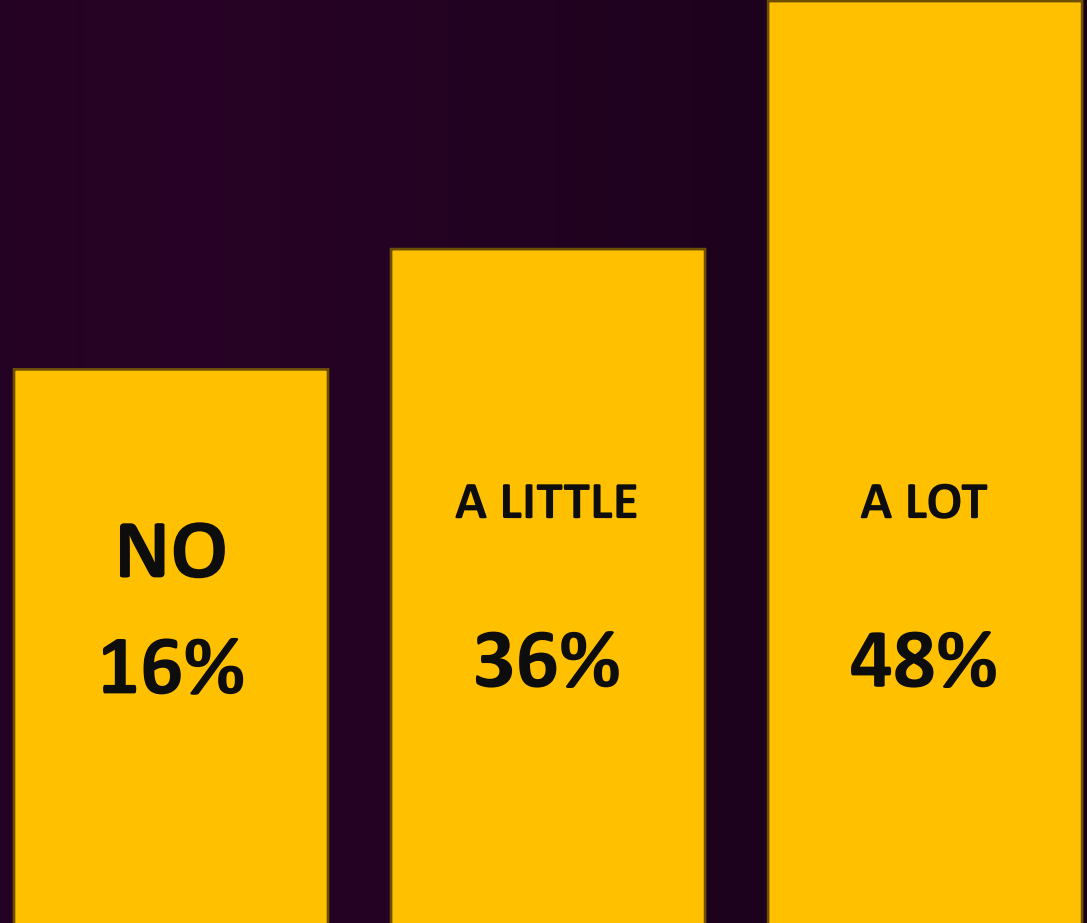
A IBEM survey, carried out by DataPad, establishing just how few of us trust our bosses:



IBEM Trust Report

Trust is always paramount, but given current global and national events, there has never been a greater need for trust in all spheres of our lives, even more so at the workplace and in business.

The survey asked employees the same question about 'trust and respect' in relation to their Executive Leadership, Heads of Department and immediate line managers. The closer the manager's role was to the respondent, the more likely the employee was to answer positively.



IBEM Trust Report

Shocking research was released recently by The Gallup Group, indicating that 87% of the workforce is either not engaged (**read: they are there physically but not mentally or emotionally**), or totally disengaged (**they actually undermine the success of an organization.**)

IBEM Trust Report

Companies spend more than \$100 billion every year trying to improve employee engagement in the workplace.

Despite their efforts, employee engagement numbers remain **under 35 percent**. It's vital for employers to understand the role employee disengagement plays in overall business success



TRUST IS A HARD,
ECONOMIC DRIVER.

“Contrary to what most people believe, trust is not some soft, illusive quality that you either have or you don’t; rather, trust is a pragmatic, tangible, actionable asset that you can create.”

- Stephen R. Covey

Final Thought

“Responding strategically to the current economic event requires a high degree of creativity, an openness to challenging assumptions and a willingness to look beyond the obvious in addressing the threats and embracing new opportunities.”

- Geoff Hudson-Searle

THANK YOU