



LAVERNE COUNCIL

National Managing Principal Enterprise
Technology Strategy & Innovation

The Value of Digital Trust

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“

Tough times teach trust.

— Mark Twain

”

Digital engagement requires **inclusion** and **trust**



Factors of digital trust



Trust is easily eroded and hard to reclaim

Only **6% of Americans** feel confident that government agencies can keep their records **private** and **secure**.

— Pew Research

Large IT projects run **45% over budget** and **7% over time**, while delivering **56% less value** than predicted.

— McKinsey-Oxford study on reference-class forecasting for IT projects



Most federal IT workforce respondents are **"unsure"** about the IT security posture of their organization.

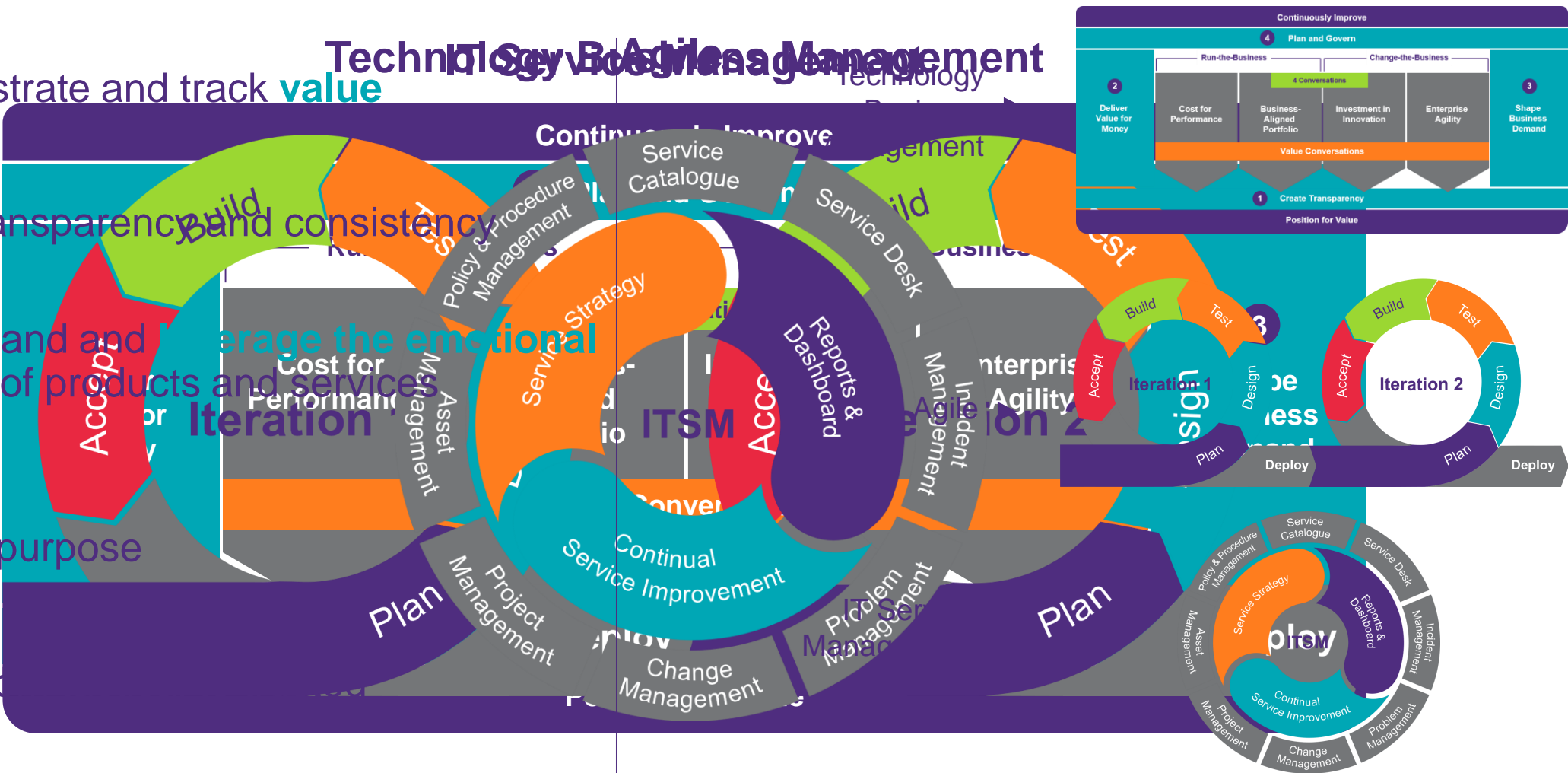
— Grant Thornton 2017 Federal CIO Survey

84% of the 2018 IT budget request is categorized as **"other"** and has no specific IT priority associated.

— 2018 President's Management Agenda

Using proven frameworks creates trust

- Demonstrate and track value
- Build transparency and consistency
- Understand and leverage the emotional impact of products and services
- Clarify purpose
- Move from



CIO owns digital trust

- Know your facts
- Ensure data accuracy and integrity
- Understand why your frameworks matter
- Get it right the first time
- Tell the story of digital value



Trust drives digital
engagement...
and GROWTH!



Thank You

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