

World Quality Day 2018 – A question of trust

This year we are celebrating the importance of trust within an organisation and your contribution to its growth and maintenance.

Gaining the trust of stakeholders does not happen overnight. It takes hard work and perseverance to secure a strong competitive advantage.

Every incorrect decision an organisation or individual makes has the potential to shatter this trust. If managed incorrectly, it can be lost within seconds and brand reputation irreversibly damaged.

That's why **#WQD2018** is a good opportunity for you to celebrate the trust you earned from your stakeholders, remember its importance and involve the rest of your organisation in fostering a culture of quality.

▶ Tell us how you are building organisational trust. Share your trust testimonials with us using **#WQD18** and **#AdvocatingTrust**

