

„ORGANIZATIONAL TRUST SCORE“ (OTS) ENHANCING TRUST SUSTAINABLY WITH THE OTS METHODOLOGY

The current scientific and economic climate presents a murky and complex sentiment, stuck between climate change, economic stagnation, and conflict. We live in a time where many are disillusioned, finding optimism for the future - if at all - only in personal life. A recent in-depth psychological study by the rheingold Institute reveals that two-thirds of Germans feel significantly insecure, seeking to escape reality.

This prevailing global and economic condition deeply affects companies, challenging them to reassess and realign themselves. Massive challenges emerge in areas such as energy transformation, digitalization, artificial intelligence, global supply chains, sustainability, skilled labor shortages, and generational gaps within the workforce. Organizations that navigate these tasks effectively will emerge stronger from the current crises and upheavals.

Studies indicate that employees' trust in the entire organization and its leadership is the critical determinant for productive changes and, ultimately, for corporate success. Without trust, the glue of an adaptable and future-oriented organizational culture, progress stalls - or worse, goes dangerously awry. No one dares to express critical opinions, and there is no confidence in learning from mistakes.

The first step to initiate targeted changes is to assess the communication and behavior patterns within the company. The "Organizational Trust Score" (OTS) can quantifiably measure employees' trust in the organization and its leaders, as well as the trust among leaders themselves, highlighting key barriers and areas for development. Developed by the rheingold Institute and Wolfgang Kirschstein | Executive Sparring from years of experience and the latest scientific findings, the OTS is a unique method that combines qualitative and quantitative modules. The depth psychological rheingold analysis and quantitative measurement work synergistically to understand communication and behavior patterns in the necessary depth, deriving concrete action recommendations in the second step and collaboratively implementing them with the company.

This forms the foundation for improving internal communication and strengthening trust within the workforce - an essential prerequisite for developing and implementing a collective strategy, breaking down cultural barriers, and powerfully shaping a successful future for the company.

METHODOLOGY :



Qualitative Module: rheingold (video) Interviews

Interview Duration: 2 hours each

Research Design:

Level A: First & second management levels (at least 20 interviews)

Level B: Employees (at least 30 interviews)

Research Process: Approximately 7 weeks



Quantitative Module: rheingoldQuant

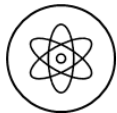
Interview Duration: Approximately 5-10 minutes

Research Design:

Level A: Führungsebene

Level B: Employees (full or partial survey)

Research Process: Approximately 7 weeks



Based on scientific findings and validated scales, for example:

- Validated item scales for communication quality and trustInterpersonelle
- Interpersonal Trust Scale (ITS)
- Employee Net Promoter Score (eNPS)
- Measurement of communication climate dimensions



Anonymity is our top priority! We guarantee anonymity extending beyond the interviews, ensuring that the statements of employees are analyzed and presented in a summarized structure and can no longer be traced back.

COST FRAMEWORK MODULES:

ORGANIZATIONAL TRUST SCORE – WHOLE ORGANIZATION

Qualitative Module	from 110.000 €
Quantitative Module (full or partial survey)	from 48.000 €
Total Amount, Net	from 158.000 €

ORGANIZATIONAL TRUST SCORE - MANAGEMENT

Qualitative Module	
Total Amount, Net	from 59.000 €