



TRUST BY DESIGN

In the Financial Service Industry



INTRODUCTION **LARS ALBERT BECK THOMSEN**



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OWNER, TRUSTWORKS A/S



**DIGITAL BUSINESS
ARCHITECT**



**ASSISTANT TEACHING PROFESSOR,
IT-UNIVERSITY of Copenhagen**



MENTOR, CPH FINTECH



WHAT WE DO IN **TRUSTWORKS**

We want to be the most **trustworthy** IT & Management consultancy.



ARCHITECTURE AND ANALYSIS



TENDER & CONTRACT MANAGEMENT



STRATEGY & ROADMAPS



PROJECT, PROGRAM AND PORTFOLIO MANAGEMENT



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TRUST MEANS MANY THINGS TO MANY PEOPLE

[IT'S ABOUT
TRANSPARENCY]

[TRUST IS ABOUT
RELIABILITY AND
COMMITMENT]

=

[YOU NEED
COMPETENCE TO
CREATE TRUST]

[TRUST EQUALS
INTEGRITY]

ALICE

THEO

ALFRED

JEANETTE



DRIVERS FOR **TRUST** BY DESIGN



THE GAME OF PENSION



INTRODUCTION TO THE GAME OF PENSION

How do Danes understand the dynamics behind the Danish pension schemes?



SERVICE

The Game of Pension is a service offered to pension companies and banks.



INSIGHT

The game is a qualitative data collection method, which creates engagement and delivers insights



IMPACT

We motivate people to engage with their pension now



RELEVANCE

Extra customer touch-point
Branding opportunity
Fun pension advice





TRUSTWORKS

START

MÅL

3 poäng
Du har nått målet! Du har fått 3 poäng för att ha nått målet. Du har också fått en extra tur för att ha nått målet.

Om du har nått målet, så är det dags att spela om poängen. Du kan också spela om poängen om du har nått målet. Du kan också spela om poängen om du har nått målet.