



# **Identity Shift: How Technology Changes Who We Are, What We Do & Whom We Trust**

# Identity is for Sale

# A Construct of Identity



# Don't Take Your Customer's Word at Face Value

# A Dramatic Disconnect: Say Vs. Do

**18%** identify as “private” people, carefully managing what they share and where they are with others

**But...**

**50%** regularly update their social networking page with details of where they are or where they plan to be

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**18%** are more cautious types who worry about being taken advantage of

**But...**

**63%** discuss personal details about themselves with others when online

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**11%** see the world as a “scary” place - requiring care to avoid placing themselves or their family in harm’s way

**But...**

**30%** of this group admit to exposing their full date of birth online

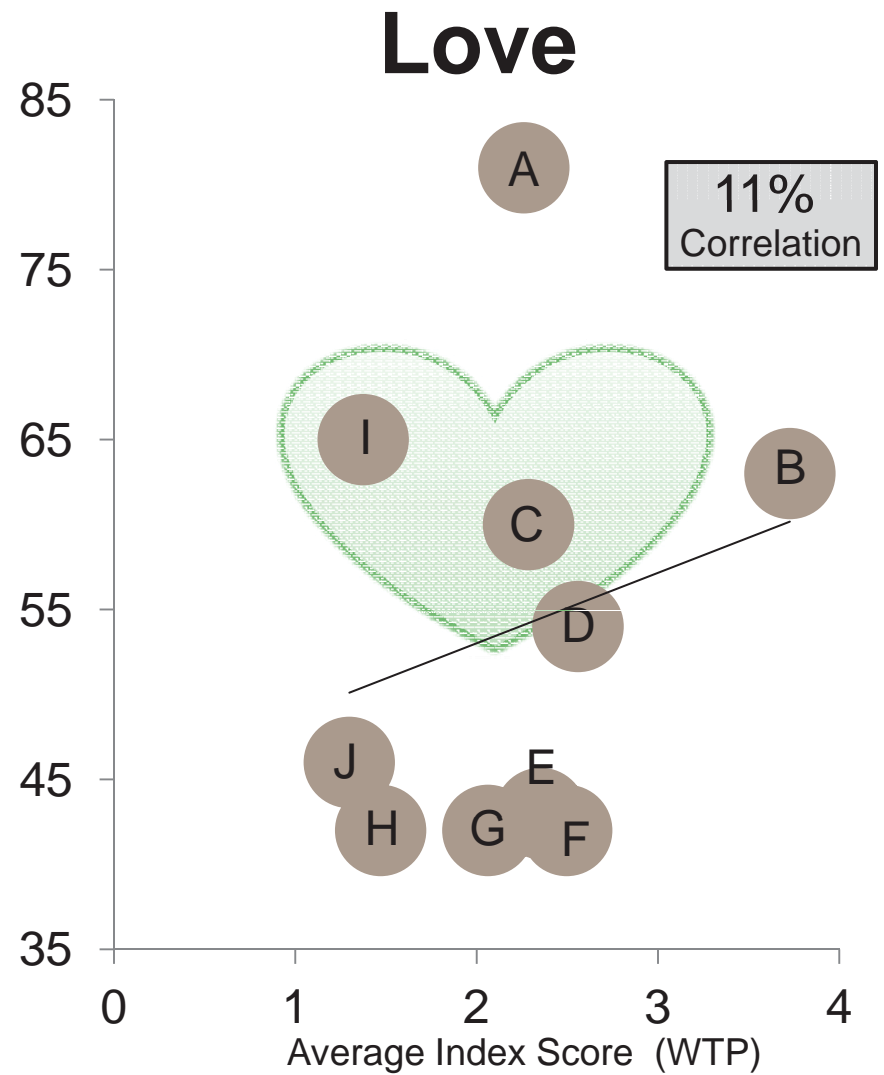
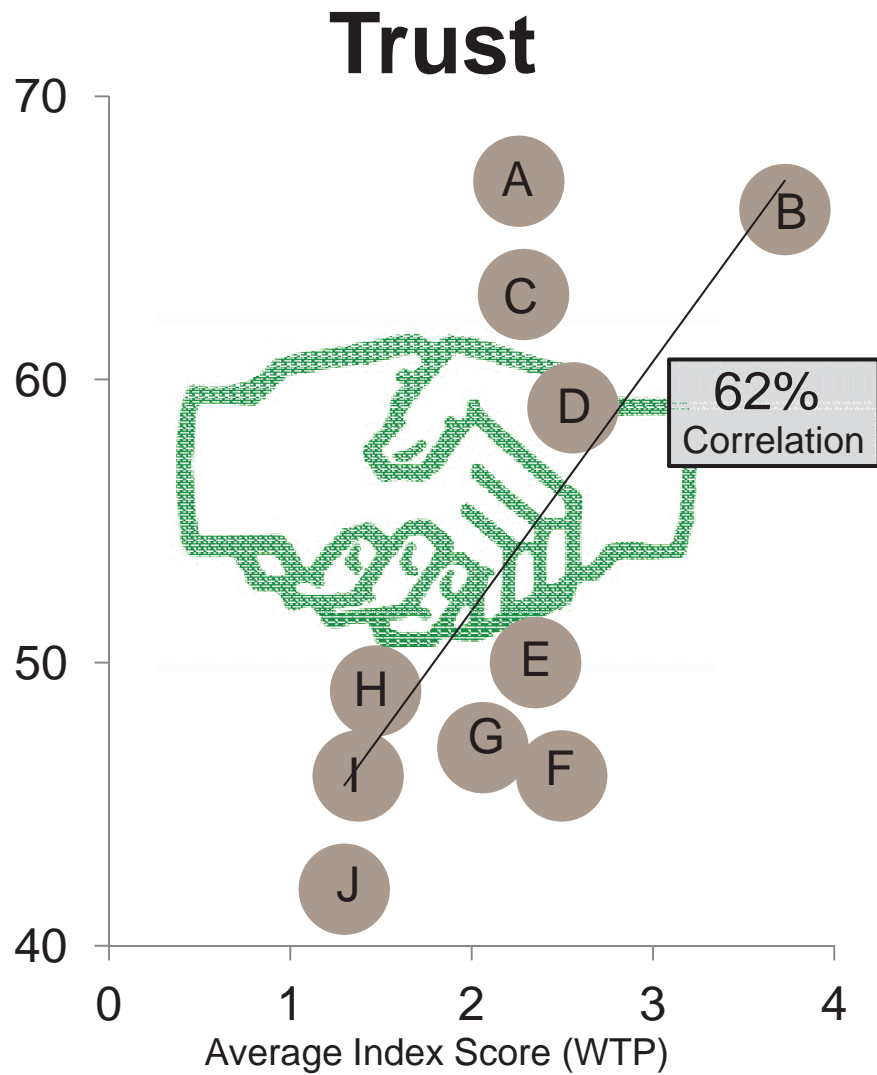
# The Universal Laws



# Companies Don't Need Love



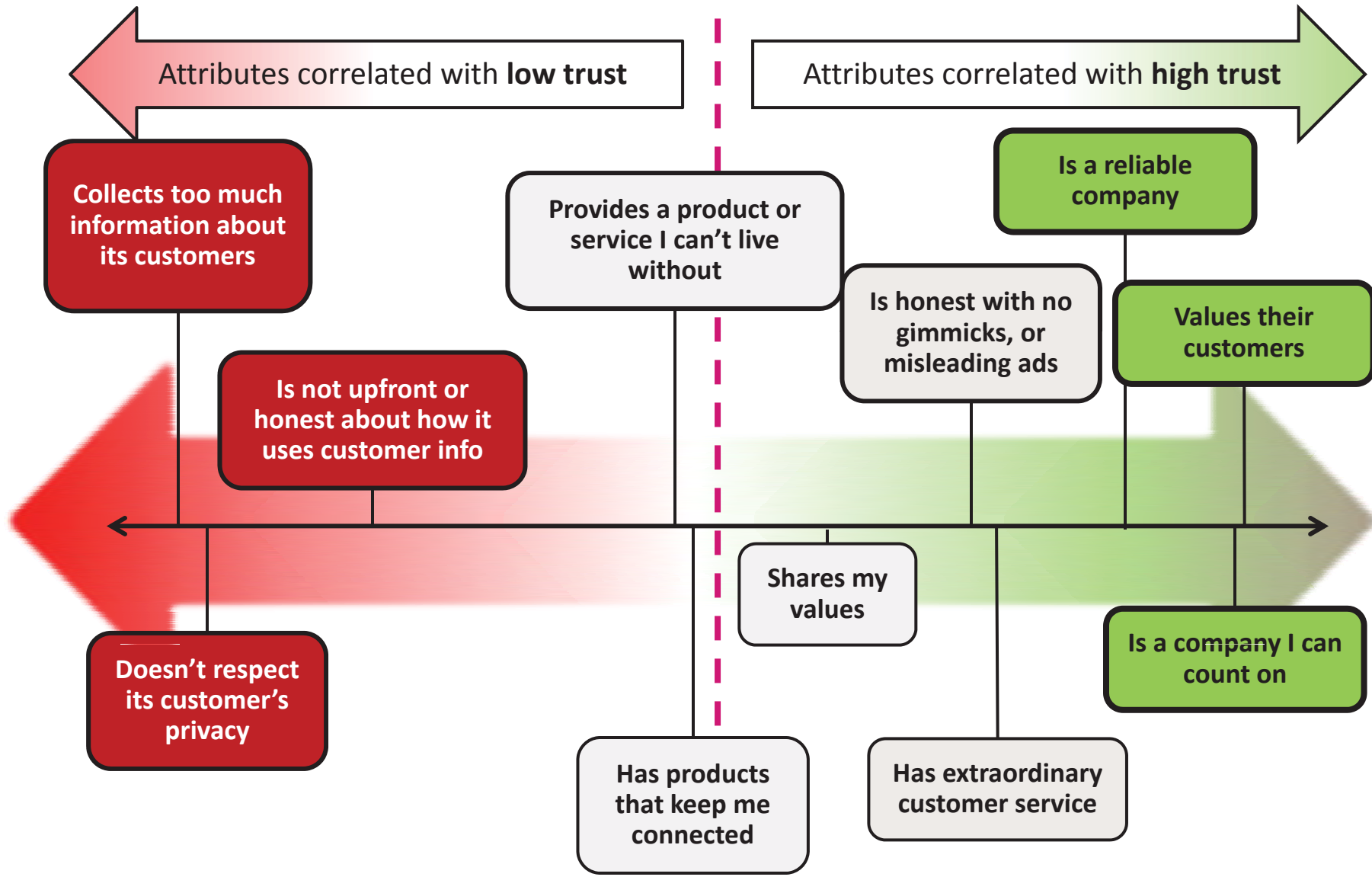
# Trust is the Currency in an Identity Economy





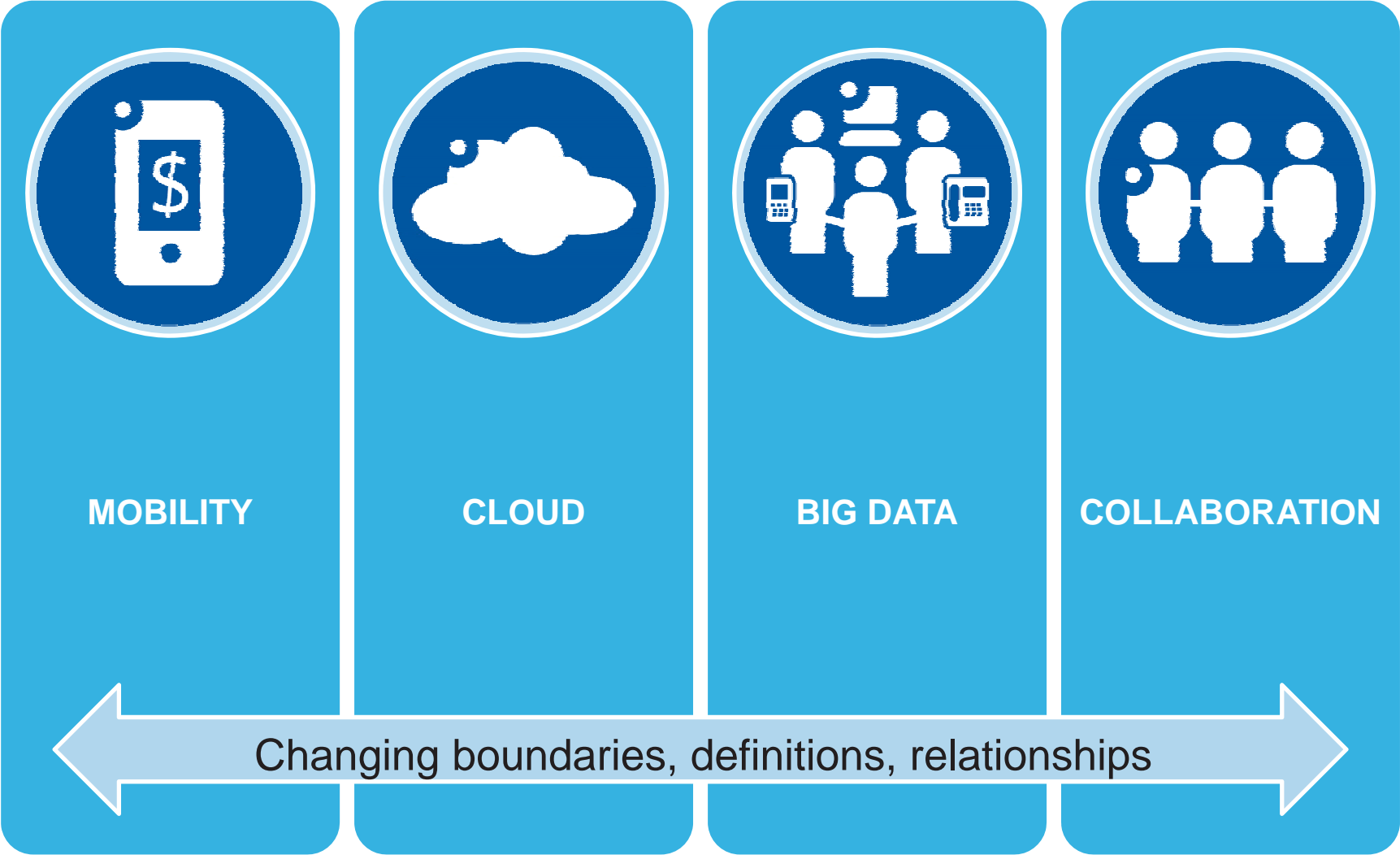
# Privacy Policies Don't Build Trust

# Transparency + Clarity + Control = Trust



# Identity Seeps Into Company Culture

# A New Relationship between Companies & Employees



# Implications

Identity is for sale

Consider all elements of identity  
in company efforts

Don't take the  
customer's word

People aren't rational; they  
rationalize

Companies don't  
need love

Trust is the currency

Privacy policies  
don't build trust

...Transparency, clarity & control  
do

Identity seeps into  
company culture

The employer/employee  
relationship is being redefined  
and renegotiated