



PRESIDENT'S MESSAGE | STEVE FITZGERALD

The Most Competitive Organizations Are Built on Trust

Hi,

For much of my professional life, I have had the privilege of teaching leadership principles to organizations around the world. One lesson became clear to me over and over again: **trust is not a soft idea**. Trust has a direct impact on how organizations perform.

As I begin my service as President of Converus, I see that same principle at the heart of our work. [VerifEye®](#) and [EyeDetect®](#) are not simply tools for screening applicants. They help organizations build safer, more trustworthy, and competitive environments.

Most every organization claims integrity as one of their core values. However, the best organizations do not leave trust to chance, but they build it intentionally. When an organization can develop a reputation of trust, leaders act quickly, customers feel confidence, and communities are welcoming.

Leaders. When the members of an organization trust in their leadership, those leaders can act decisively, encourage autonomy, and drive performance. Employees who trust management will feel safer at work, be loyal to their employer, and perform to a higher standard. When trust flows both ways, leaders can focus on the big picture, and employees will be empowered to execute their duties.



Customers. Building customer trust is vital. Customers who believe in the organization, company, or agency, will act differently. Over time, the customer's experiences with the products, services, and representatives will develop that bond. Brand loyalty will foster adoption of new offerings, drive word of mouth marketing, and increase client retention.



Communities. Often overlooked, the community in which an organization operates is the third relationship of trust that needs to be maintained. Manufacturing plants need to protect their local environment. Police departments need to serve with respect. Delivery drivers need to be courteous and safe on the road. When the community knows that they can count on an organization to act with integrity, they will be receptive and allow them to grow.

That kind of trust becomes a competitive advantage.

At Converus, we believe more safe, more trustworthy, and more competitive organizations are built intentionally. They are created by leaders who understand that trust is not simply something you talk about. It is something you build into the way the organization operates. [VerifEye](#) and [EyeDetect](#) are tangible tools to help build that trust earlier, where it can have the greatest impact.

As I look to the future of Converus, I am excited about the opportunity we have to help organizations around the world become even better. Better at protecting their people. Better at strengthening their cultures. Better at earning confidence from the communities they serve.

In the end the most competitive organizations are not only the ones with the best products, the best systems, or the best strategies. They are the ones employees and customers can trust.

To learn more about how [VerifEye](#) and [EyeDetect](#) can help your organization build trust into the hiring process, [contact us today](#).

Best,

Steve

Steve Fitzgerald
President & CEO

P.S. - Forward this email to others interested in the world's most advanced credibility assessment technologies. If you have industry news or would like to share your experience using EyeDetect or VerifEye, we'd love to hear from you. Email info@converus.com.

NEW AT CONVERUS

EyeDetect 5.2.0 has been released with improvements across the platform, including expanded language support, usability enhancements, localization updates, and bug fixes. New supported languages include Haitian Creole, Cebuano, and several Indian languages, helping broaden accessibility for users worldwide. The release also includes updates and fixes for EyeDetect Admin, Editor, Manager, and Analyzer applications.

Updates will be rolled out on a rolling basis over the coming weeks. [Contact](#) your salesperson or support representative if you have questions.

NEW SERVICE PARTNERS

A warm welcome to new Converus Service Partners:

- ATS Verifica (Mexico)
- Integrity Assessments Investigations (USA)

We continue to attract the best of the best in the credibility assessment industry. (Want to become a Converus Service Partner? Click [here](#).)

UPCOMING EVENTS



WORKSHOPS

Take advantage of a new training option from Converus. Join us on a free, 60-minute Teams call with a Converus expert to discuss specific topics. Learn more [here](#).

ABOUT CONVERUS

Converus provides scientifically validated credibility assessment technologies. [VerifEye®](#) (U.S. patent pending) is the world's first mobile app to help organizations or individuals accurately verify the truth about a person — including background, identity, creditworthiness and claims — in about 10 minutes. [EyeDetect®](#), which detects deception by measuring involuntary eye behavior, is a fast, accurate, affordable, noncontact, scalable, and fully automated option to polygraph. [EyeDetect+](#) (U.S. patent pending) is the world's first automated polygraph, making the testing process impartial, accurate, and less intrusive (than a traditional polygraph). It assesses credibility by monitoring and recording ocular activity plus physiological activity similar to a traditional polygraph. Customers worldwide use the product line for screening and investigations to help protect countries, corporations and communities from corruption, crime and threats. Converus is headquartered in Lehi, Utah, USA. Visit: converus.com

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