Just when is the *Moment of Trust* reached within a business relationship? If New Global Enterprises are morphing frequently, especially in partnerships, the requisite level of Trust attained with partners is an essential factor. This factor will limit the speed and depth of forming partnerships. And therefore, the speed and depth of creating, delivering and getting paid for *Value*. Ability to create and manage *Trust* may just be a core capability of any New Global Enterprise.

The *Moment of Trust* is not a point in time per se, but a building with what I call "interaction strength." In Physics, a definition of "Moment" is "the tendency to cause rotation about a point or an axis."   In this analogy, the point or axis is the business relationship and rotation is the operation of the wheel of commerce. Trust is such a fundamental characteristic of any relationship, business or otherwise. In the brave New Global Enterprise world of managing an increasing number of partnerships, building Trust quickly and maintaining it is paramount.

Actually, *Trust* is not a new business requirement. Places like Wall Street have existed and run on *Trust* forever. In the end, because one only has one's name and word, Trust is everything. In supporting traders in the capital markets, I have seen literally billions of dollars of securities traded in a moment over the phone on word alone. If legal documents were required at every step, these markets would come to a screeching halt. If the world of electronic business services is to gain much heft, Trusted Networks much exist that allow varying levels of interactions depending on the degree of Trust.

This implies the needed existence of Security Policy Servers that are able to monitor all interactions and alert breaches. And so, a common language to describe interactions becomes the *sine qua non* of electronic commerce development. This language must be common or otherwise, we will spend inordinate amounts of time translating between each other's business vocabularies instead of interacting and transacting.

In the electronic world, interaction or transaction overhead needs to be (a) very small and (b) constrained. It is the friction or tendency to impede commerce in the system. As these electronic markets create more and more economic efficiency, only smaller, controllable overhead will permit profitable activity.

Stay tuned for a Business Vocabulary and Security Architecture around the *Moments of Trust*.