THE TRUST EDGE

Executive Training Institute

April 2, 2014

TRUST is _____________________________.

THE TRUST EDGE is the _______________________________
gained when others confidently believe in you.

Everything of value is built on trust,
from financial systems to relationships.
8 PILLARS OF TRUST

1. C

People trust the clear and mistrust the ambiguous.

Six Questions for the 90-Day Quick Plans:

1. ____________________________
   ____________________________

2. ____________________________
   ____________________________

3. ____________________________
   ____________________________

4. ____________________________
   ____________________________

5. ____________________________
   ____________________________

6. ____________________________
   ____________________________

Clear Communicators:

- Listen
- Empathize.
- Avoid manipulation. Don’t overstate or understate.
- Speak honestly and without exaggeration.
- Stay focused and avoid distractions.
- Ask questions.
- Glean information from the non-verbal communication.
- Keep an open mind; don’t jump to conclusions.
- Do not criticize.
- Simplify the complicated.
- First seek to understand, and then to be understood.
- Mean what they say.

In the 21st century, trust has become the world’s most valuable resource.
2. C

People put faith in those who care beyond themselves.

The LAW of Compassion:

L
A
W

How do you build trust with clients?
First, you need to care about them.

3. C

People notice those who do what is right over what is easy.

Top Five Values:

1.
2.
3.
4.
5.

Great people stay absolutely focused on the most important things.

Effective Listeners:

- Keep eye contact.
- Listen with their body.
- Practice patience.
- Empathize.
- Are present.
- Avoid answering interrupting electronics.
- Hold one conversation at a time.
4. C

*People have confidence in those who stay fresh, relevant, & capable.*

Basic Psychology:

> >

______________ > __________________ > __________________

*Humility is the first step to ability.*

5. C

*People believe in those who stand through adversity.*

The common characteristic of the people who have left the most positive and impacting legacies on your life and on history is __________________________.

*Sacrifice is the commonality of great leaders.*

6. C

*People want to follow, buy from, and be around friends.*

The most magnetic trait is __________________________

*Trust, not money, is the currency for business and life.*
7. C

People immediately respond to results.

6 ways to motivate contribution:

E
E
E
E
E
E
E

Doing, not saying, builds trust.

8. C

People love to see the little things, done consistently.

In every interaction, we _____________________ or _____________________ trust.

The little things, done consistently, make the big difference.
90-DAY COMMITMENT

What one specific thing will you consistently do for the next 90 days that will change your work life?
I will...

What one specific thing will you consistently do for the next 90 days that will change your home life?
I will...

TRUST EDGE Development Plan

Consistency Goal: ____________________________

Clarity Goal: ____________________________

Compassion Goal: ____________________________

Character Goal: ____________________________

Contribution Goal: ____________________________

Competency Goal: ____________________________

Connection Goal: ____________________________

Commitment Goal: ____________________________

11 Tips for Changing Habits
1. Write down the habit.
2. Note the benefits.
3. Replace it.
4. Work on one at a time.
5. Create a clear plan.
6. Break the plan down.
7. Create appropriate accountability.
8. Reward the target behavior.
9. Keep it on top of your mind.
10. Remove distractions.
11. Ask for help.
SELF ASSESSMENT

Instructions: Use the scale below to rate how each statement applies to you. Be sure to answer the question in terms of “How often do I…” Give honest answers without over-thinking.

Rating Scale: 1 = Never   2 = Rarely   3 = Sometimes   4 = Frequently   5 = Always

How often do I…

1. Meet expectations when completing job responsibilities?
2. Show sincere appreciation to others for their contributions?
3. Demonstrate a willingness to do whatever needs to be done?
4. Act in a manner consistent with the organization’s vision, mission, and values?
5. Strive to help others to be successful?
6. Willingly admit mistakes?
7. Talk about the company’s vision, mission, and values?
8. Seek input from those affected by the decisions?
9. Work to ensure the success of the team/organization instead of my personal agenda?
10. Demonstrate continuous learning to improve my ability to perform?
11. Exhibit honesty?
12. Accept others as equal team members to the success of the organization?
13. Keep the same level of quality in every project?
14. Work to resolve different opinions/conflict as soon as possible?
15. Exhibit dependability by doing what was agreed to be done?
16. Genuinely listen?
17. Volunteer to assist whenever possible?
18. Act with integrity?
19. Ensure that performance expectations are clearly understood?
20. Deliver expected results?
21. Strive to reach win-win agreements when working with different opinions?
22. Act and deliver on the most important tasks and goals?
23. Demonstrate a sincere care for people?
24. Deliver above and beyond what is expected?
## Scoring

<table>
<thead>
<tr>
<th>Pillar 1: Clarity</th>
<th>Pillar 2: Compassion</th>
<th>Pillar 3: Character</th>
<th>Pillar 4: Competency</th>
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<tbody>
<tr>
<td>Question 7._____</td>
<td>Question 2._____</td>
<td>Question 6._____</td>
<td>Question 1._____</td>
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<td>Question 14._____</td>
<td>Question 16._____</td>
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<td>Question 19._____</td>
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<tr>
<th>Pillar 5: Commitment</th>
<th>Pillar 6: Connection</th>
<th>Pillar 7: Contribution</th>
<th>Pillar 8: Consistency</th>
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<tbody>
<tr>
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⚠️ A score of **13-15** indicates that the pillar is a strength for you.

⚠️ A score of **9-12** indicates that the pillar could be strengthened to improve outcomes.

⚠️ A score of **8 or lower** indicates that the pillar is negatively affecting your trust level and must be improved to make progress.