

# OUR BIASES

*How we teach about trust is important.*

## Research

### **8-Pillar Framework**

We believe being “research-based” is crucial. The foundation of the framework was established in research from David Horsager’s graduate work.

### **Trust Outlook™**

Trust Edge Leadership Institute continues to produce annual research on Trust across industries and around the world to stay fresh and relevant on the current impact of trust.

## Relevance

### **Start with self**

We believe Human Capital Development and Learning & Development Initiatives only work if they start with a person. We don’t believe organizations get better, we believe individuals do. If we start with individuals, there is a chance of actual big-scale change.

### **Simple, usable**

People act on simplicity, therefore we value actionable content.

### **Globally applicable**

The 8-Pillar Trust Edge Framework™ is validated globally and has been used in international reform, governments, professional sports teams, etc. We also believe in contextualization to bring added relevance to specific groups.

## Reinforcement

### **Variety**

We believe in using a blend of learning styles from reflection and discussion to videos and activities.

### **Handwriting**

The reticular activating system (responsible for attention, alertness, motivation, etc.) is more active when people handwrite than when they type. Therefore, for those who are able, we encourage hand-written notes and have created space for notes throughout the Participant Guide.

### **Ambassador Program**

The additional content in the Ambassador Program provides a 12-month plan for reinforcing the Trust Edge framework in teams within organizations.