



TOPIC CHECKLIST: *CONTEXTUALIZING A CASE FOR TRUST*

Module 1: The Case for Trust & Module 2: Nuances of Presenting the Case for Trust

Client:

Industry:

Mission:

Values:

Assessments:

Plausible Objections:

Business Concerns:

1. Addressing the Root Issue

- ☐ A lack of trust is your biggest expense
- ☐ The #1 question everyone is asking about you is not, “do I like you?” it’s “Can I trust you?”
- ☐ Use humor:
 - ☐ Show videos
 - ☐ Include funny pictures
- ☐ Give relatable examples:
 - ☐ Credit card score → TRUST SCORE analogy.
 - ☐ Explain LEADING INDICATOR concept.
 - ☐ Never a marketing, communication, sales, or leadership issue.

2. The Trust Edge Approach & Method

- ☐ Emphasize the Research.
- ☐ Highlight Relevance:
 - ☐ Actionable.
 - ☐ Simple to implement.
 - ☐ Globally applicable.
- ☐ Reinforcement through variety:
 - ☐ Teaching styles.
 - ☐ Handwriting.
 - ☐ Resources.



3. Provide a Clear Definition

- ☐ Define trust as “a confident belief in a person, product, or organization.”

4. Use Small Touchpoints with the People Around Them

- ☐ Ask: “How would you define trust in one word?”
- ☐ Pose the question: “What is a lack of trust costing your org/team?”
- ☐ Other:

5. STORY STORY STORY

- ☐ Share Mr. Olson’s Veggie Stand Story:
 - ☐ “Honor System/Trust System” reduces cost and time.
 - ☐ Demonstrates efficiency and loyalty.
- ☐ Explain the COST of a Lack of Trust:
 - ☐ Lock example.
 - ☐ Compare texting someone you trust vs. someone you don’t trust.
- ☐ Other:

6. Address the Tendency to Externalize

- ☐ Remind: Resist thinking “Who around me needs this?”
- ☐ Encourage self-reflection instead of focusing on colleagues, bosses, or partners.

7. Use of Imagery

- ☐ Include the Swoosh Slide for visual reinforcement.

8. Leverage Research

- ☐ Share Trusted Leadership statistics.
- ☐ Highlight Generational Trust trends.
- ☐ Provide Investing and ROI stats related to trust.
- ☐ Stat:
- ☐ Stat:

9. Single-Line Definitions of each of the 8 Pillars

- ☐ Deliver concise, memorable definitions for each of the 8 Pillars.



10. Wrap-Up with a Powerful Conclusion

☐ Reinforce:

- ☐ This is not just for those with a trust issue.
- ☐ Trust is the competitive advantage.
- ☐ Trust provides a powerful lens to identify opportunities for growth.
- ☐ Make it personal: Share how this work has changed you.