



## Ten Conversation Starters for Presenting "The Case for Trust"

*These are designed to open up discovery, uncover trust gaps, and set the stage for solutions.*

1. **"Where do you see trust showing up—or breaking down—within your team or organization right now?"**  
➤ Opens the door to real issues without being accusatory.
2. **"What would be possible if trust improved by just 10% across your organization?"**  
➤ Invites imagination and reveals the cost of a lack of trust.
3. **"How much time, energy, or money do you think is lost each week due to low trust?"**  
➤ Helps them calculate the hidden expenses of mistrust.
4. **"If your customers were asked to define your brand in one word, would 'trustworthy' come up?"**  
➤ Turns the focus toward brand perception and customer experience.
5. **"When you think about your top performers—what role does trust play in how they operate?"**  
➤ Connects trust directly to high performance.
6. **"Would you say your leaders are trusted—or just liked?"**  
➤ Sparks discussion about leadership effectiveness versus popularity.
7. **"Do people here feel safe enough to speak up, challenge ideas, or admit mistakes?"**  
➤ Highlights the connection between trust and psychological safety.
8. **"What would you say is the biggest obstacle to deeper trust in your culture?"**  
➤ Identifies the gap and starts diagnosing root issues.
9. **"How do you currently measure trust—or are you flying blind?"**  
➤ Leads to opportunities for assessment, diagnostics, or the Trust Outlook®.
10. **"If trust is the currency of business, how are you investing in it?"**  
➤ A powerful closing or pivot question that frames trust as a strategic asset.

*The right questions do more than spark conversation—they unlock clarity, build confidence, and inspire meaningful action. When clients internalize and engage with these questions, they're empowered not just to talk about trust—but to build it.*

*Keep leading with purpose-driven questions that foster confident delivery, deeper engagement, and measurable growth—one high-trust conversation at a time.*