

1  
2  
3  
4  
10  
11  
12

Welcome to

# TRUST EDGE SIMPLIFIED



**TRUST EDGE**  
LEADERSHIP INSTITUTE

Copyright © 2021 Trust Edge Leadership Institute. All rights reserved.

- **Please have this up and loaded before participants arrive to the room or virtual meeting.**
- **Say:** “Welcome to Trust Edge Simplified!”
- **Introduce yourself to the group, share why you care about building trust, and then say:** “I’m really excited to go through this course together and to see the impact of building trust as we apply the tools throughout each module. Let’s go ahead and kick things off with Module 1!”

MODULE 1:  
Why Trust?

2

3

4

5

6

7

8

9

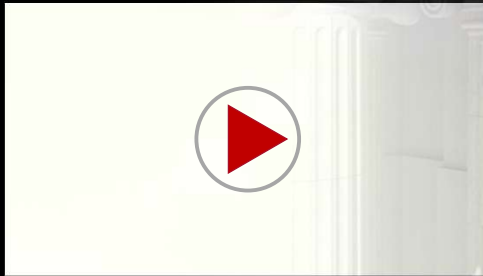
10

11

12

# MODULE 1

# Why Trust?



 TRUST EDGE  
LEADERSHIP INSTITUTE

Copyright © MXXXI Trust Edge Leadership Institute. All rights reserved.

- **Module 1 Goal: Say,** “Today’s goal is to define trust, to understand why trust matters, and to start seeing how trust is affecting us individually and in our workplace.”
- **Click again to play the video on this slide. 2-minute video: “Why Trust?”**

2

3

4

5

6

7

8

9

10

11

12

## » CONNECT

- ✓ Introduce yourself.
- ✓ Share where you have seen trust being built or lost in the last week.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Facilitate a brief introduction for the participants to get to know each other. For larger groups, have participants share in pairs, triads, or table groups (or via breakout rooms virtually).**



**TRUST** is the  
**single uniqueness** of the  
greatest leaders & organizations  
*—and it matters now  
more than ever.*

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Trust is the single uniqueness of the greatest leaders & organizations—and it matters now more than ever.”

## » DISCUSS

# How would you define TRUST?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Pause and think about this for a second. How would you define trust? What words, phrases, or pictures come to mind for defining what trust IS?”
- **Have participants share with the person next to them or facilitate a group discussion virtually. 3-minute discussion.**
- **Other questions that can be asked:** “What can cause you to lose trust with someone or something? What has been a consequence or outcome of losing trust with an organization, brand, or person?”

2

3

4

5

6

7

8

9

10

11

12

## TRUST is...

the **confident belief**  
in a person, product  
or organization.



**Say:** “Trust Edge Leadership Institute defines trust as ‘the confident believe in a person, product, or an organization.’”

2

3

4

5

6

7

8

9

10

11

12


**The TRUST EDGE is...**

...the competitive advantage  
gained when others confidently  
believe in you.

- **Say:** “The difference between ‘Trust’ and ‘The Trust Edge’ comes down to what actually happen when trust is authentically built. The Trust Edge is ‘the competitive advantage gained when other confidently believe in you’.”
- **Click to drop down the fill-in-the-blank**

2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

## » DISCUSS

- ✓ Name a **high trust** individual or organization. 
- ✓ Share what makes them high trust to you.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- Have the participants break up into small groups of 3-5 people or breakout rooms virtually.
- Spend at least 3 minutes discussing the above, then come back together and do call-outs to hear what the groups discussed.
- Before clicking to the video on the next slide, say: “Trust influences us all the time, at work and at home. Here’s a video that shares more about it’s impact.”



MODULE 1:  
**Why Trust?**

2

3

4

5

6

7

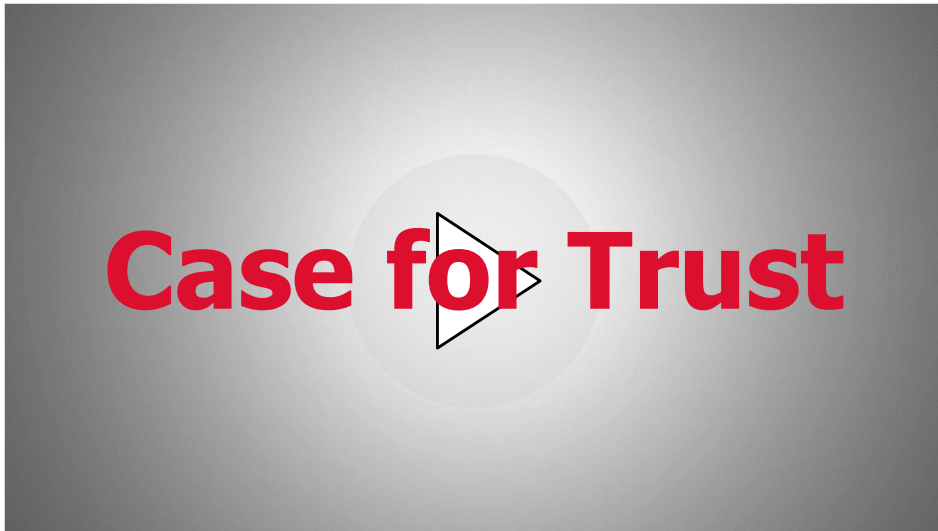
8

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**3-minute video: Case for Trust**

2

3

4

5

6

7

8

9

10

11

12

## >> DISCUSS

What key points or statements stood out to you?



**Ask:** “What are the key points or statements that stuck out to you from the video?” **Discuss briefly.**

2

3

4

5

6

7

8

9

10

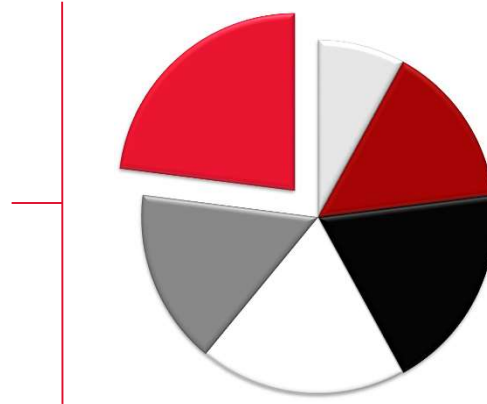
11

12

**#1 reason**  
people want to work  
for an organization?

**Trusted  
Leadership!**

-Trust Outlook®



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “The annual research study out of Trust Edge Leadership Institute found that the #1 reason people want to work for an organization is TRUSTED LEADERSHIP”
- **(This data is from the annual Trust Outlook®: [www.TrustOutlook.com](http://www.TrustOutlook.com))**

48% of all  
Americans have  
**invested \$1,000**  
or more based  
**purely on trust.**

-Trust Outlook®



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “The study also found that almost half of all Americans have invested \$1,000 or more based purely on trust.”
- **(This data is from the annual Trust Outlook®: [www.TrustOutlook.com](http://www.TrustOutlook.com))**

## » DISCUSS

Where have you seen **TRUST** impact:

- |              |                      |
|--------------|----------------------|
| ? Innovation | ? Agile              |
| ? Leadership | ? Net Promoter Score |
| ? Risk       | ? Marketing          |
| ? Diversity  | ? Reach              |
| ? Sales      | ? Learning           |

- **Ask:** “Where have you seen trust impact one of these areas for good or for bad?”  
**Discuss for a few minutes.**
- **Optional follow up question:** “How have you seen that impact played out over time?”

## What does TRUST do?

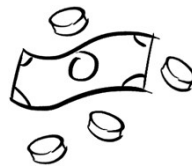
- ✓ Drives innovation
- ✓ Expands leadership
- ✓ Mitigates risk
- ✓ Leverages diversity
- ✓ Speeds up sales
- ✓ Accelerates agile
- ✓ Increases NPS
- ✓ Amplifies marketing
- ✓ Furthers reach
- ✓ Enables learning

- **Say:** “Trust is our most crucial tool. These are just SOME of the ways that trust can maximize our efforts.”
- **Call out a few of the bullet points and give your own examples of when you’ve seen trust impacts those areas.**

2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

## » REFLECT

What is a **lack of trust** costing you?  
Your team?  
Your organization?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Have people share by either pairing up or shout-outs virtually.**
- **Ask:** “What do you think a lack of trust is costing you? What’s it costing your team? What about your organization as a whole?”
- **Point out that Mr. Olsen’s trust benefits were time, money and loyalty.** (Some costs to discuss under this question- redundancy, safety, stress, productivity, retention, efficiency)

2

3

4

5

6

7

8

9

10

11

12

## >> REFLECT

What is your biggest current  
**work challenge?**

What specific **result** would you  
most like to achieve with trust?



OA  
OB

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Think for moment...What is your biggest current work challenge? And then, what is ONE result you would like to achieve with trust? Remember, trust can improve innovation, safety, loyalty, retention, culture, efficiency...so take a couple of minutes to write down your biggest current work challenge and the result you would like to achieve with trust and then we’ll come back together.”
- **Allow 2-3 minutes for quiet reflection.**



2

3

4

5

6

7

8

9

10

11

12

## >> **APPLY IT!**

- ✓ What does this mean to **US**?
- ✓ What does this mean to **YOU**?
- ✓ What are you going to **DO** about it by the next session?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- Recap how this module's focus impacts this team/organization.
- Give an opportunity for participants to individually reflect and write down why the focus of this module impacts them individually AND what they are going to do about it by the next session.
- Finally, for question #3, do a pair and share or group shout-out virtually.
- (If it works for the group you are leading, have participants find accountability partners that they keep throughout this course. Example: "Find someone in the room that you can share what YOU are committed to doing to increase trust by the next session.")

2

3

4

5

6

7

8

9

10

11

12

## Next Meeting

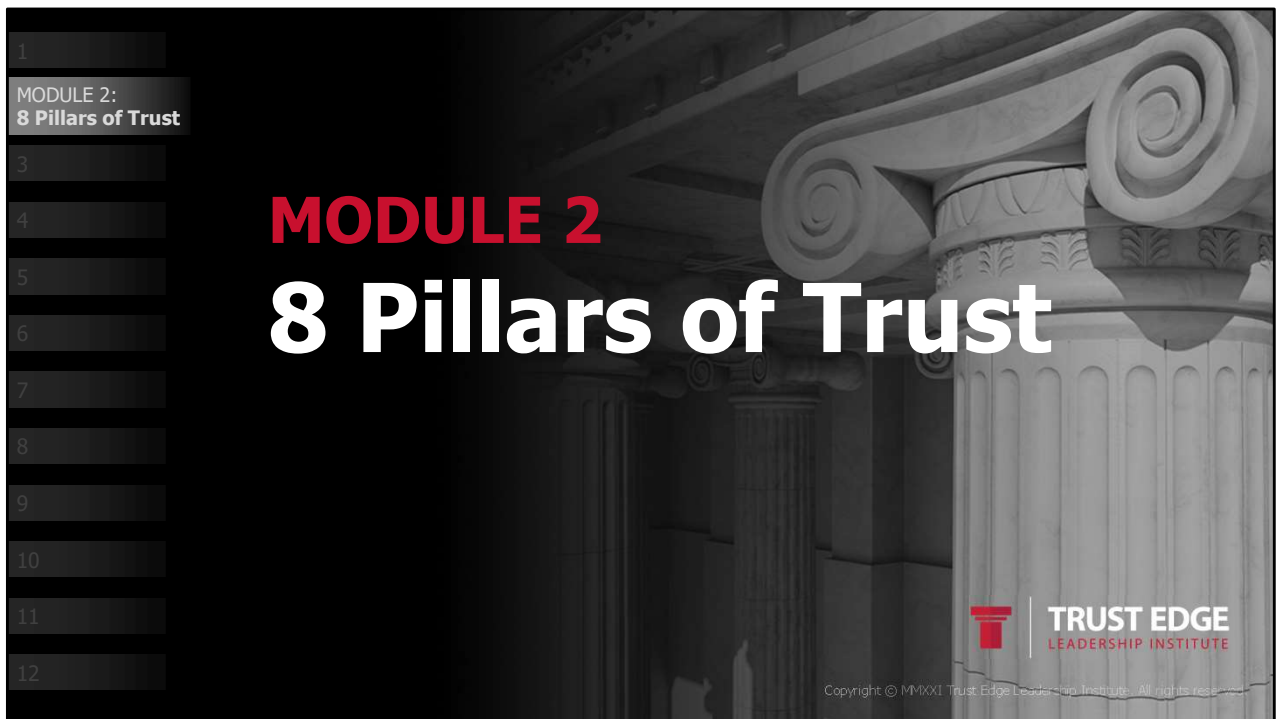
- ✓ Date?
- ✓ Time?
- ✓ Location?
- ✓ Contact?

**Confirm details for the next meeting and give a one sentence preview to energize participants about the next module!**



Everything of  
**value** is built  
on **TRUST.**

Show this slide to close out the meeting.



- **Welcome participants and then say:** “So here’s where we are: last module we defined trust and went through the case for trust: why a lack of trust is our biggest expense.”
- **Module 2 Goal: Say,** “Today we are diving into the overview of the 8 Pillar Framework™ for building trust.”

1

MODULE 2:  
8 Pillars of Trust

## >> DISCUSS

3

4

*Since the last session...*

5

6

- How have you noticed the impact of **TRUST** in your role?
- What did you **DO** to build trust?

7

8

9

10

11

12

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Ask:** “Since the last session...How have you noticed the impact of TRUST in your role? What did you DO to build trust?” **Facilitate a discussion with the group.**
- **Before clicking to the video on the next slide, say:** “The 8 Pillars are what came out of the original research for how to actually build trust. So, let’s take a look at how they fit together.”

1

MODULE 2:  
**8 Pillars of Trust**

3

4

5

6

7

8

9

10

11

12

# What Are The 8 Pillars of Trust?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**5-minute video: 8 Pillars of Trust**

1

MODULE 2:  
8 Pillars of Trust

3

4

5

6

7

8

9

10

11

12

## Trust research shows:

“Trust is an **essential factor** that leads to organizational success and these 8 pillars help form trust.”

“The 8 Pillars of Trust are the **key elements** to creating trust in a workplace.”

“Each of the 8 Pillars are **necessary components** for organizations to foster and maintain trust.”

*See more at: [www.TrustOutlook.com](http://www.TrustOutlook.com)*



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Trust Edge Leadership Institute facilitates an annual research study on trust. Here are a few of the findings and quotes of interviewees from the 2020 8 Pillar Revalidation Study. The study was led by the Social Research Lab out of the University of Colorado. If you have questions on the research, you can find the whitepapers at TrustOutlook.com”
- **Read one of the quotes that stand out to you.**

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

MODULE 2:  
8 Pillars of Trust

## >> DISCUSS

Which pillar have you seen **impact** your organization the most in the last week?

8 PILLARS  
OF TRUST

- |              |                |
|--------------|----------------|
| 1 CLARITY    | 5 COMMITMENT   |
| 2 COMPASSION | 6 CONNECTION   |
| 3 CHARACTER  | 7 CONTRIBUTION |
| 4 COMPETENCY | 8 CONSISTENCY  |

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Take a few minutes to facilitate discussion with participants.**
- **Say:** “How have you seen the pillars impact your work work in the last week? Maybe you’ve noticed a clarity issue in a recent meeting. Maybe you experienced someone on your team demonstrate high-character or strong competency. Let’s hear some examples of where you’ve seen trust impact your week in the last week.”



1

MODULE 2:  
8 Pillars of Trust

## >> APPLY IT!

3

4

✓ Complete the self-assessment.

5

✓ What did you notice?

6

7

8

9

10

11

12

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Guide the participants to complete their self assessment handout.**
- **If appropriate have participants pair up and share what they noticed (for in person), and then facilitate a brief discussion with the whole group.**
- **Optional questions to ask:** “What surprised you most from your results? Which results did you anticipate seeing? Why is that? Which pillar would you like to know more about after completing the assessment?”
- **Say,** “To start building trust we have to get honest with ourselves about your strength and growth areas. The self assessment gives us a launching point to identify these areas so keep this handy and feel free to reference it throughout the course as you consider how to apply this in your unique roles.”

1

MODULE 2:  
8 Pillars of Trust

## >> DISCUSS

What *destroys*  
trust?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “The pillars gives us a framework for building trust and there are also counterforces to trust. The faster we can recognize barriers or counterforces to trust, the more quickly we can overcome them.”
- **Ask:** “So what destroys trust?” **Facilitate a group discussion.**
- **Before clicking to the video on the next slide, say:** “Let’s take a look at some of the counterforces of trust next.”

1

MODULE 2:  
**8 Pillars of Trust**

3

4

5

6

7

8

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**3-minute video: Counterforces**

1

MODULE 2:  
8 Pillars of Trust

## >> DISCUSS

3

4

5

6

7

How have you seen any of these **counterforces** affect trust in your team or organization?

8

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Ask:** “Let’s bring this into our current contexts. How have you seen any of these counterforces affect trust in your team or organization?” **Facilitate a conversation.**
- **See examples below:**
- **CLARITY:** ambiguity, complexity, overly complex...
- **COMPASSION:** apathy, hate, any “isms”...
- **CHARACTER:** Lying, cheating, dishonesty...
- **COMPETENCY:** No new learning, “same old way”...
- **COMMITMENT:** Selfishness...
- **CONNECTION:** Isolation, siloing...
- **CONTRIBUTION:** Lack of results, excuses, overwhelmed...
- **CONSISTENCY:** Unexpected, flip-flopping, “flavor of the day”...

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

MODULE 2:  
8 Pillars of Trust

## >> **APPLY IT!**

Pick one pillar that you think would help **strengthen** your team over the next 90 days.

**8 PILLARS  
OF TRUST**

- |   |            |   |              |
|---|------------|---|--------------|
| 1 | CLARITY    | 5 | COMMITMENT   |
| 2 | COMPASSION | 6 | CONNECTION   |
| 3 | CHARACTER  | 7 | CONTRIBUTION |
| 4 | COMPETENCY | 8 | CONSISTENCY  |

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- Have participants split into group or breakout rooms of approx. 3 people and discuss.
- Encourage participants to think about WHY that one pillar would help strengthen their team.

1

MODULE 2:  
8 Pillars of Trust

3

4

5

6

7

8

9

10

11

12

## >> **APPLY IT!**

- ✓ What does this mean to **US**?
- ✓ What does this mean to **YOU**?
- ✓ What are you going to **DO** about it by the next session?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Recap how this module’s focus impacts this team/organization.**
- **Give an opportunity for participants to individually reflect and write down why the focus of this module impacts them individually AND what they are going to do about it by the next session.**
- **Finally, for question #3, do a pair and share or group shout-out virtually.**
- **(If it works for the group you are leading, have participants find accountability partners that they keep throughout this course. Example: “Find someone in the room that you can share what YOU are committed to doing to increase trust by the next session.”)**

1

MODULE 2:  
8 Pillars of Trust

3

4

5

6

7

8

9

10

11

12

## Next Meeting

- ✓ Date?
- ✓ Time?
- ✓ Location?
- ✓ Contact?

**Confirm details for the next meeting and give a one sentence preview to energize participants about the next module!**

1

MODULE 2:  
8 Pillars of Trust

3

4

5

6

7

8

9

10

11

12

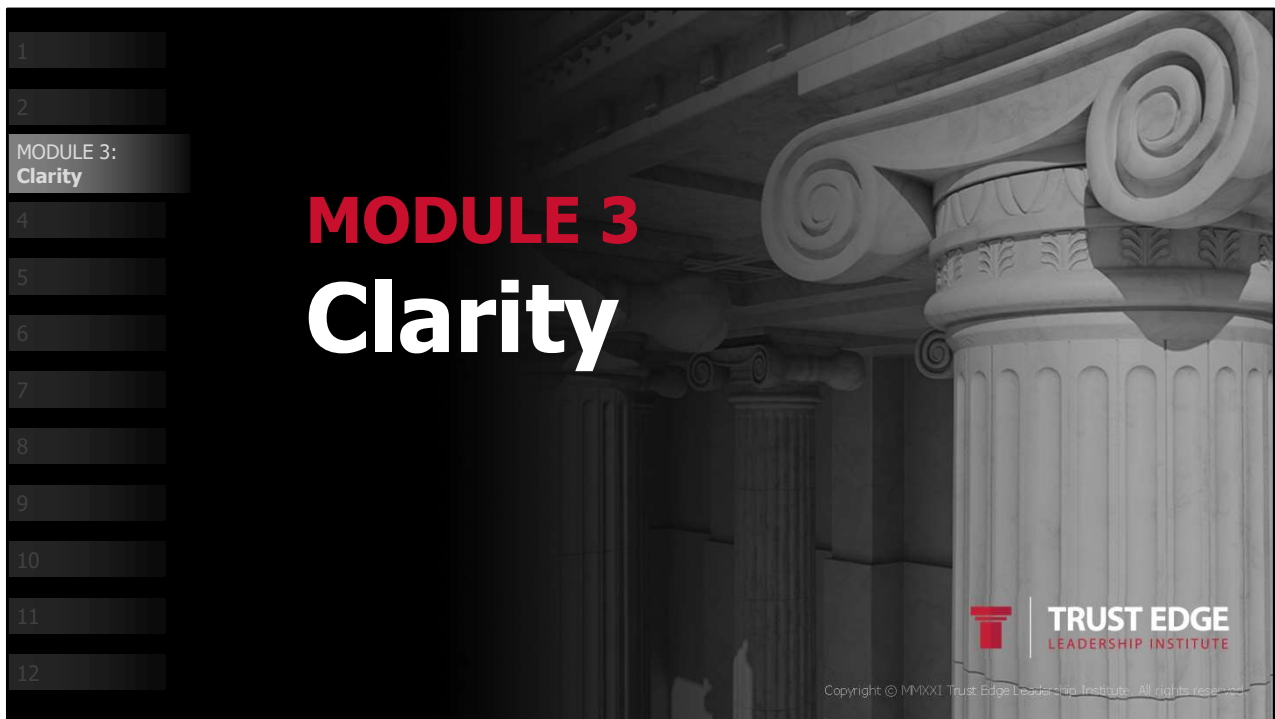
“

A **lack of trust** is  
your **BIGGEST**  
**expense.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Show this slide to close out the meeting.**





- **Module 3 Goal: Say,** “Welcome back! I’m really looking forward to today’s module. But first, let’s do a quick review. In the last module, we went through the 8 Pillars of Trust™: Clarity, Compassion, Character, Competency, Commitment, Connection, Contribution, and Consistency...We looked at some counterforces to trust, did a self-assessment to identify our own strength and growth areas, and then we chose one pillar that could help strengthen your team over the next 90 days. Today’s goal is to understand how CLARITY specifically impacts trust. We’ll differentiate between ‘Strategic Clarity’ and ‘Communication Clarity’, and we will also create a ‘90-Day Quick Plan™’, practice the ‘How, How, How strategy’, and learn the ‘ODC Method’.”
- **Before clicking to the video on the next slide, say:** “To start us off, here is a quick video from David about Clarity!”

1

2

MODULE 3:  
**Clarity**

4

5

6

7

8

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

### **2.5 minute video: Clarity Overview**

1

2

MODULE 3:  
Clarity

4

5

6

7

8

9

10

11

12

“

People **trust the**  
**clear,** but **distrust**  
**the ambiguous.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “So, boiled down, clarity matters because people trust the clear but mistrust (or distrust) the ambiguous *and also*, the overly complex.”

1

2

MODULE 3:  
Clarity

4

5

6

7

8

9

10

11

12

## >> REFLECT

- ✓ What is one way you could have ***given*** more clarity in the last week?
- ✓ What is one way you could ***ask for more*** clarity from someone else in the upcoming week?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- Give participants time for self reflection here and encourage them to write down their responses.
- Bring group back together for a brief whole group discussion

1

2

MODULE 3:  
Clarity

4

5

6

7

8

9

10

11

12

## Two Areas of Clarity

- ✓ **Strategic** clarity affects everything from your mission and vision to your daily actions.
- ✓ **Communication** clarity affects how every message is shared and understood.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “David mentioned this in the video, but there are two main areas of clarity: ‘strategic clarity’ and ‘communication clarity’. Strategic clarity affects everything from your mission and vision to your daily actions...Communication clarity affects how every message is shared and understood.”

1

2

MODULE 3:  
Clarity

4

5

6

7

8

9

10

11

12

## 2 Tools to Increase Clarity

### ✓ 90-Day Quick Plan™

Increases Strategic Clarity

### ✓ ODC Method

Increases Communication Clarity



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Under ‘Strategic Clarity’ one of the primary trust-building tools is the 90-Day Quick Plan™ and under ‘Communication Clarity’ one of the primary strategies the ODC Method.”
- **Before clicking to the video on the next slide, say:** “First let’s look at the 90-Day Quick Plan™ and how it can be used to build clarity.”

1

2

MODULE 3:  
**Clarity**

4

5

6

7

8

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**6-minute video: 90-Day Quick Plan™**

1

2

MODULE 3:  
Clarity

4

5

6

7

8

9

10

11

12

## 90-Day Quick Plan™

1. Where am I right now?
2. Where do I want to be in 90 days?
3. Why am I going?
4. **HOW** am I going to get there?
5. **HOW** am I going to get there?
6. **HOW** am I going to get there?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Here is the 90 Day Quick Plan™ again...The critical piece here is using the ‘How How How’ Strategy...asking HOW until we get to something we can do differently, starting today or tomorrow. It’s not as easy as it seems to get down to a crystal-clear ‘HOW’. The best “final how” almost always has a ‘who/what/when/where’ attached.”



1

2

MODULE 3:  
Clarity

4

5

6

7

8

9

10

11

12

## >> **APPLY IT!**

- ✓ Choose **one thing** you would like to accomplish at work this quarter.
- ✓ Apply the How, How, How™ process.



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **5-10 minutes: Facilitate individual application time for the How How How™ process.**
- **Say:** “Remember, keep asking HOW until you have a who/what/when/where for something you can do today or tomorrow to move towards accomplishing that goal.”
- **Bring the group back together and do shout outs from a few participants to share their goal for the next 90 days and the final HOW that they can do today or tomorrow.**
- **Questions to confirm clarity:** “What the final ‘HOW’ is for that goal? Is it specific (who/what/where/when)? Does it depend on anyone else? Is it something that can be done today or tomorrow?”

1

2

MODULE 3:  
Clarity

4

5

6

7

8

9

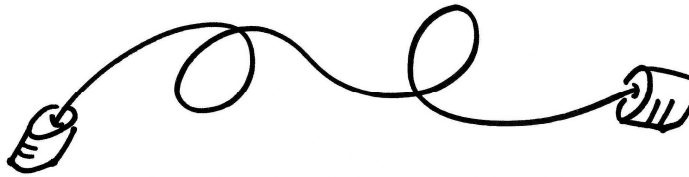
10

11

12

# Communication Clarity

Communication = Shared Meaning



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Communication can be verbal or non-verbal, but ultimately communication comes down to shared meaning.”
- **Before clicking to the video on the next slide, say:** “So under Communication Clarity we have the ODC Method. Here’s a video from David on how to apply the ODC Method for clear communication.”

1

2

MODULE 3:  
**Clarity**

4

5

6

7

8

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

### 1-Minute video: ODC

1

2

MODULE 3:  
Clarity

4

5

6

7

8

9

10

11

12

## ODC Method

### Communicate **clear** expectations:

**O** = Outcome explained

**D** = Deadline set

**C** = Clarifying questions asked

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “The ODC method helps teams practice clarity on the ground level. The best chance for success on tasks or projects is with clear outcomes communicated, a set deadline, and opportunity for clarifying questions.”

1

2

MODULE 3:  
Clarity

4

5

6

7

8

9

10

11

12

## » **APPLY IT!**

### **Practice ODC:**

- ✓ Think of a current priority.
- ✓ What is the Outcome expected?
- ✓ What is the Deadline?
- ✓ What Clarifying questions still need to be asked?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Facilitate a brief activity in small groups or as one large group for a virtual session.**

1

2

MODULE 3:  
Clarity

4

5

6

7

8


9

10

11

12

## >> **APPLY IT!**

- ✓ What does this mean to **US**?
- ✓ What does this mean to **YOU**?
- ✓ What are you going to **DO** about it by the next session? 

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- Recap how this module's focus impacts this team/organization.
- Give an opportunity for participants to individually reflect and write down why the focus of this module impacts them individually AND what they are going to do about it by the next session.
- Finally, for question #3, do a pair and share or group shout-out virtually.
- (If it works for the group you are leading, have participants find accountability partners that they keep throughout this course. Example: "Find someone in the room that you can share what YOU are committed to doing to increase trust by the next session.")

- 1
- 2
- MODULE 3:  
Clarity
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12

## Next Meeting

- ✓ Date?
- ✓ Time?
- ✓ Location?
- ✓ Contact?

**Confirm details for the next meeting and give a one sentence preview to energize participants about the next module!**

1

2

MODULE 3:  
Clarity

4

5

6

7

8

9

10

11

12

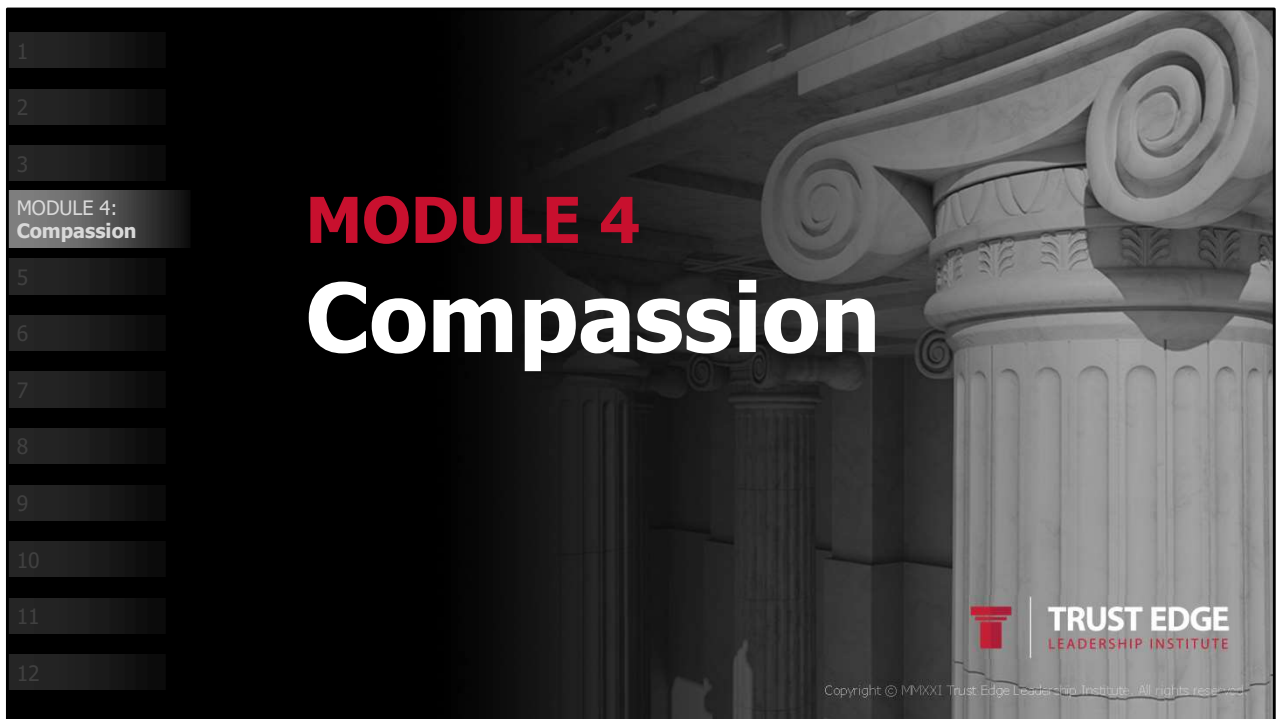
“

People **trust the**  
**clear,** but **distrust**  
**the ambiguous.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

Show this slide to close out the meeting.





- **Welcome participants and then say:** “So here’s where we are: we’ve covered the case for trust, the overview of the 8 pillars, and a deeper dive into the clarity pillar.”
- **Module 4 Goal: Say,** “Today we are looking at how the Compassion pillar impacts trust.”

1

2

3

MODULE 4:  
Compassion

5

6

7

8

9

10

11

12

“

People put faith  
in those who **care**  
**beyond themselves.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Compassion affects trust because people put faith in those who care beyond themselves. If our employers, colleagues, friends, or families don’t experience compassion from us, our trustworthiness as a whole is negatively affected.”

1

2

3

MODULE 4:  
Compassion

5

6

7

8

9

10

11

12

## » CONNECT

- ✓ Think of an **exceptional** person you have partnered with at work.
- ✓ What made that person stand out to you?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

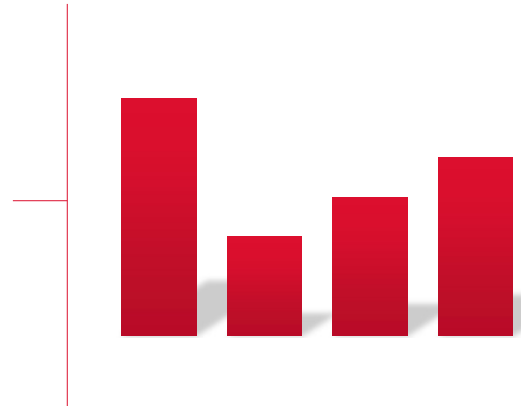
- **Facilitate a brief discussion, first in pairs and then as a whole group. (Large group discussion for virtual session)**
- **Say:** “Think of an exceptional person who you’ve partnered with at work. What made that person stand out to you?”

- 1
- 2
- 3
- MODULE 4:  
Compassion
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12

**#1 reason**  
people leave an  
organization?

**Not feeling  
appreciated.**

-Trust Outlook®



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “The Trust Outlook® research found that the number one reason people leave an organization is because of not feeling appreciated! One way to increase compassion is to show genuine appreciation for people and their work.”
- **(This data is from the annual Trust Outlook: [www.TrustOutlook.com](http://www.TrustOutlook.com))**
- **Before clicking to the video on the next slide, say:** “Here’s a further look at why compassion is a pillar of trust.”

1

2

3

MODULE 4:  
**Compassion**

5

6

7

8

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**2-minute video: Compassion**

1

2

3

MODULE 4:  
Compassion

5

6

7

8

9

10

11

12



“People will forget what you **said**,  
people will forget what you **did**,  
but people will never forget  
how you **made them feel.**”

-Maya Angelou

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Maya Angelou said, ‘
- **Before clicking to the video on the next slide, say:** “Here are four ways to build compassion in the workplace. Trust Edge Leadership Institute calls them the LAWS of Compassion.”

1

2

3

MODULE 4:  
**Compassion**

5

6

7

8

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**1-minute video: LAWS of Compassion**

1

2

3

MODULE 4:  
Compassion

5

6

7

8

9

10

11

12

## LAWS of Compassion

**L**isten

**A**ppreciate

**W**ake Up & Be Present

**S**erve Selflessly



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “So here are the LAWS of compassion again. These are ways we can build compassion on a daily basis. Remember, using the LAWS builds compassion which increases trust because people put faith in those who genuinely care and have intent beyond themselves.”
- **Before clicking to the video on the next slide, say:** “Under “Appreciate” from the LAWS of Compassion, David shares a method for showing appreciation in a way that actually affects culture change. It’s called the SPA Method.”



1

2

3

MODULE 4:  
**Compassion**

5

6

7

8

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**30-second video: SPA method**

1

2

3

MODULE 4:  
Compassion

5

6

7

8

9

10

11

12

## » **APPLY IT!**

Write an appreciation note using the SPA Method:

**S**pecific

**P**ersonal

**A**uthentic



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

Have participants write a thank you note to a colleague for a few minutes.

1

2

3

MODULE 4:  
**Compassion**

5

6

7

8

9

10

11

12

“

Wake up and  
**be present!**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Under the ‘W’ of the LAWS of Compassion is ‘wake up and be present’. To help us be present, we can minimize distractions.”

1

2

3

MODULE 4:  
Compassion

5

6

7

8

9

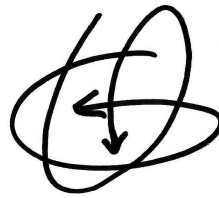
10

11

12

## >> REFLECT

In 40 seconds, list all of the things that **distract** you during a workday.



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**3-minute activity:** facilitate brief self reflection and then do quick call outs of what participants wrote down.

1

2

3

MODULE 4:  
Compassion

5

6

7

8

9

10

11

12

## Common Daily Distractions

- ✓ Email notifications
- ✓ Checking phone
- ✓ Unnecessary meetings
- ✓ Social media alerts
- ✓ Physical discomfort
- ✓ Gossip
- ✓ Junk e-mail and mail
- ✓ Complaining

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Many of these distractions came up in our discussion...and most of us experience multiple of these every day, but we can only control what WE do and not normally what others do. So, on your work sheet or in the margins, write down a couple ways you can help yourself minimize distractions.”

1

2

3

MODULE 4:  
Compassion

5

6

7

8

9

10

11

12

## >> **DISCUSS**

How can I focus on **people**  
and **priorities** amid common  
distractions?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “What we want to be careful about here is minimizing distraction but not at the expense of trust and relationships. So how can you and I focus on people and priorities amid common distractions?” **Facilitate a brief discussion.**

1

2

3

MODULE 4:  
Compassion

5

6

7

8

9

10

11

12

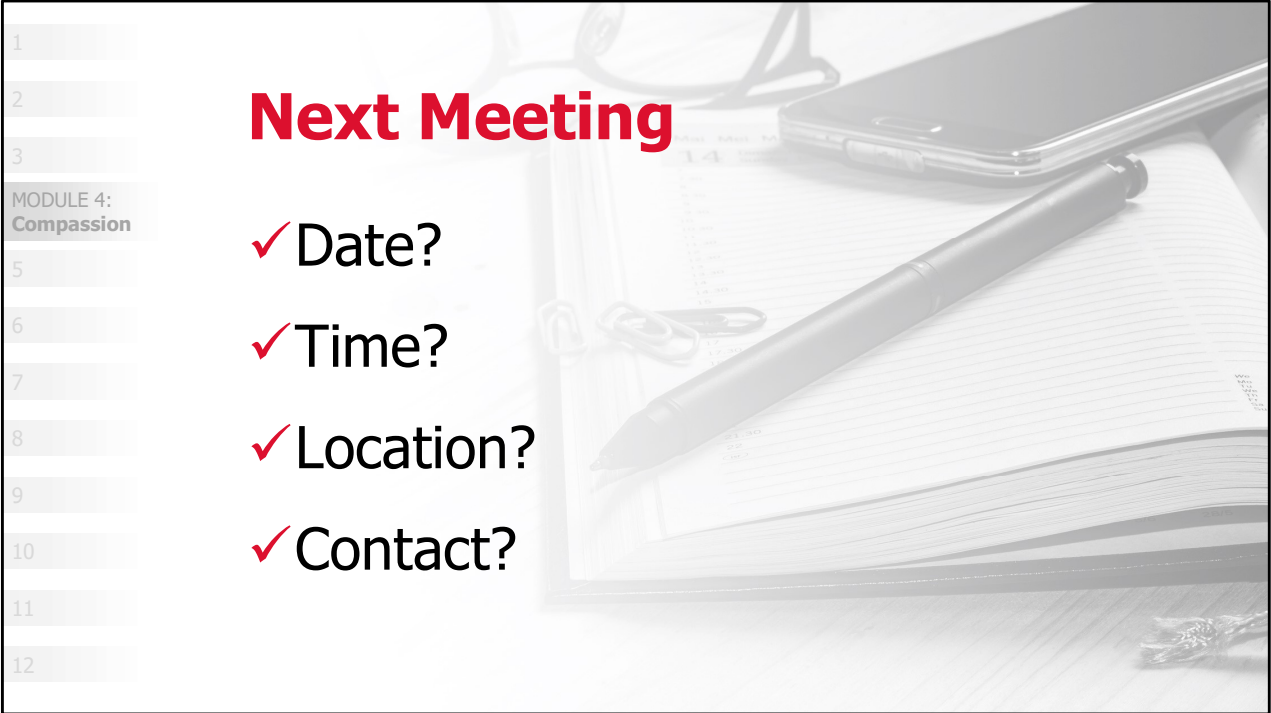
## >> **APPLY IT!**

- ✓ What does this mean to **US**?
- ✓ What does this mean to **YOU**?
- ✓ What are you going to **DO** about it by the next session?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- Recap how this module's focus impacts this team/organization.
- Give an opportunity for participants to individually reflect and write down why the focus of this module impacts them individually AND what they are going to do about it by the next session.
- Finally, for question #3, do a pair and share or group shout-out virtually.
- (If it works for the group you are leading, have participants find accountability partners that they keep throughout this course. Example: "Find someone in the room that you can share what YOU are committed to doing to increase trust by the next session.")



1  
2  
3  
MODULE 4:  
Compassion  
5  
6  
7  
8  
9  
10  
11  
12

## Next Meeting

- ✓ Date?
- ✓ Time?
- ✓ Location?
- ✓ Contact?

**Confirm details for the next meeting and give a one sentence preview to energize participants about the next module!**



1

2

3

MODULE 4:  
Compassion

5

6

7

8

9

10

11

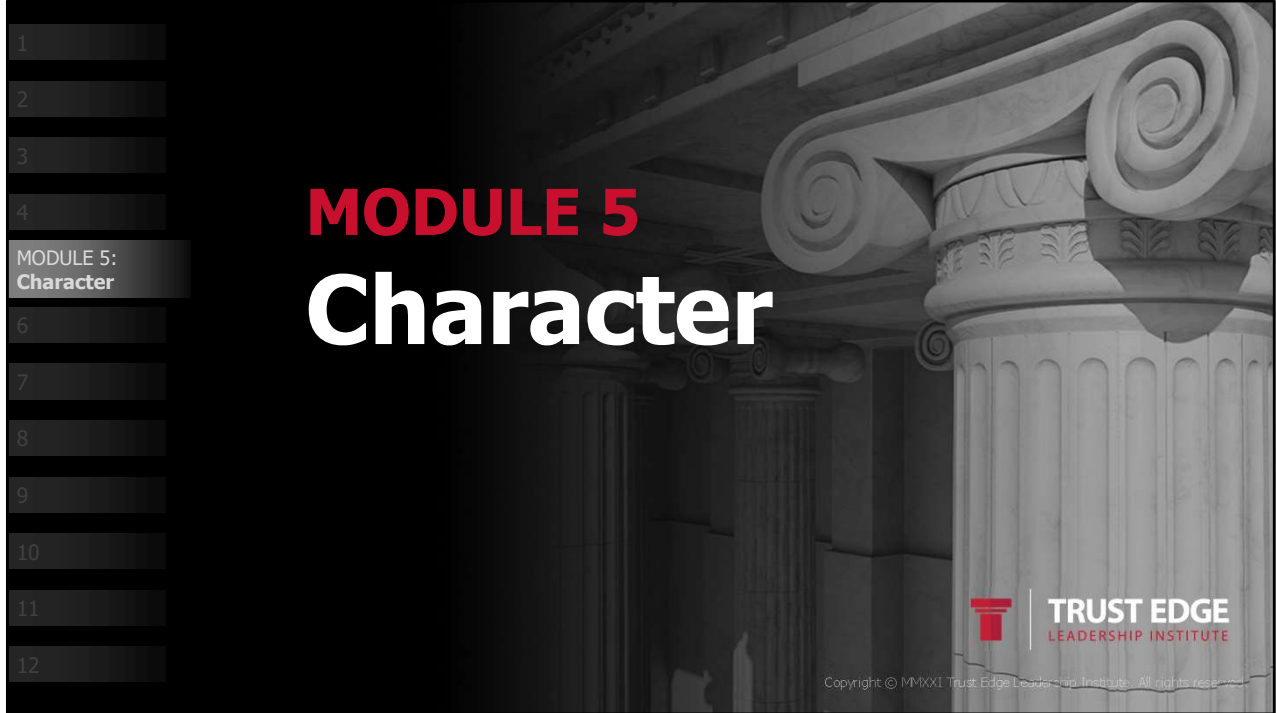
12

“

People put faith  
in those who **care**  
**beyond themselves.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Show this slide to close out the meeting.**



- **Welcome participants and then say:** “So here’s where we are: we have a case for trust, the pillar overview and 2 of the 8 pillars (clarity and compassion).”
- **Module 5 Goal: Say,** “Today we are looking at how the CHARACTER pillar impacts trust.”

1

2

3

4

MODULE 5:  
Character

6

7

8

9

10

11

12

“

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

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Character affects trust because people notice those who do what is right over what is easy.”

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12

MODULE 5:  
Character

## >>CONNECT

What does **character** look like to you?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Ask:** “What does Character look like to you? Shout out some words or phrases that come to mind.” **Facilitate a brief conversation around character.**
- **Additional Questions:** “How do you define character? How do you define integrity?”
- **Before clicking to the video on the next slide, say:** “Let’s take a look at the overview video for character.”

1

2

3

4

MODULE 5:  
**Character**

6

7

8

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

### 5.5-minute video: Character

1

2

3

4

MODULE 5:  
Character

6

7

8

9

10

11

12

**Integrity**  
ranks **#1** as the  
desired quality  
managers want  
from their leaders.

- American Management Association



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “According to the American Management Association, ‘Integrity’ ranks #1 as the desired quality managers want from their leader”

1

2

3

4

MODULE 5:  
Character

6

7

8

9

10

11

12

## 3 Questions

Consider the following 3 questions for leaders of **character**...



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Consider the following 3 questions for leaders of character...”

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

MODULE 5:  
Character

## >> REFLECT

Would *you*  
follow you?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Often, rather than being admired by strangers, the greatest leaders seem to be MOST respected and loved by those closest to them.”
- **Ask:** “What would your kids or closest friends say about you? Would you want to follow you? Why or why not?”
- **Encourage participants to write a reflection for a couple of minutes.**



1

2

3

4

MODULE 5:  
Character

6

7

8

9

10

11

12

## >> DISCUSS

---

Do you **incentivize against**  
the character you want to see?

---

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “As an example, some sales teams are systemized against the values the organization says they want to have. Some countries even say they want a certain trait in their policing culture, yet taking bribes systemizes against that. A school or sports team may say they want a certain character and yet allowing bullying or extreme sarcasm can systemize against the character they want to have as a team.”
- **Ask:** “Are there any ways that your team or organization is systemizing against the character you want to see?”
- **Facilitate a pair-and-share or whole group discussion for virtual.**

- 1
- 2
- 3
- 4
- MODULE 5:  
Character
- 6
- 7
- 8
- 9
- 10
- 11
- 12

## » REFLECT

Do you have  
**decision-making  
values?**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** "One way to increase character congruency is to define personal decision-making values."
- **Before clicking to the video on the next slide, say:** "Here is more from David on how personal values impact trust."

1

2

3

4

MODULE 5:  
Character

6

7

8

9

10

11

12

# Personal Decision-Making Values

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**3.5 minute video: Personal Decision-Making Values**

1

2

3

4

MODULE 5:  
Character

6

7

8

9

10

11

12

## Personal Values

*Personal Values* are the values by which you make decisions.



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “To reiterate, personal values are the values *by which* you make decisions.”

1

2

3

4

MODULE 5:  
Character

6

7

8

9

10

11

12

» **APPLY IT!**

## Decision-Making Values

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Instruct participants to spend about 5-10 minutes individually creating or defining their personal values.**
- **Say:** “Remember these are guiding values to help you make decisions. These are not life priorities like ‘family’ or ‘friends’. Often they work best as phrases; some examples would be phrases like, ‘Do unto others and you would have them do unto you’ OR ‘honor the people who are absent’. Personal values could also be words like ‘respect’, ‘excellence’, or ‘loyalty’.”
- **Say:** “Go ahead and take about 5 minutes to write down your personal values.”
- **Regroup after around 5-10 minutes and do group shout-outs to see what personal values the participants came up with and HOW they will help guide decision-making.**

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

MODULE 5:  
Character

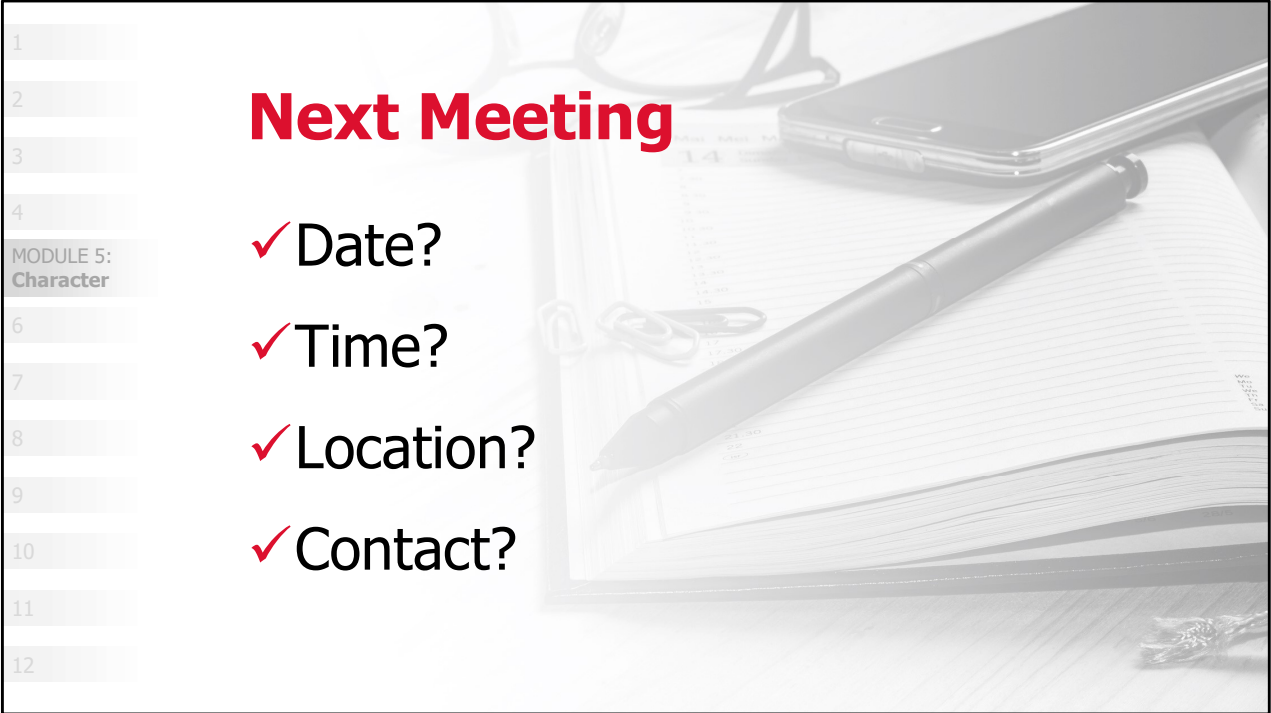
## >> **APPLY IT!**

- ✓ What does this mean to **US**?
- ✓ What does this mean to **YOU**?
- ✓ What are you going to **DO** about it by the next session?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Recap how this module’s focus impacts this team/organization.**
- **Give an opportunity for participants to individually reflect and write down why the focus of this module impacts them individually AND what they are going to do about it by the next session.**
- **Finally, for question #3, do a pair and share or group shout-out virtually.**
- **(If it works for the group you are leading, have participants find accountability partners that they keep throughout this course. Example: “Find someone in the room that you can share what YOU are committed to doing to increase trust by the next session.”)**

A grayscale photograph of a desk setup. In the foreground, a spiral-bound notebook is open, with a black pen resting on it. To the left of the notebook, a pair of glasses is visible. In the background, a smartphone is placed on the desk. The overall scene is slightly blurred, creating a professional and organized atmosphere.

1  
2  
3  
4  
MODULE 5:  
Character  
6  
7  
8  
9  
10  
11  
12

## Next Meeting

- ✓ Date?
- ✓ Time?
- ✓ Location?
- ✓ Contact?

**Confirm details for the next meeting and give a one sentence preview to energize participants about the next module!**

1

2

3

4

MODULE 5:  
Character

6

7

8

9

10

11

12

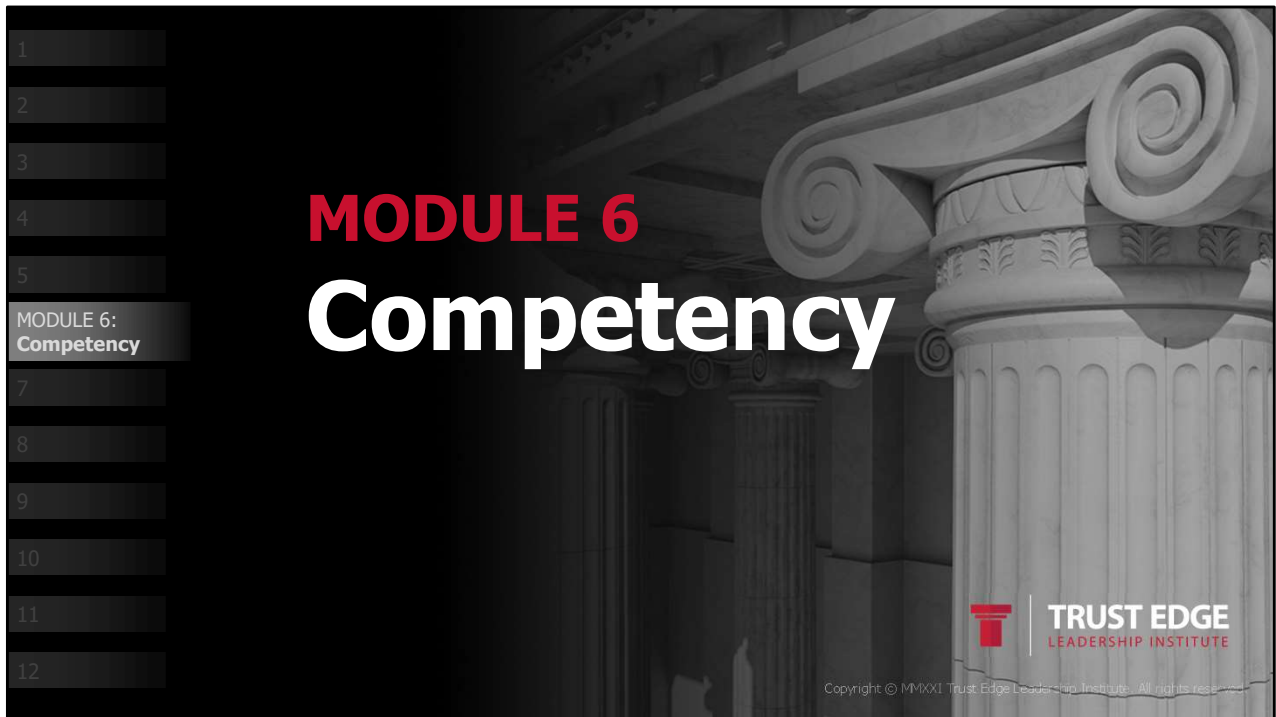


**Do** what needs to be done,  
when it needs to be done,  
*whether you feel like it  
or not.*

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Show this slide to close out the meeting.**





- **Welcome participants and then say:** “So here’s where we are: we’ve been through the case for trust, the 8-pillar overview and 3 of the 8 pillars (clarity, compassion, character)”
- **Module 6 Goal: Say,** “And today we are looking at how the Competency pillar impacts trust.”

1

2

3

4

5

MODULE 6:  
Competency

7

8

9

10

11

12

“

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

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Competency matters because people have confidence in those who stay fresh, relevant, and capable.”

1

2

3

4

5

MODULE 6:  
Competency

7

8

9

10

11

12

## >> **DISCUSS**

- ✓ Think of someone you know who is an **ongoing learner**. Why?
- ✓ How do they stay sharp?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

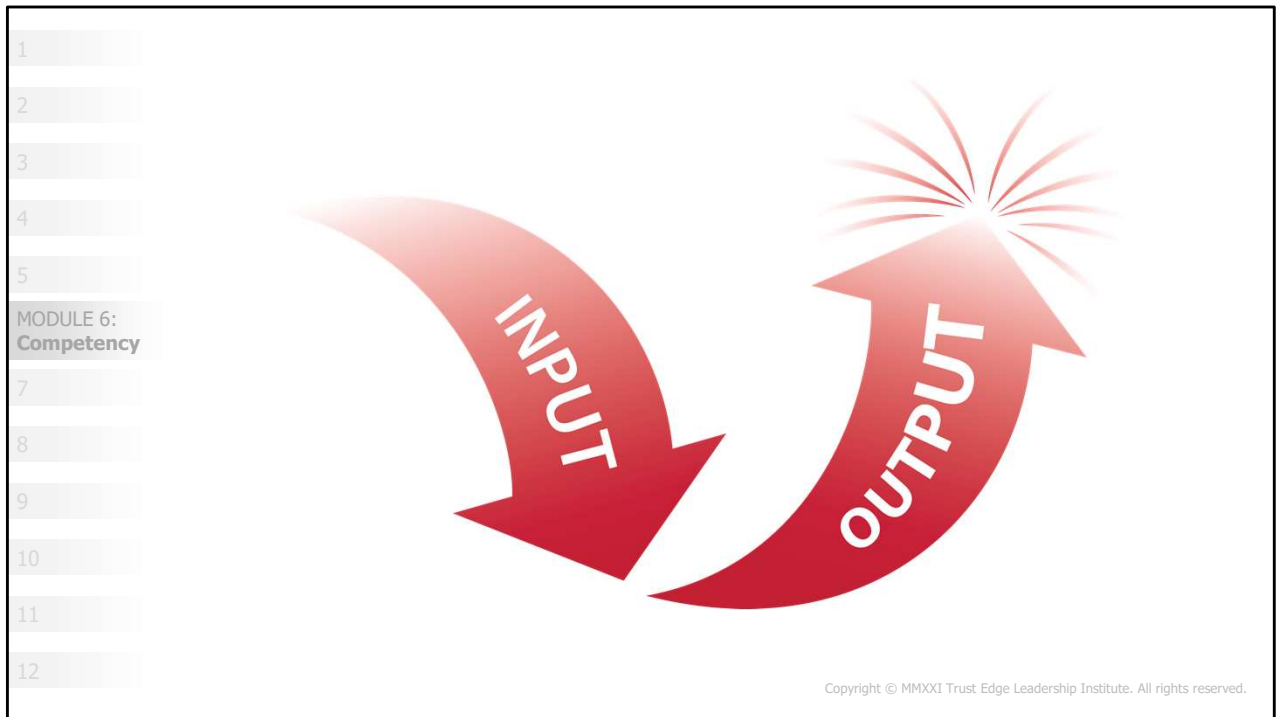
- **Facilitate a group discussion for 5 minutes.**
- **Ask:** “Who do you know that represent competency? Think of someone you know who is an ongoing learner? What make them that way?”
- **Before clicking to the video on the next slide, say:** “Here is a further look at competency from David.”

- 1
- 2
- 3
- 4
- 5
- MODULE 6:  
Competency**
- 7
- 8
- 9
- 10
- 11
- 12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**4-minute video: Competency**



**Say:** “So like David said: ‘Input equals output’. When we prioritize the RIGHT input, we increase our competence and therefore, increase trust. But getting the input takes work; it’s not automatic.”

1

2

3

4

5

MODULE 6:  
Competency

7

8

9

10

11

12

## >> DISCUSS

How do *you* continue to **learn**?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Facilitate a brief discussion. Ask:** “How do you continue to stay fresh, relevant and capable on a practical level? Go ahead and shout out ways you keep learning?”
- **Additional questions:** “What is a NEW way of learning you could try? What gets in the way of ongoing learning? What can you and I do about those barriers?”

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

MODULE 6:  
Competency

## Improve Input

- ✓ Reading
- ✓ Podcasts
- ✓ Feedback
- ✓ Book club
- ✓ Advice
- ✓ Mentoring
- ✓ In-house training
- ✓ Continuing education
- ✓ Coaching
- ✓ Mastermind groups
- ✓ Industry associations
- ✓ Formal education
- ✓ Community classes
- ✓ Online classes
- ✓ Conferences

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Without good input, we tend to atrophy in our roles. Some ideas for staying fresh and increasing competency might be listening to audio books, attending additional professional development, finding a mastermind group. There are a whole lot of ways we can do increase our competence and grow trust. Write down a couple that you would like to pursue.”

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

MODULE 6:  
Competency

## >> DISCUSS

✓ Who would be a good **mentor** for you? What draws you to that particular person?

OR

✓ Who in your **network** might know of a good mentor?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “So, mentorship is one way to continue learning. You can increase competence much faster by learning from someone else.”
- **Facilitate a brief discussion around mentorship.**
- **Question Options:**
- “Who would be a good mentor for you? We all learn different so who is someone that could mentor you in one or two areas of your life? What draws you to those people?”
- “What about other people in your network—who might THEY know? How could ask for an introduction this week?”
- **Before clicking to the video on the next slide, say:** “Here’s an idea about how the competency and connection pillars work together.”



1

2

3

4

5

MODULE 6:  
**Competency**

7

8

9

10

11

12



# Competency + Connection

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**3.5-minute video: Competency + Connection**

1

2

3

4

5

MODULE 6:  
Competency

7

8

9

10

11

12

## » REFLECT

Write one **specific action** you want to take by each of the following timeframes to develop your **Competency** pillar:

In 1 week: \_\_\_\_\_

In 90 days: \_\_\_\_\_

In 1 year: \_\_\_\_\_

In 5 years: \_\_\_\_\_

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Facilitate a 4-7 minute self reflection. Say:** “Next to each of these four timeframes, write one specific action you want to take to develop your competency pillar. Go ahead and take a few minutes to think through these and write them down. Be as specific as you can be!”

1  
2  
3  
4  
5  
MODULE 6:  
Competency  
7  
8  
9  
10  
11  
12

## >> **APPLY IT!**

- ✓ What does this mean to **US**?
- ✓ What does this mean to **YOU**?
- ✓ What are you going to **DO** about it by the next session?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- Recap how this module’s focus impacts this team/organization.
- Give an opportunity for participants to individually reflect and write down why the focus of this module impacts them individually AND what they are going to do about it by the next session.
- Finally, for question #3, do a pair and share or group shout-out virtually.
- (If it works for the group you are leading, have participants find accountability partners that they keep throughout this course. Example: “Find someone in the room that you can share what YOU are committed to doing to increase trust by the next session.”)

1  
2  
3  
4  
5  
MODULE 6:  
Competency  
7  
8  
9  
10  
11  
12

## Next Meeting

- ✓ Date?
- ✓ Time?
- ✓ Location?
- ✓ Contact?

**Confirm details for the next meeting and give a one sentence preview to energize participants about the next module!**

1

2

3

4

5

MODULE 6:  
Competency

7

8

9

10

11

12

How am I staying  
**FRESH, RELEVANT,**  
and **CAPABLE?**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Show this slide to close out the meeting.**



- **Welcome participants and then say:** “Here we are on module 7! In the last previous 6 session we gained, the case for trust, the 8 pillar overview and 4 of the 8 pillars (clarity, compassion, character, competency) with tools to start building these pillars to increase trust right away.”
- **Module 7 Goal: Say,** “Today we are diving into the Commitment pillar!”

1

2

3

4

5

6

MODULE 7:  
**Commitment**

8

9

10

11

12

“

People believe in  
those who **stand**  
**through adversity.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Commitment builds trust because people believe in those who stand through adversity.”

1

2

3

4

5

6

MODULE 7:  
Commitment

8

9

10

11

12

## » REFLECT

Think of a time when someone made a **promise** to you and did not keep it.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Think of a time when someone made a promise to you and did not keep it. Just quietly for a second, think of a time when that happened.”
- Pause for a few seconds. Do not discuss the question. Move to the next slide.



1

2

3

4

5

6

MODULE 7:  
Commitment

8

9

10

11

12

## » REFLECT

Think of a time when someone made a **promise** to you and did not keep it.

**How did that make you feel?**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Facilitate a brief self-reflection (not call out).** Ask: “How did that make you feel? Write down a few words that come to mind.”

1

2

3

4

5

6

MODULE 7:  
Commitment

8

9

10

11

12

## » REFLECT

Think of a time when *you* made a **promise** to someone else and you did not keep it.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Think of a time when you made a promise to someone else, and you didn’t keep it.”
- Pause for a few seconds. Do not discuss. Move to the next slide.

1

2

3

4

5

6

MODULE 7:  
Commitment

8

9

10

11

12

## » REFLECT

Think of a time when *you* made a **promise** to someone else and you did not keep it.

**How did THAT make you feel?**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Ask:** “How did THAT make you feel? What came to mind for how that made you feel?”
- **Say:** “We tend to judge OURSELVES by our intentions and OTHERS by their actions.”
- **Before clicking to the video on the next slide, say:** “Now here’s an overview of the commitment pillar and what we can do to increase our own commitment and build trust.”

1

2

3

4

5

6

MODULE 7:  
**Commitment**

8

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**2.5-minute video: Commitment**

1

2

3

4

5

6

MODULE 7:  
Commitment

8

9

10

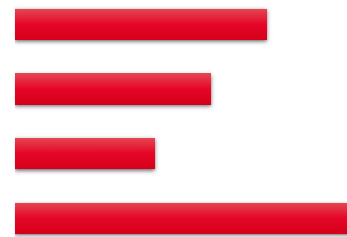
11

12

**#1 action** that  
would increase  
retention?

**Keep promises.**

-Trust Outlook®



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “The Trust Outlook® research found that the number one action that would increase retention is keeping promises. People are motivated to stay in a work environment where people do what they say they’ll do!”
- **(This data is from the annual Trust Outlook: [www.TrustOutlook.com](http://www.TrustOutlook.com))**

1

2

3

4

5

6

MODULE 7:  
Commitment

8

9

10

11

12

## » REFLECT

- ✓ When do you say “I am sorry” or **apologize** most often?
- ✓ How are you **gaining or losing trust** with your commitments? With family, friends, coworkers?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Facilitate a brief self-reflection.**
- **Say:** “Pause and think about this: When do you say ‘I’m sorry’ or apologize most often? Write down what comes to mind.”
- **Pause for 10 seconds and then say:** “How are you gaining or losing trust with your commitments? With family, friends, coworkers? Maybe even it bring it down to a timeframe. Where have you seen trust impacted by your commitments in the last week?”
- **Before clicking to the video on the next slide, say:** “Now, here’s a framework building an accountable culture and life.”

1

2

3

4

5

6

MODULE 7:  
**Commitment**

8

9

10

11

12



**Accountability**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**3-minute video: 6-Step Accountability Framework**

1

2

3

4

5

6

MODULE 7:  
Commitment

8

9

10

11

12

## 6-Step Accountability Framework

1. Clear Goal
2. Clear Ability
3. Clear Metric
4. Clear Check-In
5. Clear Results
6. Clear Commitment

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Here is that 6-Step Accountability Framework again. Set a clear goal—make sure the outcome is specific. Are you able to follow through on your goal with current abilities and resources? What is the metric for success? How are we staying connected and informed as we pursue this goal to ensure alignment? What are the rewards for success or repercussions for failure? Am I genuinely committed to this goal? Consider a 1-10 scale to benchmark, especially in a team goal.”



- 1
- 2
- 3
- 4
- 5
- 6
- MODULE 7:  
Commitment
- 8
- 9
- 10
- 11
- 12

## » DISCUSS

✓ How could you apply this framework on a current project?

- |                  |                     |
|------------------|---------------------|
| 1. Clear Goal    | 4. Clear Check-In   |
| 2. Clear Ability | 5. Clear Results    |
| 3. Clear Metric  | 6. Clear Commitment |

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Facilitate a discussion. Say:** “Let’s talk about this as a group. Think of a current goal or project for a moment. How could you apply at least one of these six steps to increase accountability for yourself and others?”
- **Optional additional question:** “What might get in the way of utilizing these six steps? And what can we do to remove that barrier starting today or tomorrow?”

1  
2  
3  
4  
5  
6  
MODULE 7:  
Commitment  
8  
9  
10  
11  
12

## >> **APPLY IT!**

- ✓ What does this mean to **US**?
- ✓ What does this mean to **YOU**?
- ✓ What are you going to **DO** about it by the next session?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- Recap how this module’s focus impacts this team/organization.
- Give an opportunity for participants to individually reflect and write down why the focus of this module impacts them individually AND what they are going to do about it by the next session.
- Finally, for question #3, do a pair and share or group shout-out virtually.
- (If it works for the group you are leading, have participants find accountability partners that they keep throughout this course. Example: “Find someone in the room that you can share what YOU are committed to doing to increase trust by the next session.”)

1  
2  
3  
4  
5  
6  
MODULE 7:  
Commitment  
8  
9  
10  
11  
12

## Next Meeting

- ✓ Date?
- ✓ Time?
- ✓ Location?
- ✓ Contact?

**Confirm details for the next meeting and give a one sentence preview to energize participants about the next module!**

1

2

3

4

5

6

MODULE 7:  
**Commitment**

8

9

10

11

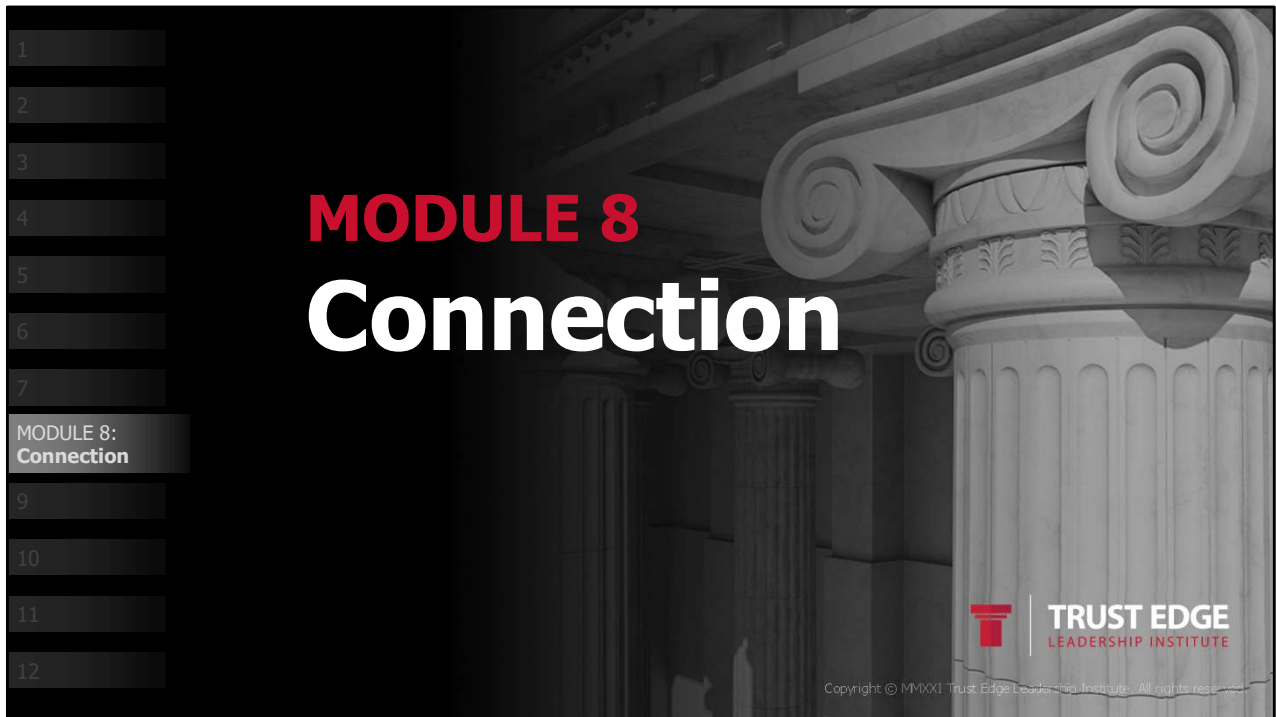
12

“

The only way  
to **rebuild trust** is to  
make and keep a  
**commitment.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Show this slide to close out the meeting.**



- **Module 8 Goal: Say,** “Understand how CONNECTION impacts trust.
- **Review the primary focus & takeaway(s) of Module 7 and introduce the purpose of the today’s module**
- **Welcome participants and then say:** “So here’s where we are: we have a case for trust, and 5 of the 8 pillars (clarity, compassion, character, competency, and commitment). Today we are looking at how the Connection pillar impacts trust.”

1

2

3

4

5

6

7

MODULE 8:  
Connection

9

10

11

12

“

People trust those who  
are willing to **connect**  
and **collaborate.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Connection build trust because people want to follow, buy from and be around people who are willing to connect and collaborate.”

1

2

3

4

5

6

7

MODULE 8:  
Connection

9

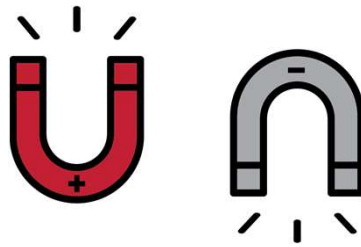
10

11

12

## >> DISCUSS

What are some magnetic traits you've noticed in other people?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Ask:** “What are traits that draw you to people? That make you want to be friends with them or work with them?”
- **Have participants shout out magnetic traits.**

1

2

3

4

5

6

7

MODULE 8:  
Connection

9

10

11

12

## » REFLECT

For which of the following traits would you rate yourself “above average”?

- |                     |               |              |
|---------------------|---------------|--------------|
| ✓ Grateful          | ✓ Optimistic  | ✓ Sincere    |
| ✓ Good listener     | ✓ Positive    | ✓ Humble     |
| ✓ Talks about ideas | ✓ Encouraging | ✓ Confident  |
|                     | ✓ Honest/Real | ✓ Respectful |

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Facilitate a 2-minute self reflection**
- **Before clicking to the video on the next slide, say: “Here’s our overview video for connection.”**



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- MODULE 8:  
**Connection**
- 9
- 10
- 11
- 12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**4-minute video: Connection**

1

2

3

4

5

6

7

MODULE 8:  
Connection

9

10

11

12

## >> **DISCUSS**

- ✓ Think of something you are **proud** of doing or accomplishing.
- ✓ Share it.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

Facilitate a quick “pair and share” or shout outs for a virtual group.

1

2

3

4

5

6

7

MODULE 8:  
Connection

9

10

11

12

## >> **DISCUSS**

✓ Think of a time you **failed**.

✓ Share it.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Facilitate a “pair and share” or shout outs for a virtual group.**
- **After the discussion, say:** “After which of these discussions, did you feel most connected to the person you shared with?” Do a few call outs.
- **Say:** “There are a lot of ways to connect with people but often we tend to connect with each other more and show more empathy when sharing our own mistakes.”



- **Say:** “The Trust Outlook® research found that 92% of people would trust their senior leader more if they would be more transparent about their mistakes. Transparency, specifically about ways that we’ve failed, is one of the ways to increase genuine connection.”
- **Before clicking to the video on the next slide, say:** “Here an example from David about how sharing mistakes can increase trust.”
- **(This data is from the annual Trust Outlook: [www.TrustOutlook.com](http://www.TrustOutlook.com))**

1

2

3

4

5

6

7

MODULE 8:  
Connection

9

10

11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**2-minute video: David keynote video clip about sharing mistakes**

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

MODULE 8:  
Connection

## Ways to Connect

- ✓ Storytelling
- ✓ Collaborative thinking
- ✓ Transparency
- ✓ Vulnerability
- ✓ Curious questions



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Being transparent about your mistakes is just *one* way to build connection. These are some other ways to connect: storytelling, collaborative thinking, vulnerability, and asking curious question. There are opportunities in every interaction to *increase* connection within our team.”

1

2

3

4

5

6

7

MODULE 8:  
Connection

9

10

11

12



“The secret to  
successful conversations is  
**asking good questions.**”

-Patricia Fripp

**Say:** “Patricia Fripp is one of the top speech coaches and she said that the secret to successful conversations is asking good questions. Learning to ask good question creates engaging conversations which creates connection and ultimately builds trust.”

1

2

3

4

5

6

7

MODULE 8:  
Connection

9

10

11

12

## >> REFLECT

✓ Write 5 curious questions that you could use to increase connection.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Facilitate a 3-minute self reflection. Say:** “Most people never learn to ask good questions. It’s easy to default to standard workplace conversation like ‘How was your weekend?’ but when we go beyond those simple questions, we can actually increase connection and collaboration. So think of five open-ended questions that you could use in the next week or two. Try to avoid questions that elicit ‘yes/no’ or ‘good/bad’ as a reply. Go ahead and write those down for a couple of minutes!”



1

2

3

4

5

6

7

MODULE 8:  
Connection

9

10

11

12

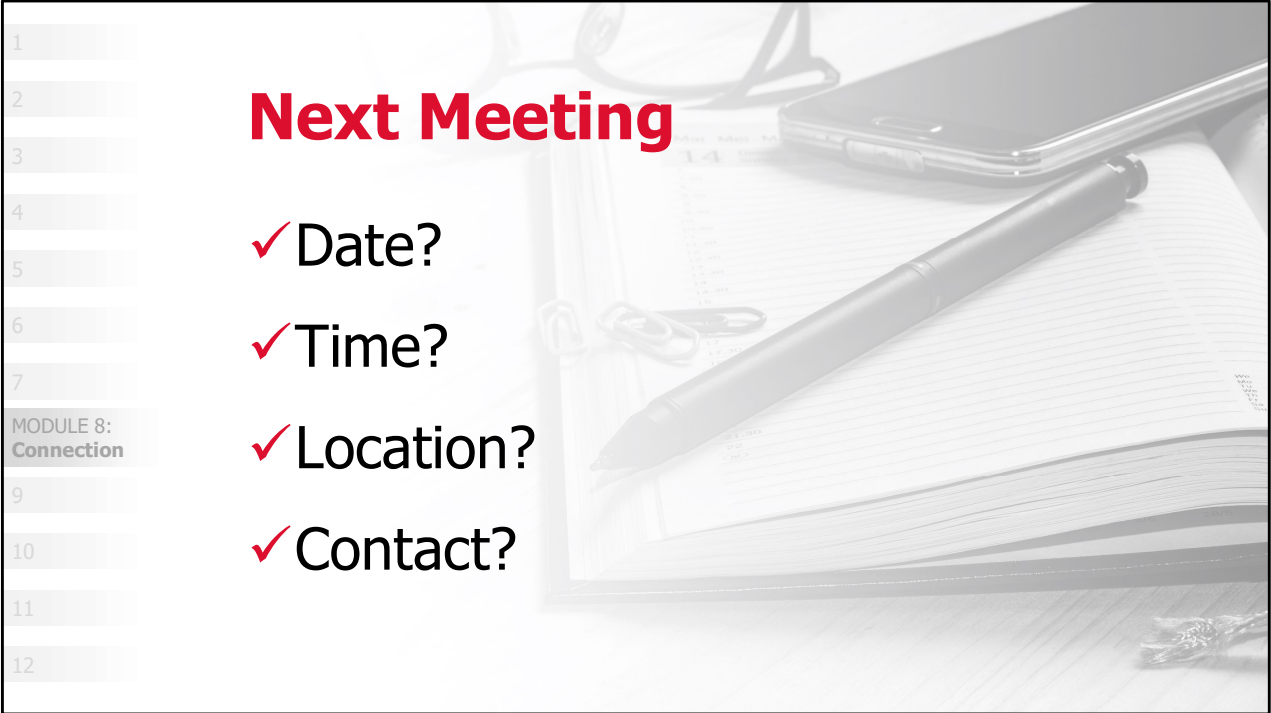
## >> **APPLY IT!**

- ✓ What does this mean to **US**?
- ✓ What does this mean to **YOU**?
- ✓ What are you going to **DO** about it by the next session?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Recap how this module’s focus impacts this team/organization.**
- **Give an opportunity for participants to individually reflect and write down why the focus of this module impacts them individually AND what they are going to do about it by the next session.**
- **Finally, for question #3, do a pair and share or group shout-out virtually.**
- **(If it works for the group you are leading, have participants find accountability partners that they keep throughout this course. Example: “Find someone in the room that you can share what YOU are committed to doing to increase trust by the next session.”)**



1  
2  
3  
4  
5  
6  
7  
MODULE 8:  
Connection  
9  
10  
11  
12

## Next Meeting

- ✓ Date?
- ✓ Time?
- ✓ Location?
- ✓ Contact?

**Confirm details for the next meeting and give a one sentence preview to energize participants about the next module!**

1

2

3

4

5

6

7

MODULE 8:  
Connection

9

10

11

12

“

People trust those who  
are willing to **connect**  
and **collaborate.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

Show this slide to close out the meeting.



- **Welcome participants and then say:** “We’ve gained the tools to build 6 of the 8 pillars so far (clarity, compassion, character, competency, commitment, and connection.”
- **Module 9 Goal: Say,** “Today’s module is *one* way to start building the Connection pillar in a team or organization. We will be completing the Trust Shield activity so how Connection affects trust.”
- **Before clicking to the video on the next slide, say:** “Here’s a description from David about the Trust Shield.”

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- MODULE 9:  
**Trust Shield**
- 10
- 11
- 12

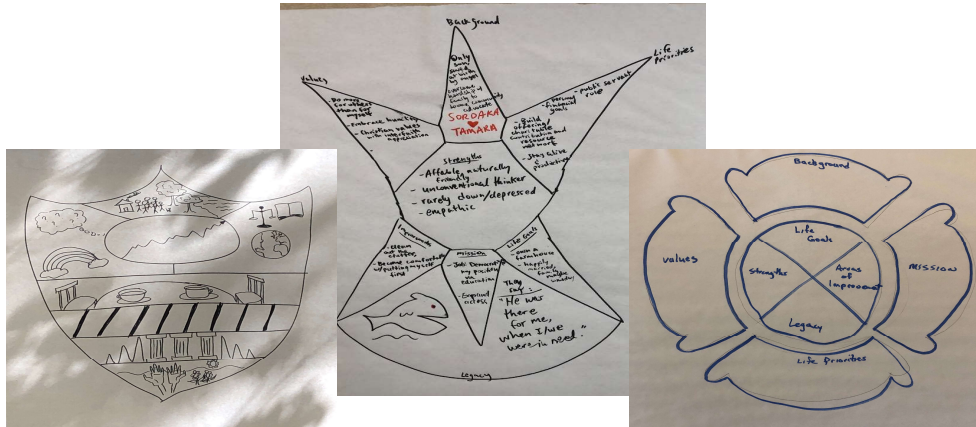


Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**5-minute video: Trust Shield**

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

# Trust Shields Vary



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Trust Shields can have different shapes depending on the context, but the 8 sections of the Trust Shield are the same and they provide a helpful summary of who we are as individuals. Some people prefer to use words or phrases, others have used symbols to represent their shield”
- **Before clicking to the video on the next slide, say:** “Here is a quick video about how this will work in our time together today.”

1

2

3

4

5

6

7

8

MODULE 9:  
**Trust Shield**

10

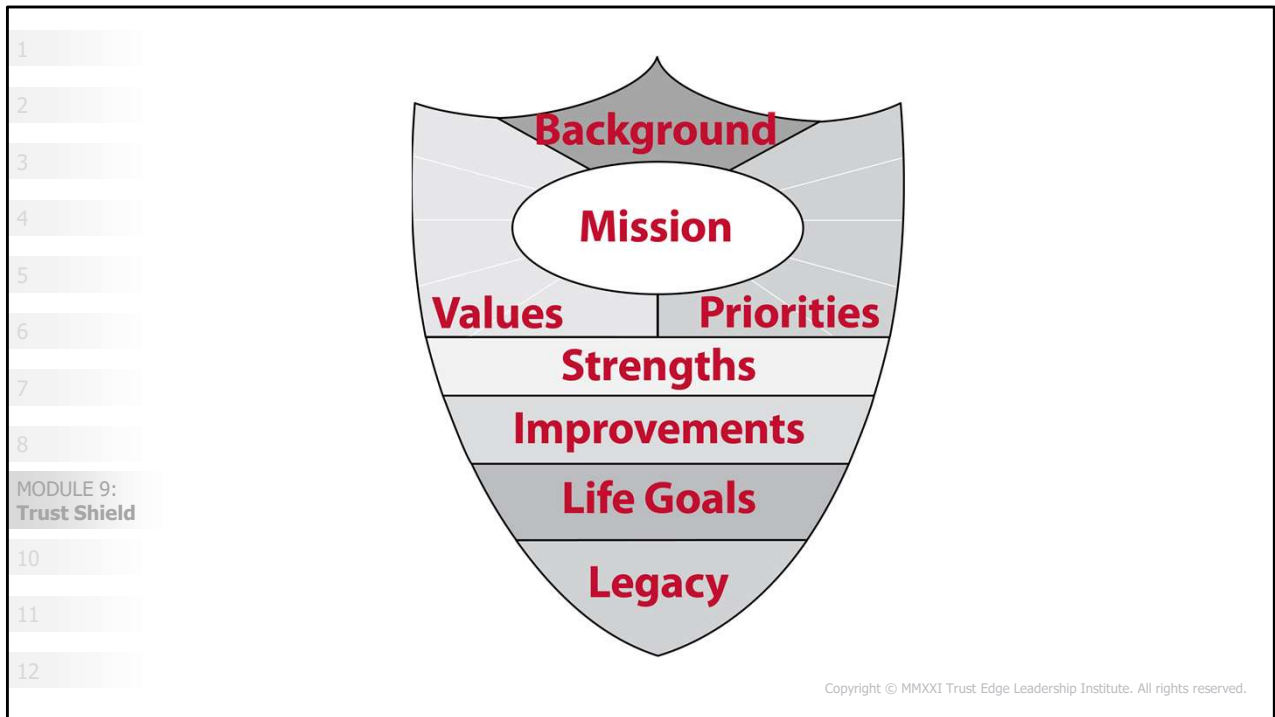
11

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**3-minute video: Creating Your Trust Shield**



- **Say:** “Go ahead and start filling out your trust shields and then we’ll come back together in about 10-15 minutes”
- **Once participants are done or close-to-done with their shields, have them go into groups of 3 people (breakout rooms for virtual events) and take around 7 minutes each to share about their shields.**
- **Remind participants to listen well by staying focused on the person sharing and by asking thoughtful questions.**



1

2

3

4

5

6

7

8

MODULE 9:  
Trust Shield

10

11

12

## >> **DISCUSS**

- ✓ Who learned something **new** about someone else?
- ✓ Who found something **in common** with someone else?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

### Ask participants to raise their hands if they...

- Learned something new about someone else?
- Found something in common with someone else?

1

2

3

4

5

6

7

8

MODULE 9:  
Trust Shield

10

11

12

## >> DISCUSS


- ✓ What was this activity like for *you*?  
The creating? The sharing?
- ✓ How do you think sharing Trust Shields might **impact** your team going forward?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Facilitate a debrief of the Trust Shield.** Ask: “What was that activity like for you? Shout out some words that come to mind.”
- **Additional questions:**
  - “What made it difficult? Nerve wracking? Exhausting? Fun?”
  - “How do you think sharing Trust Shields might impact our team going forward?”

1  
2  
3  
4  
5  
6  
7  
8  
MODULE 9:  
Trust Shield  
10  
11  
12

## >> **APPLY IT!**

- ✓ What does this mean to **US**?
  - ✓ What does this mean to **YOU**?
  - ✓ What are you going to **DO** about it by the next session?
- 

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- Recap how this module’s focus impacts this team/organization.
- Give an opportunity for participants to individually reflect and write down why the focus of this module impacts them individually AND what they are going to do about it by the next session.
- Finally, for question #3, do a pair and share or group shout-out virtually.
- (If it works for the group you are leading, have participants find accountability partners that they keep throughout this course. Example: “Find someone in the room that you can share what YOU are committed to doing to increase trust by the next session.”)

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

**Next Meeting**

- ✓ Date?
- ✓ Time?
- ✓ Location?
- ✓ Contact?

MODULE 9:  
**Trust Shield**

**Confirm details for the next meeting and give a one sentence preview to energize participants about the next module!**

1

2

3

4

5

6

7

8

MODULE 9:  
Trust Shield

10

11

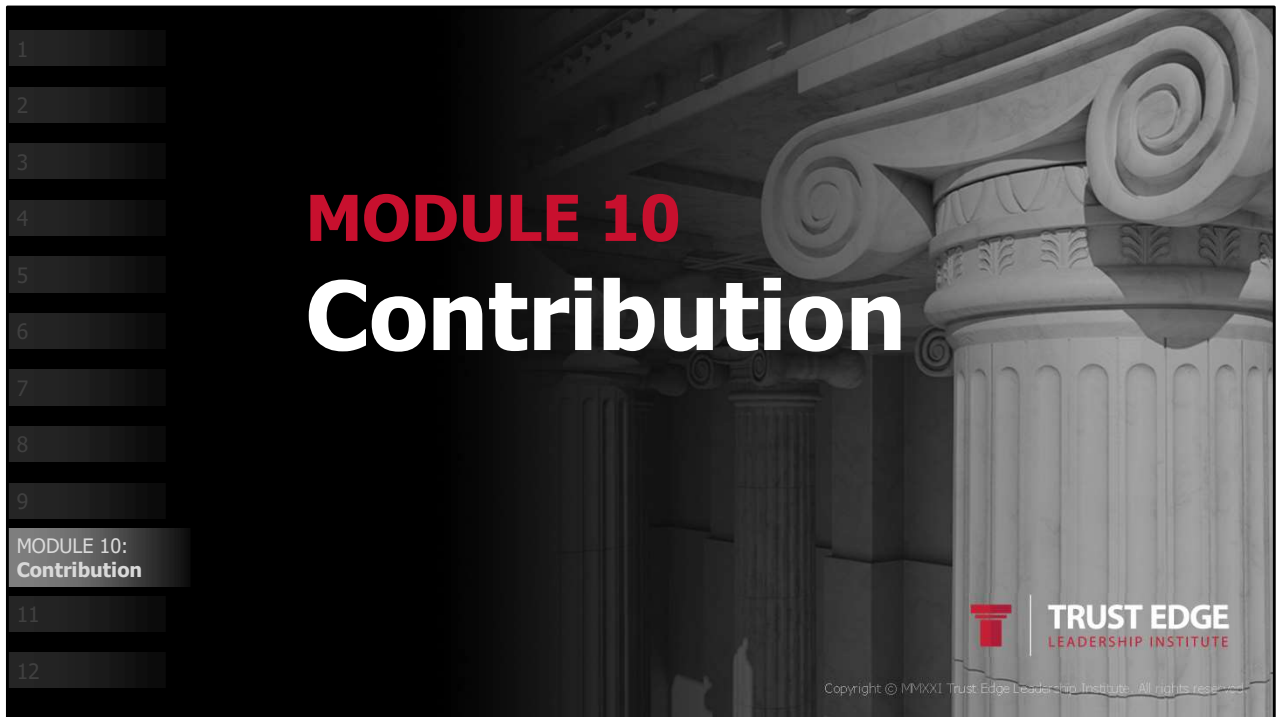
12



A willingness to be  
**transparent** and  
**vulnerable** builds **trust.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

Show this slide to close out the meeting.



**Welcome participants and then say:** “Today our goal is to understand how CONTRIBUTION impacts trust. We’ll cover the SEEDS Strategy to maximize personal contribution and the 6 E’s to motivate others’ contribution.”

1

2

3

4

5

6

7

8

9

MODULE 10:  
Contribution

11

12

“

People immediately  
respond to **results.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Contribution affects trust because people immediately respond to results. If we don’t contribute real outcomes, we will lose trust.”

1

2

3

4

5

6

7

8

9

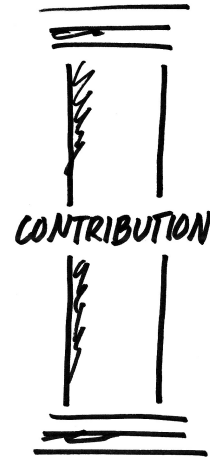
MODULE 10:  
Contribution

11

12

## >>CONNECT

Think of a situation where you have observed incredible **contribution**.



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Go ahead and think quietly of a situation where you have observed incredible contribution.” **Pause and give time for brief self-reflection.**
- **Facilitate sharing stories of where a few people have seen or experienced great contribution.**
- **Optional follow up questions:** “Why was it important? What was the impact? What made it memorable?”
- **Before clicking to the video on the next slide, say:** “Let’s go ahead and watch the video from David about Contribution.”



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- MODULE 10:  
**Contribution**
- 11
- 12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**1-minute video: Contribution**

1

2

3

4

5

6

7

8

9

MODULE 10:  
Contribution

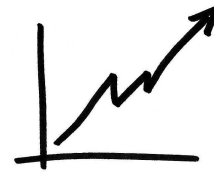
11

12

## M&Ms of Contribution

**M**aximize *your* results.

**M**otivate *others'* results.



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Contribution goes both ways. You can maximize your own results and you can motivate the results of others.”
- **(Note: *The Daily Edge* book is a great resource for maximizing your own results without hindering your relationship with others)**

1

2

3

4

5

6

7

8

9

MODULE 10:  
Contribution

11

12

## » **APPLY IT!**

What can you do to increase  
**contribution?**

- ✓ In your daily work?
- ✓ In your team?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Take a minute or two to think about what you can do to increase your own contribution? In daily work? In a team? Go ahead and write down your ideas. Be as specific as possible! Remember that if you use the ‘How, How, How’ process, you multiply your chances of actually making a lasting change.”

1

2

3

4

5

6

7

8

9

MODULE 10:  
Contribution

11

12

## M&Ms of Contribution

**M**aximize *your* results.

**M**otivate *others'* results.



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “First, let’s look at maximizing our own results to get the most important things done every day.”
- **Before clicking to the video on the next slide, say:** “Here is one strategy for maximizing our individual contributions.”

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- MODULE 10:  
**Contribution**
- 11
- 12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**2-minute video: SEEDS**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- MODULE 10:  
Contribution
- 11
- 12

## SEEDS Strategy

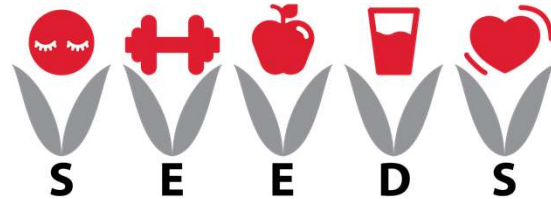
**S**leep

**E**xercise

**E**at right

**D**rink water

**S**ource of strength



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Our best contribution usually happens when we’ve taken care of our SEEDS. If we are getting enough sleep, exercising, eating right, drinking enough water, and have a source of strength beyond ourselves, we are better equipped to contribute in every area of life.”

1

2

3

4

5

6

7

8


9

MODULE 10:  
Contribution

11

12

## » **APPLY IT!**

Knowing that SEEDS will help you contribute more at home and work, create a **How, How, How** plan for one of the SEEDS. 

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Knowing that SEEDS will help you contribute more at home and work, go ahead and use the ‘How, How, How’ process here. for one of the SEEDS.”
- **Have participants take 5 minutes to create their plan and then, if appropriate, pair and share or group shout-out for virtual.**

1

2

3

4

5

6

7

8

9

MODULE 10:  
Contribution

11

12

## M&Ms of Contribution

**Maximize** *your* results.

**Motivate** *others'* results.



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Secondly, we can motivate the results of others.”
- **Before clicking to the video on the next slide, say:** “Here are the 6 E’s for motivating others to contribute results.”



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- MODULE 10:  
Contribution
- 11
- 12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**3-minute video:** 6 E's for Motivating Contribution

1

2

3

4

5

6

7

8

9

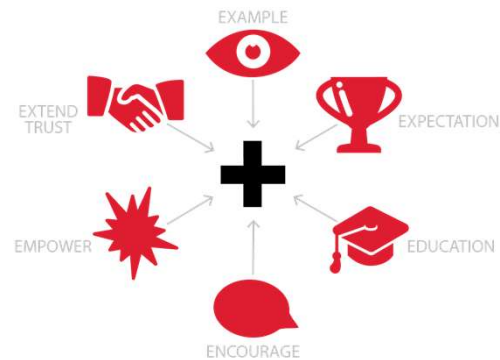
MODULE 10:  
Contribution

11

12

## 6 E's to Motivate Contribution

**E**xample  
**E**xpectation  
**E**ducation  
**E**ncouragement  
**E**mpowerment  
**E**xtending Trust



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Here are the 6 E’s again. As a starting point, circle two of these and then in the margin, write down ideas for how you can start improving those two areas in order to motivate contribution.”

1

2

3

4

5

6

7

8

9

MODULE 10:  
Contribution

11

12

“

“Doing”, not “saying”,  
builds **trust**.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Contribution takes action. We can say that we will help on a project, but if we don’t actually DO it, people won’t trust us.”

1

2

3

4

5

6

7

8

9

MODULE 10:  
Contribution

11

12

## >> **APPLY IT!**

- ✓ What does this mean to **US**?
- ✓ What does this mean to **YOU**?
- ✓ What are you going to **DO** about it by the next session?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- Recap how this module's focus impacts this team/organization.
- Give an opportunity for participants to individually reflect and write down why the focus of this module impacts them individually AND what they are going to do about it by the next session.
- Finally, for question #3, do a pair and share or group shout-out virtually.
- (If it works for the group you are leading, have participants find accountability partners that they keep throughout this course. Example: "Find someone in the room that you can share what YOU are committed to doing to increase trust by the next session.")

1  
2  
3  
4  
5  
6  
7  
8  
9  
MODULE 10:  
Contribution  
11  
12

## Next Meeting

- ✓ Date?
- ✓ Time?
- ✓ Location?
- ✓ Contact?

**Confirm details for the next meeting and give a one sentence preview to energize participants about the next module!**

1

2

3

4

5

6

7

8

9

MODULE 10:  
Contribution

11

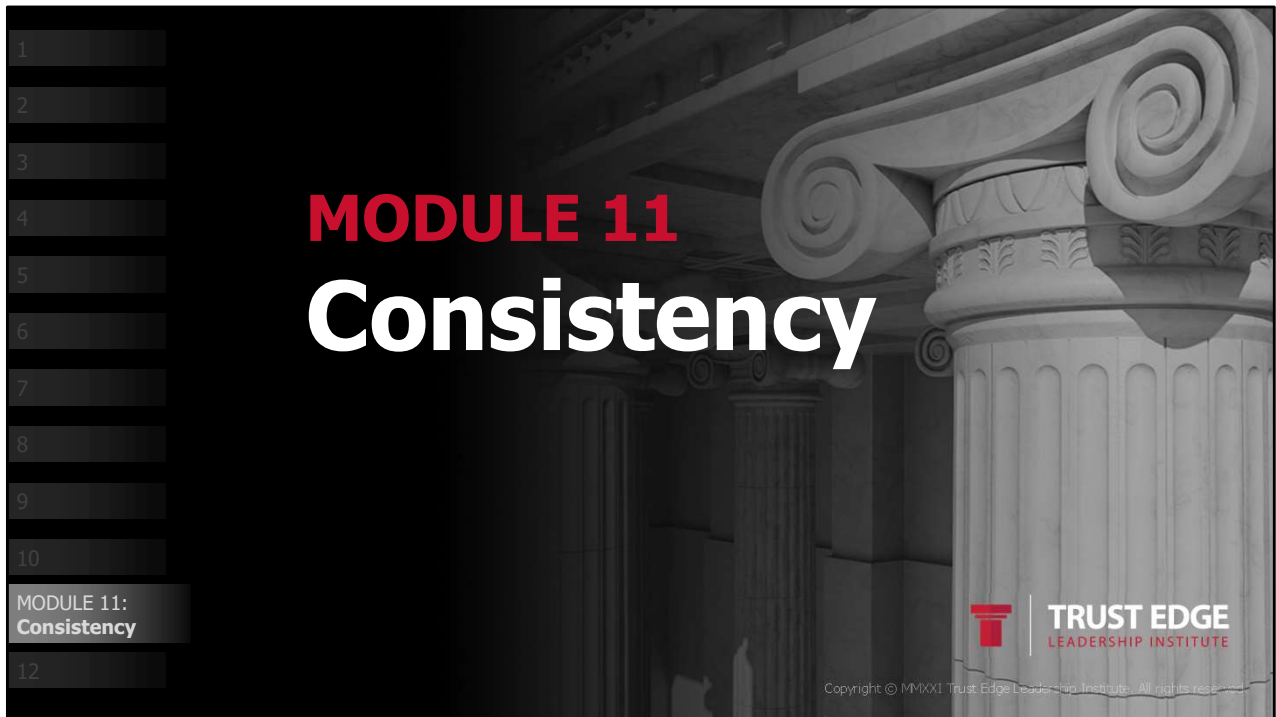
12



People immediately  
respond to **results.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Show this slide to close out the meeting.**



- **Welcome participants and then say:** “The last pillar of the 8-Pillar Framework is Consistency. At Trust Edge Leadership Institute, ‘consistency’ is known as ‘the king and queen of the pillars’ because we are trusted for whatever we do consistently.”

1

2

3

4

5

6

7

8

9

10

MODULE 11:  
**Consistency**

12

“

People love to see  
**the little things**  
done **consistently.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “People love to see the LITTLE THINGS done consistently.”



1

2

3

4

5

6

7

8

9

10

MODULE 11:  
Consistency

12

## » CONNECT

- ✓ Think of ONE time **a lack of consistency** negatively impacted you at work.
- ✓ What difference would more consistency have made?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Think of a time when a lack of consistency negatively impacted you at work. Maybe it was an experience at work or an interaction with a brand.”
- **Allow brief self reflection, then facilitate a discussion around this question.**
- **Ask:** “What difference would more consistency have made?”

1

2

3

4

5

6

7

8

9

10

MODULE 11:  
Consistency

12

## » DISCUSS

- ✓ Think of a recent time when *you* were **inconsistent**.
- ✓ What did it cost you or those around you?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Now, think of a time in the last couple of months when YOU were inconsistent. When was a time you said you would do something and then didn’t? What did it cost you? Or maybe think of time when you acted in a way that was inconsistent with your character. How was trust affected?”
- **Allow brief self reflection and then facilitate a pair and share around this question or group shout out for virtual.**

1

2

3

4

5

6

7

8

9

10

MODULE 11:  
Consistency

12



In EVERY interaction,  
we **increase** or  
**decrease** trust.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “In every interaction we either increase or decrease trust. Just like our bodies atrophy without consistent nutrition and exercise, our relationships atrophy without consistently building trust ”
- **Before clicking to the video on the next slide, say:** “Let’s take a look at the video about consistency.”

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- MODULE 11:  
**Consistency**
- 12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**3-minute video: Consistency**

1

2

3

4

5

6

7

8

9

10

MODULE 11:  
Consistency

12

## Two Types of Consistency

✓ **Personal** consistency

✓ **Organizational**  
consistency



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “There are two types of consistency: personal consistency and organizational consistency.”

1

2

3

4

5

6

7

8

9

10

MODULE 11:  
Consistency

12

## Two Types of Consistency

**1. Personal** consistency builds your **reputation**.

**2. Organizational** consistency builds your **brand**.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “‘Personal consistency’ builds your reputation and ‘organizational consistency’ builds your brand.”

1

2

3

4

5

6

7

8

9

10

MODULE 11:  
Consistency

12

## Personal Consistency: REPUTATION

For good or bad, what are you  
**most known for?**



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Ask:** “What are you known for? Whether it’s good or bad...Are you known for being late? Are you known for being joyful? Are you known for being a gossip? Are you known for being an encourager?”
- **Encourage participants to write down what comes to mind for moment.**

1

2

3

4

5

6

7

8

9

10

MODULE 11:  
Consistency

12

## >> **DISCUSS**

- ✓ What do you most **hope** to be known for?
- ✓ What can you do **consistently** to keep and strengthen the reputation you most hope for?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Ask:** “What do you most HOPE to be known for? What can you do CONSISTENTLY to keep and strengthen the reputation you most hope for? Write it down. What can you do to make that hope a reality?” **Remind participants that to apply “How, How, How” here.**
- **Facilitate a pair-and-share or group shout-out for virtual events.**



1

2

3

4

5

6

7

8

9

10

MODULE 11:  
Consistency

12

## Organizational Consistency: BRAND

What are a few words that your customers would use to **describe** your organization's brand?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Facilitate a brief discussion.**
- **Ask:** "What are a few words that your customers would use to describe your organization's brand?"
- **Have participants write down 3 words from the group discussion.**

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
MODULE 11:  
Consistency  
12

## >> REFLECT

### Brand Consistency

1 2 3 4 5 6 7 8 9 10

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Facilitate brief self reflection**
- **Ask:** “Think to yourself for a minute...On scale of one to ten, how well does our organization consistently reinforce these aspects of our brand?”
- **Call out a handful of responses from participants.**
- **Ask:** “What can we do in our role, no matter what our title is, to help reinforce our brand traits consistently?”
- **Before clicking to the video on the next slide, say:** “Here is a quick video about what happens if we DON’T build trust consistently.”

1

2

3

4

5

6

7

8

9

10

MODULE 11:  
Consistency

12



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**2-minute video: Trust Atrophy**

1

2

3

4

5

6

7

8

9

10

MODULE 11:  
Consistency

12

## » **APPLY IT!**

- ✓ What does this mean to **US**?
- ✓ What does this mean to **YOU**?
- ✓ What are you going to **DO** about it by the next session?



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- Recap how this module's focus impacts this team/organization.
- Give an opportunity for participants to individually reflect and write down why the focus of this module impacts them individually AND what they are going to do about it by the next session.
- Finally, for question #3, do a pair and share or group shout-out virtually.
- (If it works for the group you are leading, have participants find accountability partners that they keep throughout this course. Example: "Find someone in the room that you can share what YOU are committed to doing to increase trust by the next session.")

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
MODULE 11:  
Consistency  
12

## Next Meeting

- ✓ Date?
- ✓ Time?
- ✓ Location?
- ✓ Contact?

**Confirm details for the next meeting and give a one sentence preview to energize participants about the next module!**

1

2

3

4

5

6

7

8

9

10

MODULE 11:  
Consistency

12

“

It is *the little things,*  
**done consistently,**  
that make the  
**biggest** difference.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

Show this slide to close out the meeting.



- **Welcome participants and then say:** “Here we are at the last module! We have walked through the case for trust, each of the 8 Pillars for building trust as individuals and organizations.”
- **Module 12 Goal: Say,** “Today we are looking at the next steps for applying this in our unique circumstances. We will learn how to contextualize the pillars and make a plan for building trust going forward”.
- **Before clicking to the video on the next slide, say:** “Here’s a quick recap from David!”

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11

MODULE 12:  
**Next Steps**



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**1-minute video: Recap**



1

2

3

4

5

6

7

8

9

10

11

MODULE 12:  
Next Steps

## »CONNECT

- ✓ What has this meant for you so far?
- ✓ What are a few key ways you can **use this** in your role or environment?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Ask:** “So let’s talk about what this meant for us so far? What are a few key ways you can use this in your role or environment?”
- **Allow brief self reflection then facilitate a discussion around these questions.**

1

2

3

4

5

6

7

8

9

10

11

MODULE 12:  
Next Steps

“

Trust **in context** matters.  
Know your **environment**.  
Know your **people**.

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Trust in context matters. Know your environment. Know your people.”
- **Before clicking to the video on the next slide, say:** “Building trust is day-by-day work. Like in the last module: ‘It’s the little things done consistently that make the biggest difference’. Contextualizing these 8 pillars in our everyday efforts and interaction will be what drives long term impact.”

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11

MODULE 12:  
**Next Steps**



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**4-minute video: Contextualizing the 8 Pillars**

1

2

3

4

5

6

7

8

9

10

11

MODULE 12:  
Next Steps

## » REFLECT

- ✓ How can you **contextualize** the trust framework in *your* role or environment?
- ✓ How can you make it MOST **relevant and impactful** for your work and life?

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Ask:** “How can you contextualize the trust framework in *your* role or environment? How can you make it MOST relevant and impactful for your work and life?”
- **Have participants write down their thoughts for a few minutes.**

1

2

3

4

5

6

7

8

9

10

11

MODULE 12:  
Next Steps

“Watch your **THOUGHTS**,  
for they BECOME **WORDS**.  
Choose your **WORDS**,  
for they BECOME **ACTIONS**.  
Understand your **ACTIONS**,  
for they BECOME **HABITS**.  
Study your **HABITS**,  
for they will BECOME YOUR **CHARACTER**.  
Develop your **CHARACTER**,  
for it BECOMES YOUR **DESTINY**.”

- John Boe, US Army Captain and Author

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “The U.S. Army Captain and Author John Boe said, ‘Watch your THOUGHTS, for they BECOME WORDS. Choose your WORDS, for they BECOME ACTIONS. Understand your ACTIONS, for they BECOME HABITS. Study your HABITS, for they will BECOME YOUR CHARACTER. Develop your CHARACTER, for it BECOMES YOUR DESTINY.’”

1

2

3

4

5

6

7

8

9

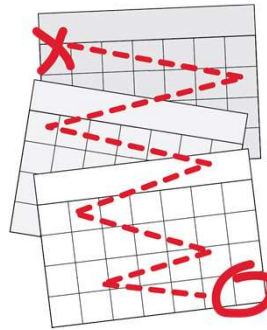
10

11

MODULE 12:  
Next Steps

## >> DISCUSS

Review your 90-Day Quick Plan.



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Back in Module 3 we made a 90-Day Quick Plan. Let’s take a look at how those went. What went well? What was helpful? Where did you get stuck or lose momentum? Go ahead and shout out what your goal was and what happened.”
- **Optional additional questions:** “What would you have liked to do differently? What barriers did you encounter? Who helped you in the process?”

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11

## NEW 90-Day Quick Plan

1. Where am I right now?
2. Where do I want to be in 90 days?
3. Why am I going?
4. **HOW** am I going to get there?
5. **HOW** am I going to get there?
6. **HOW** am I going to get there?

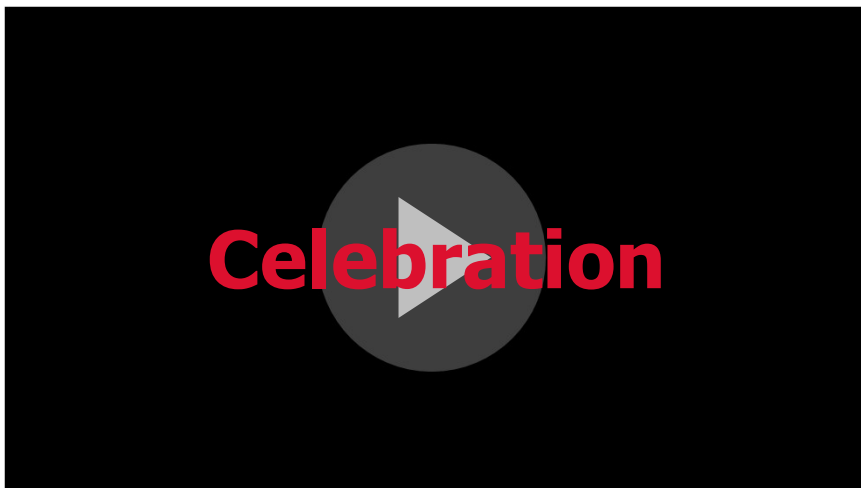
MODULE 12:  
Next Steps

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

- **Say:** “Either as a team solving a challenge in your organization or as individuals setting a goal, complete another NEW 90-Day Quick Plan for the few months ahead. Write down someone you will ask to hold you accountable to this goal. Ask them to check in with you throughout these 90 days.”
- **Give participants at least 5-10 minutes to complete their plan then confirm that participants drilled down to something they can actually do about it starting today or tomorrow with a specific number or time attached. (Example of a final ‘how’: Before 5:00PM today, I will schedule time in my calendar from 2-3PM this Friday to work on \_\_\_\_\_ project.)**
- **Play video on next slide of a closing video from David.**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11

MODULE 12:  
**Next Steps**



Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**1-minute video: Celebration from David**



1

2

3

4

5

6

7

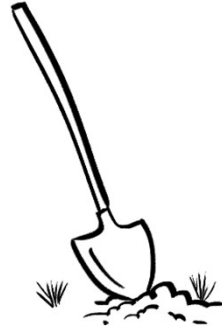
8

9

10

11

MODULE 12:  
**Next Steps**



**Do the work.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “we can only control what WE do, not what others do. It’s up to us to take these tools forward and continue to use them in our work and in our relationships to improve results and build a high trust team and organization.”

1

2

3

4

5

6

7

8

9

10

11

MODULE 12:  
**Next Steps**

“

Everything of **value**  
is built on **trust.**

Copyright © MMXXI Trust Edge Leadership Institute. All rights reserved.

**Say:** “Thank you so much for your engagement and insight shared throughout our time together. If you have questions or want to continue going deeper in this trust work, you can visit [TrustEdge.com](https://TrustEdge.com) or reach out to their team by phone. I know they are happy to serve and support us as we move forward! Thank you all for continuing to do the work of building trust.”