



# Case Study: Professional Development

*International organization of 2,100 members*

## CHALLENGE

*Organization was losing members and rapidly shrinking.*

## SOLUTION

**Utilize the Trust Edge Inspire-Clarify-Equip (ICE) Process to...**

**INSPIRE a shift of thinking and give a common language.**

- Delivered keynote at national meetings and president's meetings to create buy-in and shift thinking about trust and its bottom line impact

**CLARIFY and benchmark performance improvement.**

- Planned board retreats and created strategic plan
- Established standards of excellence
- Led strategic planning and roll out

**EQUIP with actionable tools.**

- Invested in Board of Directors and Senior Leadership team with a three-year coaching and consulting commitment
- Rolled out new mission statement and values
- Trained chapter leadership
- Implemented executive advising with Board of Directors and Senior Leadership
- Infused a variety of Trust Edge training and keynotes throughout organization
- Integrated 8-Pillar Trust Edge Framework™ into organizational culture and decision making

## RESULTS

**Measurable results included:**

- ★ Decreased attrition by 20% in three-year period
- ★ Established common language across organization
- ★ Increased alignment

*"David showed us how to  
reframe our thinking with the  
Trust Edge pillars and tools.  
This framework helped us by  
answering a lot of  
unanswered questions."*