



Case for Trust

Key Concepts

- A lack of trust is your biggest expense
- Everything of value is built on trust
- The #1 question everyone is asking about you is "Can I trust you?"
- The only way to amplify a marketing message is to increase TRUST in the message
- Trust speeds up sales. Trust mitigates risks
- At the core it's never a leadership issue or communication issue. It's always a trust issue
- Trust is NOT a soft skill

Bonus Concepts

- Google data
- Data: When people trust a company...

Activities/Discussions

- What destroys trust?
- What is a lack of trust costing you? your team? your organization?

Your Stories/Anecdotes

- _____
- _____
- _____

Videos from David

- Trust Fall
- Case for Trust Overview
- Mr. Olsen's Veggie stand
- Transparency About Mistakes

David's Anecdotes

- Credit score is really a trust score
- Why do we put a lock on anything? What does it cost?
- How long does it take to send a text to someone you don't trust? Someone you do trust?

What does this mean to YOUR audience?

- _____
- _____
- _____



Clarity Pillar

Key Concepts

- People trust the clear and mistrust the ambiguous (or the overly complex!)
- Two Areas of Clarity: Strategic & Communication
- O.D.C. Method
- Alignment / Clear Priorities
- Communication = shared meaning

Bonus Concepts

- Clarity Amidst conflict: PAWS
- Caribou / BAMA

Activities/Discussions

- How? How? How? Strategy and/or 90-Day Quick Plan™
- Scenarios: "Get Me a Drink"
- Let's Go to Lunch!

Your Stories/Anecdotes

- _____
- _____
- _____

Videos from David

- Clarity Overview (Two Areas of Clarity)
- Strategic Clarity (90-Day Quick Plan with David Health Story)
- David's Weight Loss Story / Final How
- Communication Clarity (ODC Method)

David's Anecdotes

- Is it easier to have a 100-page strategic plan or a 1-page strategic plan?
- Barry Schwartz *The Paradox of Choice* (grocery store examples under communication clarity)
- B.A.M.A (Caribou Coffee)

What does this mean to YOUR audience?

- _____
- _____
- _____



Compassion Pillar

Key Concepts

- People put faith in those who care beyond themselves
- People trust those who have INTENT beyond themselves
- Don't underestimate the power of actually caring
- L.A.W.S. of Compassion
- S.P.A. Method of Appreciation
- Belittlement
- Just love `em

Bonus Concepts

- People Listening Method (Under "L" in LAWS of Compassion)

Activities/Discussions

- Who is the most trusted person in the world to the most people?
- The #1 magnetic trait: _____
- Lunchroom / Card Activity
- Appreciation / Writing Thank You Notes

Your Stories/Anecdotes

- _____
- _____
- _____

Videos from David

- Compassion Overview (LAWS of Compassion)
- Bear Attacks Story (Under "Wake Up & Be Present")

David's Anecdotes

- Delta – changing how they treated their employees which affected the Frequent Flyer
- Grandparent getting on the same level as their grandkid (L.A.W.S. of Compassion, under "Wake up & be present")

What does this mean to YOUR audience?

- _____
- _____
- _____



Character Pillar

Key Concepts

- People notice those who do what's right over what's easy
- Decision-Making Values + 7 Steps to Organizations of Character
- OR -
- 3 Questions for Character

Bonus Concepts

- Personal Mission Statement

Activities/Discussions

- Create Decision-Making Values

Your Stories/Anecdotes

- _____
- _____
- _____

Videos from David

- Character Overview (Dad Magazine Story)

David's Anecdotes

- Parents saying "Have Fun" vs. "Be Good"
- Seek satisfaction, not pleasure / Eating ice cream
- Giving away car because daughter held family accountable to their value of "Be Generous"

What does this mean to YOUR audience?

- _____
- _____
- _____



Competency Pillar

Key Concepts

- People have confidence in those who stay fresh, relevant, and capable
- Input = Output
- I might trust your character or compassion and still not trust you to do a specific job if I don't think your capable

Bonus Concepts

- Worried about being seen as incapable (Trust Outlook® data)

Activities/Discussions

- Input pair up / Recommended inputs
- Solving an Issue

Your Stories/Anecdotes

- _____
- _____
- _____

Videos from David

- Competency Overview (Input/Output with Fishhook Story)

David's Anecdotes

- I might trust my friend to take my kids to the ball game but not to give me a root canal
- If you're selling the same way you were 20 years ago, I might not trust your competence
- The Container Store example (200 hours on training compared to 8 hours)
- Chick-Fil-A, average per store revenue: \$4.4 million. Closed on Sunday but making more than competitors. Primarily attributed to training! <https://www.entrepreneur.com/article/320615>
- Every science says the same thing: input = output <https://youtu.be/3KMmM4umYJcv>

What does this mean to YOUR audience?

- _____
- _____
- _____



Commitment Pillar

Key Concepts

- People believe in those who stand through adversity
- The only way to rebuild trust is to make and keep a new commitment
- Two Types of Commitment: Personal & Public

Bonus Concepts

- 6 Ways to Create a Fan Base

Activities/Discussions

- Promise they made but didn't keep. How did that make you feel?
Promise you made but didn't Keep. How did THAT make you feel?
We so often judge others by their actions and ourselves by our intent
- 6 Step Accountability Framework

Your Stories/Anecdotes

- _____
- _____
- _____

Videos from David

- Commitment Overview (Personal/Public Commitment)

David's Anecdotes

- Commitment breeds commitment. Not "Can you just tell my people to be committed to me?"
- Harley Davidson Tattoo
- Friend from the Netherlands – lying apologizers
- American Girl Doll – Public Commitment (community)

What does this mean to YOUR audience?

- _____
- _____
- _____



Connection Pillar

Key Concepts

- People want to follow, buy from, and be around those who connect and collaborate
- Magnetic vs. Repellent Traits
- Ways to connect

Bonus Concepts

- Great Curious Questions
- Two Types of Questions: Discovery vs. Solution
- Contribute resources (resources I have / resources I need)

Activities/Discussions

- Trust Shield
- Sit / Stand Activity
- Repelling vs. Magnetic Traits / Gratitude
- Solve a Problem / Collaborative Thinking
- Discovery / Solution Question Scenarios

Your Stories/Anecdotes

- _____
- _____
- _____

Videos from David

- Connection Overview (Magnetic Trait)
- Trust Shield

David's Anecdotes

- Who invented the light bulb? Who invented the cotton gin? Who invented the iPhone? Name on patent vs. those who collaborated to actually create it
- GM & Ford collaborating to create 9 and 10 speed automatic transmissions
- Red paperclip story
- Former T-Mobile CEO sharing his life

What does this mean to YOUR audience?

- _____
- _____
- _____



Contribution Pillar

Key Concepts

- People immediately respond to results
- M&M's of Contribution
- 6 E's of Motivation (Under Motivating Others' Contribution)

Activities/Discussions

- D.M.A.s = Difference-Making Actions (Under Maximizing Personal Contribution)

Your Stories/Anecdotes

- _____
- _____
- _____

Videos from David

- Contribution Overview (M&M's & 6 E's)
- D.M.A. Strategy

David's Anecdotes

- You can be the greatest surgeon in the world but, if you cut off the wrong leg, we're going to have a problem. We must contribute the right results!
- We either motivated towards or against. I'm 3-years-old. I touch the stove. It's hot. Ouch! I'm motivated away from it.
- Training killer whales – lavish appreciation for any movement in the right direction

What does this mean to YOUR audience?

- _____
- _____
- _____



Consistency Pillar

Key Concepts

- People love to see the little things done consistently
- It is the little things, done consistently, that make the biggest difference
- Sameness is trusted. We are trusted for whatever we do consistently – for good or bad!
- In every interaction we either increase or decrease trust
- Out trust is atrophying every single day unless we are consistently building trust
- Enders & Repeaters (Under Personal Consistency)
- S.E.E.D.S. (Under Personal Consistency)

Bonus Concepts:

- Personal Consistency: Habit Change

Activities/Discussions

- Brand Balance / Brand: 1 to 10 scale (Under Organizational Consistency)

Your Stories/Anecdotes

- _____
- _____
- _____

Videos from David

- Consistency Overview
- Sheep Story

David's Anecdotes

- If you are late every day, I will in fact trust you to be LATE. If I'm a good spouse, it's because I've loved and honored my partner over years, not because I gave them a nice gift one time. If I work out once, it doesn't do much good. It's the consistency of exercise that improves my health!
- Walking into a bank, if the teller is great, the loan officer is not so great, the website has broken links, but the brochure has ear messaging...this inconsistency loses trust in a brand.
- When my 14-year-old walks out on me and slams the door, how I respond then is one of my greatest opportunities to increase or decrease trust.

What does this mean to YOUR audience?

- _____
- _____
- _____