

# Top Ten Traits *of* Trust Edge Certified Partners

## 1. Prepared

Know the content, have the room ready, and be there early.

## 2. Storyteller

Sharing relevant stories helps the message stick so participants connect content to real life.

## 3. Congruent

No one is perfect, but it is critical to be the same person “offstage” as “onstage.”

## 4. Balanced

The ability to balance facilitation and instruction, research and simple actions, fast moving with reflection, and a variety of people and styles goes a long way in building trust with participants.

## 5. Technology-savvy

Ability to use needed technology for projection of videos, power point, and audio will often depend on you.

## 6. Flexible

It puts everyone at ease when you are able to adjust because lunch arrives early or the sound system gives you trouble.

## 7. Good Manager

The ability to manage time as well as a variety of people puts participants at ease and helps them focus on what is most important.

## 8. Caring

Care for attendees and passion for the content inspires engagement and impact.

## 9. Focused

Focus on individuals and acknowledge their reality, but also focus on time and desired outcomes for the whole group.

## 10. Relevant

Making the content relevant to the audience and being able to share how it fits their objectives and overall strategy creates more buy-in and greater results.