THE TRUE TRUTH ON TRUST

RICHARD FAGERLIN
rfagerlin@peaksol.com
Win as **MUCH** as **YOU** can

<table>
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<tr>
<th>PAYOFF SCHEDULE</th>
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<tr>
<td>1X</td>
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<td>3Y</td>
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Definition of TRUST:

Confidence in your relationship with others
## Impact of Trust

<table>
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<tr>
<th>HIGH TRUST</th>
<th>LOW TRUST</th>
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I DON’T TRUST THEM
The Big Lie
Trust is earned over time. It takes a lifetime to earn it and a second to lose it.
DISCLAIMER
LOYALTY DEFINED:

What can you do for me?
THE TRUST MODEL
THE TRUST MODEL

INTEGRITY

COMPETENCE

COMPASSION
Assessing your trustworthiness

**INTEGRITY**

1. “Walk the talk” with regard to your origination’s mission and values?

2. Make clear and unambiguous commitments?

3. Comply with legal business regulations?

4. Act from a well-defined set of personal guiding principles?

5. Do what you say you will do?

6. Accept accountability rather than blame when things go wrong?

7. Arrive on time for meetings.
The Trust Test
Assessing your trustworthiness

**Competence**

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<th>8. Understand your role and responsibilities?</th>
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<td>9. Possess the technical expertise to do your job title?</td>
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<td>10. Set clear goals and objectives?</td>
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<td>11. Deliver the business results you promise?</td>
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<td>12. Have an education and/or experience consistent with the demands of your job?</td>
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<td>13. Seek to improve areas of deficiency?</td>
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<td>14. Share your knowledge and expertise with others?</td>
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## THE TRUST TEST
Assessing your trustworthiness

### COMPASSION

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<td>15.</td>
<td>Treat others with dignity and respect?</td>
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<td>16.</td>
<td>Have faith in other’s abilities to contribute?</td>
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<td>17.</td>
<td>Listen and seek input from others?</td>
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<td>18.</td>
<td>Act in a manner perceived as fair?</td>
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<td>19.</td>
<td>Put the good of the whole above protecting your turf?</td>
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<td>20.</td>
<td>Seek to be a team player?</td>
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<td>21.</td>
<td>Seeks first to understand before being understood?</td>
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YOUR TRUST FACTOR

INTEGRITY

COMPETENCE

COMPASSION
PUTTING THE TRUST MODEL TO WORK

1. Everyone needs a CPA
2. Assume POSITIVE INTENT
3. Be OFFENSIVE
4. Quit building “SELF ESTEEM”
5. CANDOR with CARE
6. Get out of THE LOOP
PUTTING THE TRUST MODEL TO WORK

7. Treat people **DIFFERENTLY**
8. Focus less on the **FINISH LINE**
9. Words are like **TOOTHPASTE**
10. Manage the **TENSION**
11. Get **BETTER** not ** BIGGER**
12. Lose **RIGHTS** gain **RESPONSIBILITIES**
1. Everyone needs a **CPA**
2. Assume **POSITIVE INTENT**
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12. Lose **RIGHTS** gain **RESPONSIBILITIES**
If it is to be...
It is up to me!

3 things you can personally do to impact trust for the better.
RICHARD FAGERLIN
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