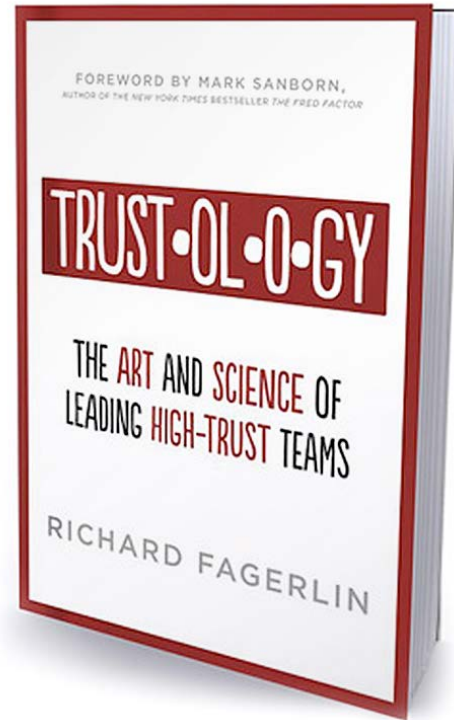


THE TRUE TRUTH ON TRUST

RICHARD FAGERLIN

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Win as MUCH as YOU can

PAYOFF SCHEDULE

1X	Win \$3.00	1Y	Lose \$3.00
3Y	Lose \$1.00	3X	Win \$1.00
2X	Win \$2.00	4X	Lose \$1.00
2Y	Lose \$2.00	4Y	Win \$1.00

Definition of TRUST:

Confidence in your relationship with others

IMPACT OF TRUST

HIGH TRUST	LOW TRUST

I DON'T
TRUST
THEM

Jim
 Larry
 Gayle

The

Big Lie

TRUSTS BIGGEST LIES

Trust is **earned** over **time**

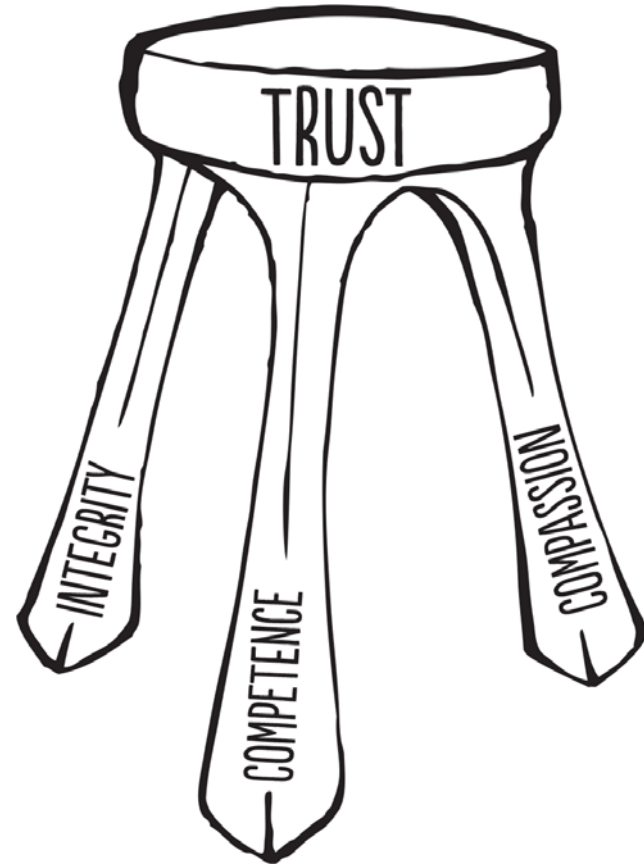
It takes a **lifetime** to earn it
and a **second** to lose it

DISCLAIMER

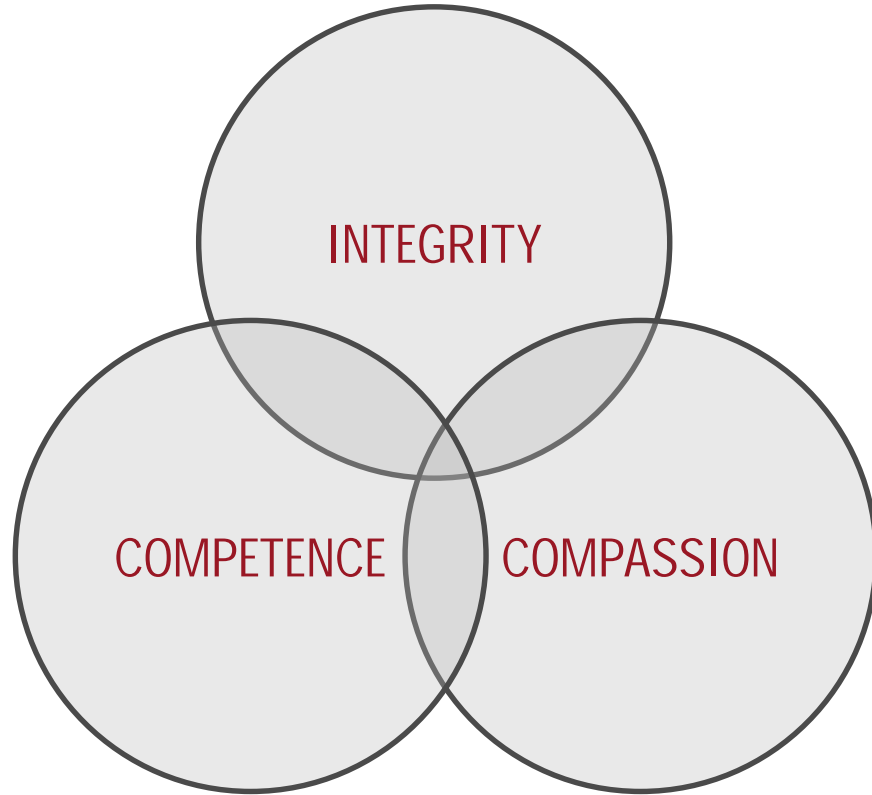
LOYALTY DEFINED:

What can **you**
do for **me**?

THE TRUST MODEL



THE TRUST MODEL



THE TRUST TEST

Assessing your trustworthiness

INTEGRITY

1 2 3 4 5

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

1 2 3 4 5

2. Make clear and unambiguous commitments?

1 2 3 4 5

3. Comply with legal business regulations?

1 2 3 4 5

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

1 2 3 4 5

5. Do what you say you will do?

1 2 3 4 5

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

1 2 3 4 5

7. Arrive on time for meetings.

THE TRUST TEST

Assessing your trustworthiness

COMPETENCE

1 2 3 4 5

8. Understand your role and responsibilities?

1 2 3 4 5

9. Possess the technical expertise to do your job title?

1 2 3 4 5

10. Set clear goals and objectives?

1 2 3 4 5

11. Deliver the business results you promise?

1 2 3 4 5

12. Have an education and/or experience consistent with the demands of your job?

1 2 3 4 5

13. Seek to improve areas of deficiency?

1 2 3 4 5

14. Share your knowledge and expertise with others?

THE TRUST TEST

Assessing your trustworthiness

COMPASSION

1 2 3 4 5

15. Treat others with dignity and respect?

1 2 3 4 5

16. Have faith in other's abilities to contribute?

1 2 3 4 5

17. Listen and seek input from others?

1 2 3 4 5

18. Act in a manner perceived as fair?

1 2 3 4 5

19. Put the good of the whole above protecting your turf?

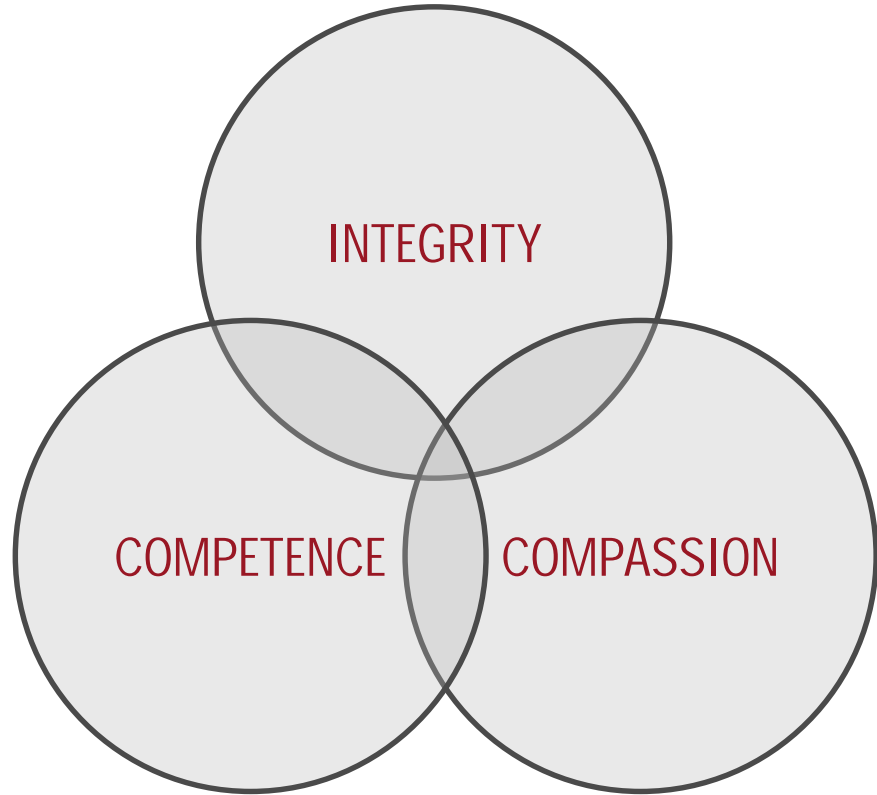
1 2 3 4 5

20. Seek to be a team player?

1 2 3 4 5

21. Seeks first to understand before being understood?

YOUR TRUST FACTOR



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**



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If it is to
be...

It is up to
me!

3 things **you** can
personally do
to impact **trust**
for the **better**

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