Why Trust?

TRUST is _____________________________.

THE TRUST EDGE is the ________________________________ gained when others confidently believe in you.

The Impact of Trust

As trust increases...

“Everything of value is built on trust, from financial systems to relationships.”

© 2014 Horsager Leadership Inc
8 Pillars of Trust

“Trust is a **bottom-line** decision.”

1 | C
People trust the clear and mistrust the ambiguous.

2 | C
People put faith in those who care beyond themselves.

   The LAW of Compassion:
   L __________ A __________ W __________

3 | C
People notice those who do what is right over what is easy.

4 | C
People have confidence in those who stay fresh, relevant, & capable.

5 | C
People believe in those who stand through adversity.

6 | C
People want to follow, buy from, and be around friends.

7 | C
People immediately respond to results.

8 | C
People love to see the little things, done consistently.