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*Creating a
People First[®]
Trust-based Culture*

The background of the slide features the dark silhouettes of two men in business attire shaking hands. They are positioned in front of a window with horizontal blinds, which are partially open, allowing a warm, golden light to filter through. The overall mood is professional and collaborative.

TRUST is...

...Everything!

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The Wheel Of Trust

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Centers Of Focus Model

Developing Trust Equity



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A close-up photograph of a hand holding a smooth, dark stone. The word "TRUST" is engraved in capital letters on the top surface of the stone. The background is a warm, golden-brown color, suggesting a sunset or a similar light source. The overall mood is one of care and trust.

CHRIST

*Is our EXAMPLE for
Trust Based Relationships*

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*Have you
taken
the time to
?*

*Pinpoint where mistrust is occurring
between employees and management?*

*Discover how to repair any erosion of
trust in your organization?*

*Acquire a better understanding of how
your customers measure the level of trust
or mistrust they have for your products
and services?*

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*Have you
taken
the time to
?*

*Define the high level TrustPoints in all of
your stakeholders' minds and how to
maintain and improve on their Trust Points?*

*Capitalize on creating strategies for fostering
greater levels of trust and synergy among all
team members?*

*Discover why employees and customers walk
away from you and why they are unwilling to
come onboard with you?*

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*Have you
taken
the time to
?*

Understand the power of creating a trust-based culture that will attract and retain the best employees?

Consider how you can achieve an outrageously successful onboarding for new employees?

Determine more intelligently if a prospective hire is a great culture fit?

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TRUST

The background of the slide features the dark silhouettes of two individuals in business attire shaking hands. They are positioned against a background of horizontal blinds, which are partially open, allowing light to filter through and create a warm, golden-brown glow. The silhouettes are centered horizontally and occupy the middle ground of the image.

The specific beliefs that a person has with respect to another person's credibility in the areas of...



*The Seven
Attributes
of Trust*

Character

Competence

Confidence

Caring

Communication

Consistency

Commitment

Trust Capital



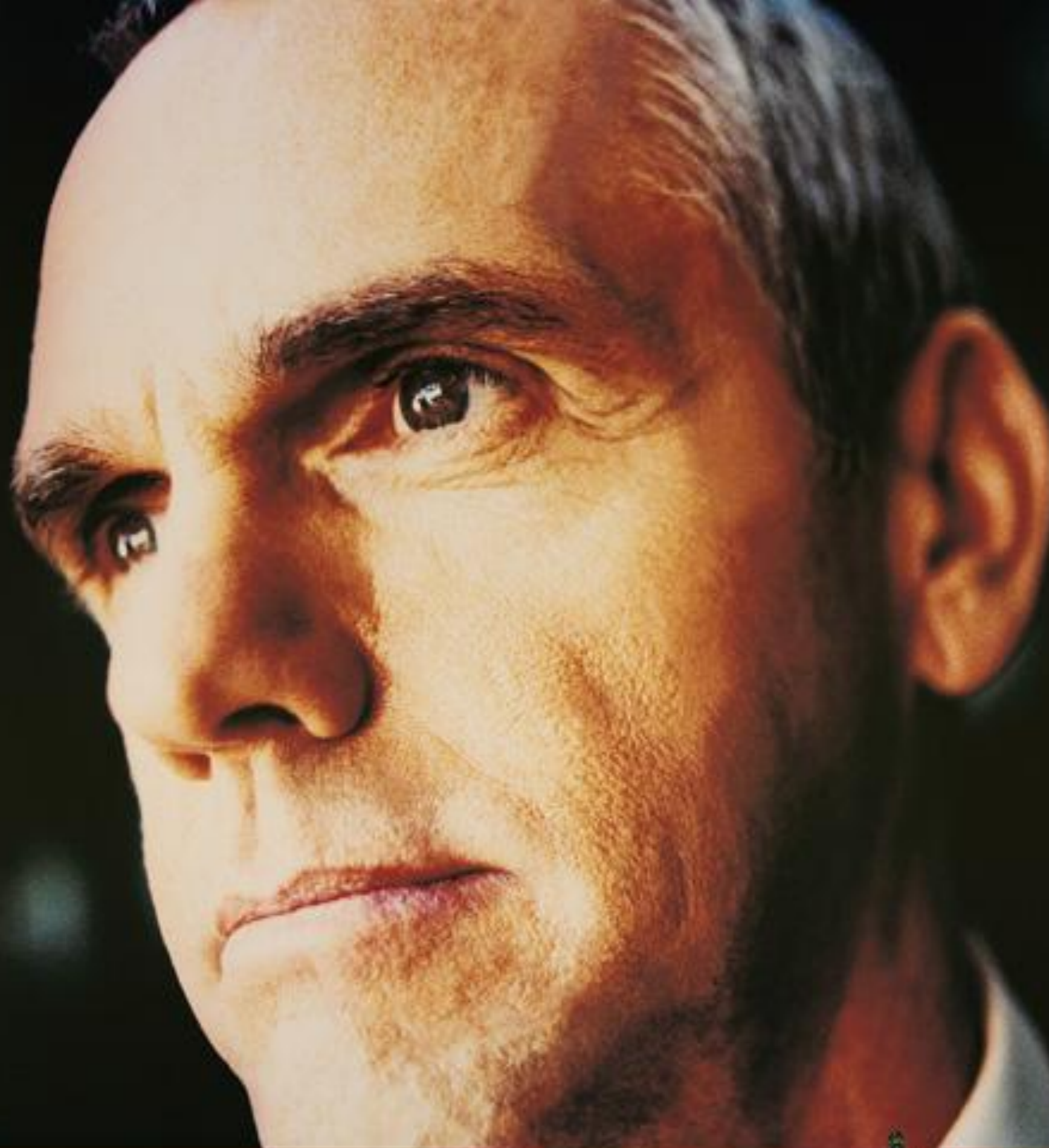
*Sustainable, profitable organizations are built more on their
“trust capital” than on their financial capital*

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Character Clues



- ✓ Ethics
- ✓ Integrity
- ✓ Respects and honors others
- ✓ Humility
- ✓ Complete transparency



Competence Clues

✓ Knowledge	→	<i>I Know</i>
✓ Skills	→	<i>I Can</i>
✓ Experience	→	<i>I Have</i>
✓ Attitude	→	<i>I Will</i>
✓ Action	→	<i>I Do</i>

Without a high level of

TRUST

among all of your stakeholders

*there is no foundation for creating
long-term sustainable profitability*

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Confidence Clues

- ✓ Understands the *logos*
- ✓ Courageous
- ✓ Realistic, yet optimistic
- ✓ Authentic boldness
- ✓ Committed to development
 - *Personal*
 - *Professional*
 - *Organizational*



Caring

*Let no one seek
his own, but each one the
other's well-being*

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Caring Clues



- ✓ Love
- ✓ Empathetic concern
- ✓ Allows others to speak freely
- ✓ Speaks words of encouragement
- ✓ Gracious giving

Communication Clues

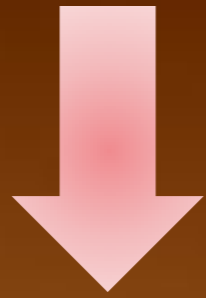
- ✓ Speaks the truth
- ✓ Communicates the *Logos*
- ✓ Key imperatives – drivers – strategy
- ✓ Speech is marked by clarity
- ✓ Practices superior listening skills

Consistency Clues

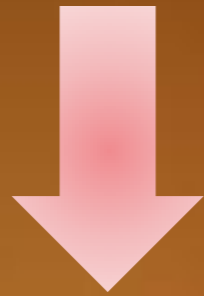
- ✓ Unified knowledge of the *logos*
- ✓ Consistent behavior
- ✓ Even disposition
- ✓ Consistent with all purpose partners
- ✓ Consistent with internal and external customers



Trust Capital



Trust Currency



*Ever-increasing instances
of trust-based transactions
between all internal and
external customers*



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Commitment Clues

- ✓ Loyal
- ✓ Steadfast
- ✓ Responsible
- ✓ Dedicated to truth, wisdom & excellence
- ✓ Dedicated to development of others



*Your organization may
have lots of cash . . .*

BUT

*a solvent
bank balance
will not rescue you
from an untrustworthy
reputation!*

*Are you representing Christ
in your commitments:*

At home?

At work?

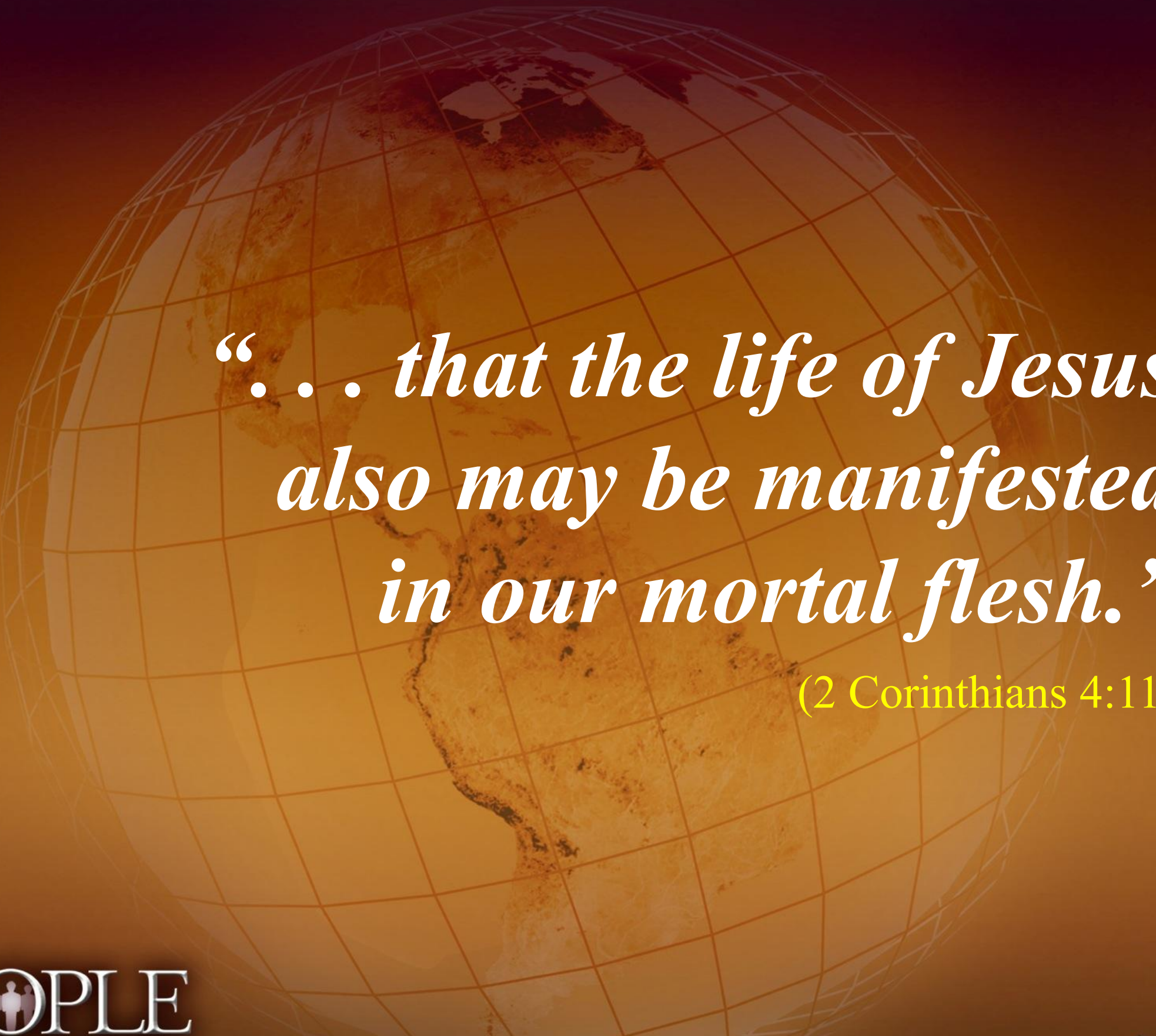
At church?

In your community?

*“By this all will
know that you are
my disciples,
if you have love
for one another.”*

(John 13:35)





*“ . . . that the life of Jesus
also may be manifested
in our mortal flesh.”*

(2 Corinthians 4:11)

Thank You!

Christ
@work

FCCI

CROWN
COMPANIES