

THE TRUST EDGE

Strategic Action Framework

Mission: _____

Values: _____

What do we do? _____

Who do we serve? _____

3 Key Priorities

1. _____

2. _____

3. _____

90-Day Quick Plan

1. Where are we now? _____

2. Where do we want to be in 90 days? _____

3. Why are we going? _____

4. How are we going to get there? _____

5. How? _____

6. How? _____

Daily DMA's (Difference-Making Actions)

1. _____

2. _____

3. _____

4. _____

5. _____

The 8 Pillars of Trust:

A Framework for Gaining an Edge in Business and Life!

CLARITY

People trust the clear and mistrust the ambiguous.

COMPASSION

People put faith in those who care beyond themselves.

CHARACTER

People notice those who do what is right over what is easy.

COMPETENCY

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

COMMITMENT

People believe in those who stand through adversity.

CONNECTION

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

CONTRIBUTION

People immediately respond to results.

CONSISTENCY

People love to see the little things done consistently.