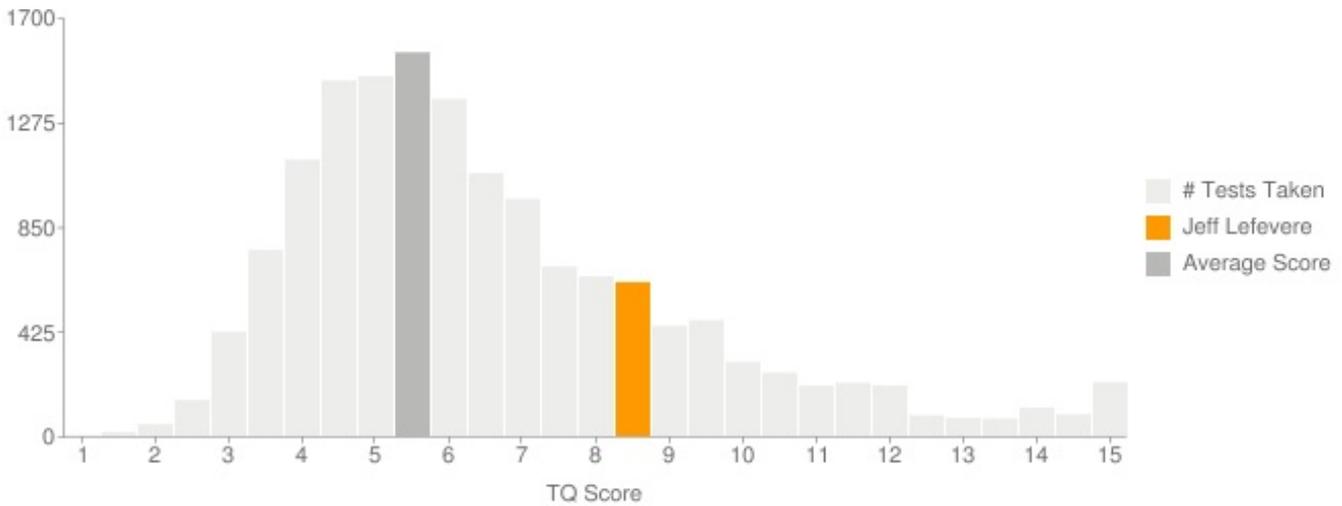


TQ Self Diagnostic Results For Jeff Lefevere

On the following pages you will find an analysis of your results, and gain powerful insights into your strengths, weaknesses, and your overall trust style. A link to this page has been emailed to you so you can always return to look at your results. You can also use the ["Download as PDF"](#) link to save or print your results at any time.

JEFF LEFEVERE'S TRUST QUOTIENT: 8.5



JEFF LEFEVERE'S FOUR COMPONENT SCORES:

Credibility: **22** | Reliability: **24** | Intimacy: **22** | Self-Orientation: **22**



JEFF LEFEVERE'S TRUST TEMPERAMENTS™ : CR - THE EXPERT, RS - THE STEWARD, RI - THE DOER

SECTION I: OVERVIEW OF THE TRUST QUOTIENT

Your Trust Quotient is a self-assessed indicator of how trustworthy you are.

Your Trust Quotient is determined by your answers to 20 questions - five questions for each of the four categories described in the Trust Equation:

$$TQ = \frac{C + R + I}{S}$$

Where:

- TQ** = Trust Quotient (trustworthiness)
- C** = Credibility
- R** = Reliability
- I** = Intimacy
- S** = Self-orientation

You took the test, rating yourself on each of 20 questions.

There is a possible range of overall Trust Quotient scores from 0.6 to 15.0. The following pages tell you:

- How the components (credibility, reliability, intimacy, self-orientation) are defined.
- Your greatest trust strengths, and your greatest opportunities.
- Ways you can leverage your strengths and improve your opportunities.

DEFINITIONS

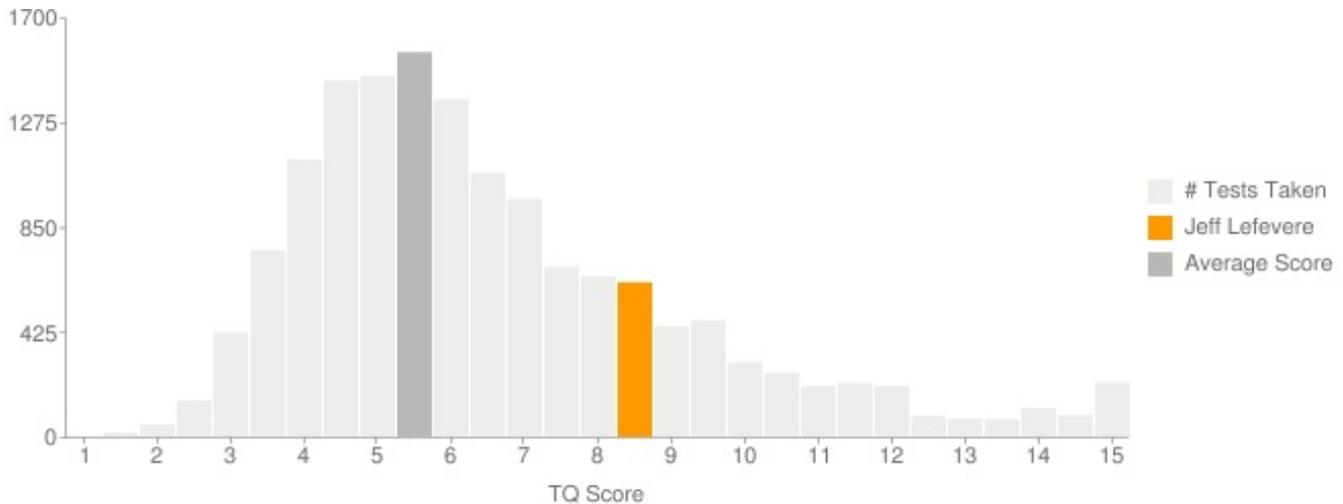
We become trusted in several different ways. People find us more or less:

1. **Credible** - the words we say, the credentials we bring, and the way in which people experience us make people trust us.
2. **Reliable** - the actions we take, our predictability, and the ways in which people find us make people trust us.
3. **Intimate** - the extent to which people feel they can confide in us, perceive us as discreet and empathetic make people trust us.
4. **Self-oriented** - the more people feel we are focused on ourselves, rather than on them, the less they trust us. the more people feel we are focused on them, rather than on ourselves, the more they trust us.

The Trust Equation combines these four components of trust. The Trust Quotient breaks down each of the four components into five subcomponents, each represented by a separate question.

The arithmetic of the Trust Equation suggests that self-orientation plays an outsized role. by placing it in the denominator, it carries three times the weight of each of the other factors in the numerator. This is intentional: a perceived lack of caring or inattention (ie. high self-orientation) is more harmful than lower scores in the remaining trust components (i.e. credibility, reliability, intimacy).

YOUR TRUST QUOTIENT

YOUR TQ: **8.5**

Your Trust Quotient component scores say that:

YOUR BIGGEST STRENGTH IS: RELIABILITY

YOUR BIGGEST OPPORTUNITY FOR IMPROVEMENT: SELF-ORIENTATION

ABOUT YOUR AREA OF STRENGTH

People rely on you, depend on your actions. This is due to a mixture of traits, probably including:

- You feel familiar to them--they feel comfortable with you.
- You are consistent in your words and actions.
- You keep your word.
- People don't get surprised by you; they get what they expect.
- You are predictable and steady--people can depend on you.

HOW YOU CAN LEVERAGE THIS STRENGTH

Lead with it. Find more opportunities to make promises--and keep them.

Notice that this is something you are good at; put yourself in situations that benefit from a need for reliable behavior (e.g. creating more precision about expectations in meetings or events; creating more rigor around envisioning or brainstorming exercises; making clear actions out of confused directions).

ABOUT YOUR AREA OF OPPORTUNITY

Your biggest opportunity for improvement lies in showing others that you are paying attention to them and their needs--that you care. People will judge this based on whether:

- You achieve your goals through helping others achieve theirs.
- You interact with others through fear or blaming.
- You interact with others from a perspective of curiosity.
- In dealing with others, you are anchored to a particular outcome.
- You are seen as focusing on the longer term relationship rather than the immediate transaction.

WHAT YOU CAN DO TO REDUCE SELF-ORIENTATION

- Practice thinking about others.
- Make lists of questions for them.
- Notice their habits and interests.
- Practice public speaking.
- Live more in the moment.
- Stop trying to control others.
- Ask people how they are doing, and listen to their answers.
- Check your ego at the door.
- Notice it's not really about you.

FURTHER READING: HELPFUL ARTICLES ON SELF-ORIENTATION

You may find the following articles to be useful in generating more ideas about how to improve your self-orientation:

1. [Are You Customer-Focused? Or a Customer Vulture](#)
2. [Does Your Customer Trust You? The Acid Test](#)
3. [Stop Trying to Close the Sale](#)
4. [Don't Let Lead Screening Hurt Your Marketing](#)
5. [Why Your Sales Process Matters Less than the Psychology of Selling](#)

Articles are available online at trustedadvisor.com/articles

SECTION II: TRUST QUOTIENT COMPONENTS



YOU SCORED YOURSELF: CREDIBILITY: 22 | RELIABILITY: 24 | INTIMACY: 22 | SELF-ORIENTATION: 22

Note that on these graphs, the self-orientation score is reversed: a high score is favourable and indicates a low Self-orientation (a high other-orientation).

UNDERSTANDING YOUR TRUST COMPONENTS:

Note the relationship among the four bars on this chart: in building trust, consistency matters.

The more consistent you are across all four areas of the TQ (credibility, reliability, intimacy and low self-orientation) the higher your overall TQ score will be. The more radically the bars vary, the harder it will be to gain others' trust. Think of an example in which someone is clearly expert in their field (credible), good on personal terms (intimate) and as interested in your success as they are in their own (low self-orientation.) But, they miss deadlines, fail to respond to emails, and never follow up on their commitments. This person, at the end of the day, isn't trusted.

Put another way, the higher the standard deviation among the four components' scores, the lower the overall Trust Quotient number will be. People are more trusted when they display all four key factors evenly, when they act consistently. In some ways, this is what we mean when we say "integrity" -- a sense that we are seeing a whole, that this person walks the talk, there are no secrets, what we see is what we get.

This leads to an important conclusion: *You gain in trustworthiness more by improving -- even slightly -- your low scoring area, than you do by relying on your high scoring area.*

SECTION III: YOUR TRUST TEMPERAMENT™

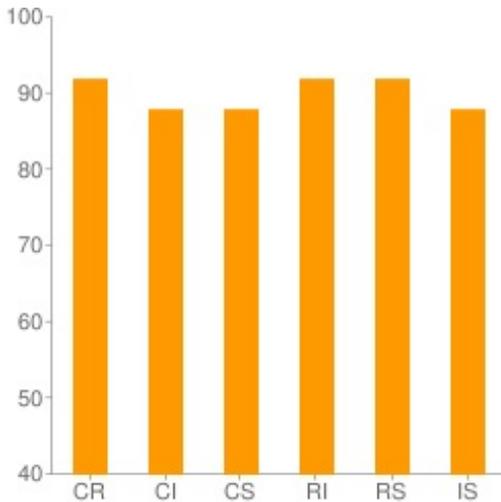
Your Trust Temperament™ is made up of your two highest scores, or multiple high scores if your TQ answers were tied. **The Trust Temperament™ is based on your TQ score, and represents your favoured ways of behaving. This is your natural tendency when it comes to trust.** Note that you may have factors which are tied in the scoring. Generally, this is an indicator of higher trustworthiness overall; a very low score on any one of the trust components diminishes your consistency, and lowers your trustworthiness.

The following shows the distribution of Trust Temperaments™ over the general population among all who have taken the TQ.

TRUST TEMPERAMENT™	STRONGEST IN	FREQUENCY
CR - The Expert	Credibility + Reliability	31%
RS - The Steward	Reliability + Self-Orientation	21%
RI - The Doer	Reliability + Intimacy	17%
IS - The Connector	Intimacy + Low Self-Orientation	13%
CI - The Catalyst	Credibility + Intimacy	10%
CS - The Professor	Credibility + Low Self-Orientation	8%

YOUR TRUST TEMPERAMENT™

YOUR DOMINANT TRUST TEMPERAMENTS™ : CR: THE EXPERT, RS: THE STEWARD, RI: THE DOER



CR - THE EXPERT

If your Trust Temperament™ is CR, you rely on **Credibility** and **Reliability**. People trust you for your expertise and your follow-through.

You care about ... what others think of your work.

You're great at ... you rely on your well-earned expertise, and people come to you to solve the hard problems. You're often seen as the subject matter expert in your area. You probably did well in school, and enjoyed mastery of subjects within the rules; maybe you were "the brain" and you may still enjoy being the smartest person in the room.

You're self-governing, and only make commitments you know you can deliver on. You say what you'll do, and do what you say.

You love winning, and can be driven and competitive - just look at those diplomas on the wall and the trophies in the trophy case.

People think of you as reliable, informed, up-to-date and proactive. You're able to prioritize tasks to get things done.

And watch out for ... as a CR, you may believe it's a virtue to be objective and analytical; keep in mind, however, that trust depends highly on Intimacy (the willingness to take emotional risks) and caring about others. And remember that expertise may at times come across to others as arrogance.

We think of ... Warren Buffett, Alan Greenspan, Bill Gates

"Lead, follow or get out of the way."

- An Anonymous CR



"Winning isn't everything, but the will to win is everything."

- Vince Lombardi

RS - THE STEWARD

If your Trust Temperament™ is RS, you are **Reliable** and have a low **Self-orientation** (a high Other-orientation); others can count on you to do what you say you will, and to have their best interests at heart.

You care about ... fulfilling the mission, taking care of the organization.

You're great at ... if you have a motto, it's "Do whatever it takes to meet this mission." You don't go to sleep until your work is done. Your ego doesn't get in the way of your work; you have concern for the team as well as the job.

You keep your clients' interests top-of-mind, and achieve your goals through helping others achieve theirs. People appreciate that you can see both sides of a case and think from their point of view.

Your skill in leadership comes from your willingness to serve rather than a desire to dominate.

Other people don't worry that you have a hidden agenda. They see you as genuine, consistent, and dependable.

And watch out for ... others may interpret your willingness and cooperative nature as a lack of ambition; in order to gain the most trust from those around you, be clear and vocal on where you stand.

We think of ... Margaret Mead, Bono, Morgan Freeman, Steve Wozniak, Nelson Mandela



"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

- Margaret Mead



"My goal wasn't to make a ton of money. It was to build good computers."

- Steve Wozniak

RI - THE DOER

If your Trust Temperament™ is RI, you're strong on **Reliability** and **Intimacy**; others will count on you to follow through, and will feel safe with you.

You care about ... getting the job done.

You're great at ... you might be characterized as a kindly drill sergeant, tuned in to other people, but focused on getting them marching in the right direction to accomplish the task at hand. Your style is probably very roll-up-your-sleeves in your actions and matter-of-fact in your approach.

Your word is your bond, and it's hard for you to understand when others don't do what they promised. In a project management role, you ensure that deadlines are met and budgets

adhered to.

You'll step up to organize a project, get things done, and make something happen, then work hard to see it through. Other people see you as grounded and often find you inspirational because of that. They trust your common sense.

As an RI, you either have the answers or know where to get them. You may rely on your one-to-one relationships to get things done. Because you're very personable, others usually are willing to follow your direction. You're seen as a go-getter who stays on task and motivates others to do the same. People see you as organized, dependable, sincere and predictable. You're diplomatic, optimistic, friendly and a good listener.

You are both understanding and understandable.

And watch out for ... RIs may be seen as manipulative perfectionists, and may focus on the task at hand at the expense of seeing the overall goal. To broaden others' trust in you, make sure that you're listening to other points of view.

We think of ... Lyndon Johnson, Michelle Obama, Eleanor Roosevelt, Donald Trump



"I need to be prepared to do what the country needs me to do at the time ... I have to be prepared to do what's necessary. And we won't know what that's going to be until we get there. I [am] staunchly invested. It is a joint project."
- Michelle Obama



"As for accomplishments, I just did what I had to do as things came along."
- Eleanor Roosevelt



"You've got to work things out in the cloakroom, and when you've got them worked out, you can debate a little before you vote."
- Lyndon B. Johnson

TRUST TEMPERAMENTS™: WHAT'S YOUR TYPE?

TRUST TEMPERAMENT™	YOU SCORED YOURSELF
CR - The Expert	92
CI - The Catalyst	88
CS - The Professor	88
RI - The Doer	92
RS - The Steward	92
IS - The Connector	88

The Trust Temperament™ is the third piece of the Trust Diagnostics. **As you review your results, the key column is "You Scored Yourself" -- your own responses on the TQ.** This shows your natural tendencies, your comfortable ways of behaving around trust.

Look at your top pairing of factors, and relate them back to their original definitions.

- If your Trust Temperament™ is **CR**, for example, you rely on Credibility and Reliability. People trust you for your expertise and your follow-through.
- If your Trust Temperament™ is **RS**, you are Reliable and have low Self-Orientation; others count on you to do what you say you will, and to have their best interests at heart.
- If your Trust Temperament™ is **RI**, you're strong on Reliability and Intimacy; other people will count on you to follow through, and will feel safe with you.
- If your Trust Temperament™ is **IS**, you combine Intimacy with low Self-Orientation. Others may see you as a "people person."
- If your Trust Temperament™ is **CS**, you scored high on Credibility and low Self-Orientation; others trust your expertise, and also trust that your self-interest is not the ruling factor in your dealings with them.
- If your Trust Temperament™ is **CI**, you combine Credibility and Intimacy; others trust your expertise, and feel safe around you.

APPENDIX I: AREAS OF STRENGTH, AREAS OF OPPORTUNITY

STRENGTHS

IF YOUR STRENGTH IS **CREDIBILITY**

People tend to believe what you say. This is due to a mixture of traits, including:

- People see you as logical and clear in your thinking and presentation.
- You have strong credentials which people respect.
- You communicate in a way that helps people relate to your message.
- You have the ability to demonstrate your expertise, not just talk about it.
- People feel that you speak not only the truth, but the whole truth.

How You Can Leverage This Strength

If your credibility strength is in the cognitive area -- high IQ, analytical capabilities, “smart” as in “intellectual” -- then work on the “softer” sides of credibility: truthfulness, being more open, sharing more truth.

Credibility isn't just about credentials and mastery; it is also about persuasiveness. It can be affected by things like body language and eye contact, vocal tones and phrasings. It can also be affected by greater use of stories or metaphors, or by involving the client more specifically in examples, to increase the identification with the advice you are providing.

IF YOUR STRENGTH IS **RELIABILITY**

People rely on you, depend on your actions. This is due to a mixture of traits, probably including:

- You feel familiar to them; they feel comfortable with you.
- You are consistent in your words and actions.
- You keep your word.
- People don't get surprised by you; they get what they expect.
- You are predictable and steady--people can depend on you.

How You Can Leverage This Strength

Lead with it. Find more opportunities to make promises -- and keep them.

Notice that this is something you are good at; put yourself in situations that benefit from a need for reliable behaviour (e.g. creating more precision about expectations in meetings or events; creating more rigour around envisioning or brainstorming exercises; making clear actions out of confused directions).

IF YOUR STRENGTH IS **INTIMACY**

People feel safe around you, and share their inner thoughts with you. This is due to a mixture of traits, probably including:

- People feel you are discreet.
- People feel you are empathetic.
- You risk sharing personal things about yourself.
- You risk inviting personal sharing by others.
- People take you into their confidence.

How You Can Leverage This Strength

Notice it. Be aware of it, and come to rely on it. Often people with high scores on intimacy have them because they are very careful with other people's feelings, or are willing to take on the sharing of confidences that others would find risky.

Notice that you are good at this, and be willing to put yourself into situations requiring tact, dealing with sensitive issues, or interpersonal skills. Trust that you are good at this not because you take no risks, but because you know how to take them. Take more of them.

IF YOUR STRENGTH IS YOUR **LOW SELF-ORIENTATION**

People feel you pay attention to them and their needs -- that you care. This is due to a mixture of traits, probably including:

- You achieve your goals through helping others achieve theirs.
- You don't interact with others through fear or blaming.
- You do interact with others from a perspective of curiosity.
- In dealing with others, you are not anchored to a particular outcome.
- You are seen as focusing on the long term relationship rather than on the transaction.

How You Can Leverage This Strength

Ironically, your strength lies in the fact that you don't think of it as a "strength," but simply as a way of relating to others. The fact that having low self-orientation makes you more trusted is an outcome, not a tactic. Simply notice that what you are doing -- focusing on others' goals, feelings, objectives, behaviors, treating them as ends, not means -- and that behaving in this manner has the side effect of making things better for you as well. Then keep behaving in this other-focused manner.

AREAS OF OPPORTUNITY

IF YOUR AREA OF OPPORTUNITY IS **CREDIBILITY**

Your biggest opportunity for improvement is increasing how much people believe what you say. This looks deceptively simple; however, many factors affect credibility.

- You can work to be more logical and clear in your thinking and presentation.
- You can improve your credentials.
- You can communicate in ways that help people to relate to your message.
- You can focus on applying your expertise, rather than talking about it.
- Be truthful--and also speak more of the truth.

What You Can Do to Improve Your Credibility

- Do not stretch the truth or over-reach your credentials.
- Customize your message and make it relevant.
- Review your messages with others.
- Be open about your concerns to others.
- Be open to others' suggestions.
- Take speaking programs to enhance your presence.
- Be open about difficult situations with others.

Further Reading: Helpful Articles on Credibility

You may find the following articles to be useful in generating more ideas about how to improve your credibility:

1. [The Point of Listening is Not What You Hear, but the Listening Itself](#)
2. [Being Right is Vastly Overrated –Part I](#)
3. [Being Right is Vastly Overrated –Part II](#)
4. [Three Little Words](#)
5. [Selling by Doing, Not Selling by Telling](#)
6. [I Screwed Up](#)

IF YOUR AREA OF OPPORTUNITY IS **RELIABILITY**

Your biggest opportunity for improvement lies in increasing how much people rely on you and are willing to depend on your actions. Factors affecting reliability include:

- You can work at helping people feel more familiar and comfortable with you.
- Be consistent in your words and actions.
- Keep your word.
- Be careful that you don't give surprises -- meeting expectations is a virtue.
- Be predictable and steady in your behaviors and demeanor.

What You Can Do to Improve on Reliability

- Make promises -- then keep them.
- Think before making commitments.
- Say what you'll do, and do what you said.
- Establish some routines in your relationships with others.
- Track your track record.
- Confirm expectations -- then meet them.
- Clarify milestones and deliverables.
- Be one minute early -- always.

Further Reading: Helpful Articles on Reliability

You may find the following articles to be useful in generating more ideas about how to improve your reliability:

1. [The Relationship is the Customer](#)

2. [Don't Exceed Expectations](#)
3. [Trust in Teams: 25 Behaviors That Foster Mistrust](#)
4. [The Single Fastest Thing You Can Do to Increase Trust](#)

IF YOUR AREA OF OPPORTUNITY IS INTIMACY

Your area for improvement lies in helping people feel safe around you, including being willing to share inner thoughts with you. Improving your intimacy score can take several forms:

- Helping people feel that you are discreet; that what they share is safe with you.
- Increasing people's sense of you as empathetic.
- Being willing to risk sharing personal things about yourself.
- Being willing to risk inviting others' personal conversations about themselves.
- Having people take you into their confidence.

What You Can Do to Improve on Intimacy

- You can't push intimacy, but you can make it welcome.
- Avoid gossip.
- Simply observe others, and ask about their feelings.
- Don't be afraid to comment on others' feelings.
- Comment on your own, but only when not obtrusive.
- Respect confidential information.
- If an email would embarrass you or someone else, don't write it.
- Talk more with your eyes, ears and body, and less with your mouth.
- Treat silence as your friend.

Further Reading: Helpful Articles on Intimacy

You may find the following articles to be useful in generating more ideas about how to improve your intimacy:

1. [The Point of Listening is Not What You Hear, but the Listening Itself](#)
2. [My Client Is a Jerk: Three Keys to Transforming Relationships Gone Wrong](#)
3. [Intimacy 201](#)
4. [Show Me the Elephant](#)

IF YOUR AREA OF OPPORTUNITY IS SELF-ORIENTATION

Your biggest opportunity for improvement lies in showing others that you are paying attention to them and their needs -- that you care. People will judge this based on whether:

- You achieve your goals through helping others achieve theirs.
- You interact with others through fear or blaming.
- You interact with others from a perspective of curiosity.
- In dealing with others, you are anchored to a particular outcome.
- You are seen as focusing on the longer term relationship rather than the immediate transaction.

What You Can Do to Reduce Self-Orientation

- Practice thinking about others.
- Make lists of questions for them.
- Notice their habits and interests.
- Practice public speaking.
- Live more in the moment.
- Stop trying to control others.
- Ask people how they are doing, and listen to their answers.
- Check your ego at the door.
- Notice it's not really about you.

Further Reading: Helpful Articles on Self-Orientation

You may find the following articles to be useful in generating more ideas about how to improve your self-orientation:

1. [Three Little Words](#)
2. [The ABC 20 Question Rule](#)
3. [Why Nobody Cares About You, and You Should Be Glad They Don't](#)
4. [Trust Tip 14: More Hard Talk About Soft Skills](#)
5. [Does this Make My "S" Look Big?](#)
6. [Impeccability vs Perfection: Who's Got Your Back?](#)
7. [I Screwed Up](#)
8. [Customer Centricity vs Customer Vultures](#)

APPENDIX II: LIST OF QUESTIONS USED IN THE TRUST QUOTIENT SELF-ASSESSMENT TEST

BEHIND THE QUESTIONS

Each question is designed to reflect a different element of the four main components.

Trust Component	Element Test	Question	Ques. #
Credibility	Logical, clear communicator	People see me as a logical and clear communicator: what I say makes sense, and people compliment me on it.	2
	Tells the truth, and the whole truth	People tell me I'm honest and open: when I say something, people view it not just as true, but as the whole truth; they don't think I'm holding back; they feel I'm giving them the whole picture.	4
	Listener can relate to the message	People can relate to me: they feel at ease and comfortable with me, I fit right in with the way they think and talk and with their interests.	9
	Demonstrates ability	I am really good at what I do : I have a lot of expertise in my area, based on experience, talent and hard work, and people recognize that about me.	12
	Has strong credentials	I have strong credentials: my degree, my training, my affiliations and my experience are all viewed positively by other people.	16
Intimacy	Takes risks regarding self	I am not afraid to take emotional risks by being open about myself: to acknowledge some failing about myself, or to engage in a conversation where I'm not an expert, and to admit my limitations.	5
	Others confide in	People confide in me: they tell me things they often don't tell others; they share with me things they consider private or personal.	8
	Takes risks regarding others	I am comfortable taking personal risks by engaging with the other person: I know that my intentions are good and am confident that the other person will see that; hence I am comfortable asking questions or raising topics that others in my position might avoid out of fear of appearing controversial or intrusive.	13
	Empathetic	I empathize with others, and am at ease letting them know it: people have all kinds of feelings; I'm sensitive to them all, and am comfortable sharing my own responses to their feelings, and they know that and appreciate it.	14
	Discreet	I'm known to be discreet: people will talk to me about issues of personal or professional concern to them, even if I'm not an expert in that area, because they know I'll keep things between us.	18
Reliability	Feels familiar	People tell me they're at ease with me: they have a good sense of who I am, they feel they know me, they know what to expect when they see me, talk to me, deal with me.	1
	Is consistent	I am consistent and predictable : people know what	6

		to expect from me, and they get it. I am the same person at all times, and the same to all people.	
	Keeps his or her word	My word is my bond: I keep and deliver on my promises; I see keeping my word as a matter of personal integrity.	10
	No surprises	I work to make sure there are no surprises when I'm around: I use my customers' vocabulary, I respect and reflect their norms and environment; I make sure that their expectations of me are consistent.	17
	Dependable	I do what I say I will do: I am rigorous about follow through and delivering on promises; when I am unable to fulfill on a promise, I immediately get in communication to reset expectations.	19
Self-Orientation	Doesn't lead with blaming others	I don't focus on blaming others when things go wrong: I focus on the learnings, and move on easily from disappointment, without attachment to the past.	3
	Leads with curiosity	In interactions with others, I lead with curiosity: my motivation is less about achieving a goal or preventing loss or embarrassment than it is about asking questions, learning, and discovering ways to improve things for them.	7
	Not tied to a particular outcome	I am not wedded to a particular outcome: I am comfortable changing agendas and objectives, with the end goal of simply making things better for the customer, no matter what result that might entail.	11
	Focused more on long term relationship than on transaction	I'm OK with losing a short term deal if it improves a long term relationship and helps the other: I believe that behaving that way improves the relationship, and pays back more strongly over time than being opportunistic.	15
	Achieves goals through others' achievements	I achieve my goals as a byproduct of helping customers get theirs: I like winning, but I see it as an outcome not a goal; I figure if I help my customers win, I will win too.	20

TRUSTED ADVISOR ASSOCIATES

SEMINARS AND COACHING SERVICES

Does your firm suffer from:

- Selling by telling, rather than selling by doing and adding value?
- Client retention rates that you know could be improved?
- Chronic project scope creep?

Do your professionals feel:

- Ill-at-ease with having to sell?
- That building trust is vaguely incompatible with being profitable?
- That most sales training feels manipulative?

Helping people become trusted advisors is the core of our work. We customize client relationship strengthening programs for your firm by building from two basic templates: Trust-Based Selling™, and Building Trusted Advisor Relationships.

An integral part of seminars -- as well as a key standalone service -- is the ability to make the learning continue post-session. The single most powerful tool for making learning stick is coaching. [Find Out More](#)

TRUST SERVICES SUITE

TRUST DIAGNOSTICS™

We believe that both people and organizations can become more trustworthy -- if they have the right tools. And we believe that building trust builds business.

We offers services for diagnosing the trustworthiness of individuals and organizations, and the tools for increasing that trustworthiness. All are based on the work of Charles H. Green in the area of trust over the last 12 years, including the [Trust Equation](#) and the [Trust Principles](#). [Find Out More](#)

TRUST ROADMAPS™

Where can the power of trust best work for your organization? Exactly how can you build more business by building more trust within and around your organization?

The Trust Roadmap™ is a tool for assessing the trustworthiness of an organization. Based on the four [Trust Principles](#), it highlights dimensions where your company or organization is already strong on trustworthiness, and areas where trust can be improved. [Find Out More](#)

TRUST WORKSHOPS

Do your professional shy away from "selling?" Do they rely solely on their expertise to sustain client relationships and to build new business? Is the effectiveness of your organization limited by a lack of trust among your people?

Lively, interactive, and practical, our workshop learning programs are based on real-life problems the participants bring to their sessions. Each program is a customized session for you based on our core programs. [Find Out More](#)

TRUST-BASED COACHING

Trust coaching is executive coaching with a point of view. It's based on the four factors of the Trust Equation, and works to help you or your executives gain confidence in selling, build trust-based relationships, and perform at your highest levels.

Our coaches combine coaching expertise with business experience, and are willing to challenge executives throughout the coaching process. [Contact us](#) to discuss how coaching can benefit your team or organization. [Find Out More](#)

ABOUT CHARLES H. GREEN



Charles H. Green is a speaker and executive educator on trust-based relationships and trust-based Selling in complex businesses. He is author of "Trust-based Selling" (McGraw-hill, 2005), and co-author of The Trusted Advisor (with David Maister and Rob Galford, Free Press, October 2000). Charles has spoken before a variety of industry and functional groups. An engaging and content-rich speaker, he has taught in executive education programs for the Kellogg Graduate School of Business at Northwestern, and for

Columbia University Graduate School of Business, as well as through his own firm, Trusted Advisor Associates. His work centers on improving trust-based relationship and business development skills for businesses with complex service offerings.

BOOKS BY CHARLES H. GREEN

