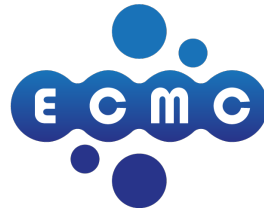




The Association of Accountants and Financial Professionals in Business



The Trust Action Project Weekly Actions Baker's Dozen



bringing causes to life



The Trust Action Project Weekly Actions

WHAT DO WE MEAN BY TRUST?

Trust is built through:

TACTICAL VISION:

An understanding that building trust into an organization's DNA will lead to long-term profitability.

RESPONSIBLE CULTURE:

Instilling the values, principles and beliefs essential to building a foundation of trust.

UNWAVERING LEADERSHIP:

The implementation of trust strategies that separate great leaders from their competitors.

STRATEGIC ACTIONS:

The key actions that characterize a commitment to building stakeholder trust.

TRANSFORMATION:

The newly adopted behaviors that build high trust and collaboration.

This document provides 13 weeks of Strategic Actions that you can take to build trust in your organization.

Action to Elevate Trust Week #1

Practice empathetic listening. - Charles H. Green

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Action to Elevate Trust Week #2

Report regularly on progress made in keeping commitments.-

Bob Vanourek

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Action to Elevate Trust Week #3

Be the first to open up and let go of control.-

Jim Kouzes

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Action to Elevate Trust Week #4

Work tirelessly to dispel the myth that trust is a "soft" skill.-

Doug Conant

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Action to Elevate Trust Week #5

Be inclusive in your decision-making processes.-

Nadine Hack

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Action to Elevate Trust Week #6

Presume good intentions.-

Bart Alexander

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Action to Elevate Trust Week #7

If you can't do something, admit it.-

Lea Brovedani

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Action to Elevate Trust Week #8

Admit your mistakes and make amends to those you offended.-

Randy Conley

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Action to Elevate Trust Week #9

Spend time probing the inner core of what your company stands for and how you choose to do business. -

Jeffrey C. Thomson, President & CEO Institute of Management Accountants

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Action to Elevate Trust Week #10

Appoint an ethical culture leader. -

Donna Boehme

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Action to Elevate Trust Week #11

*Set intentional promises & expectations
on what you will deliver to all stakeholders. -*

David Reiling, CEO Sunrise Banks

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Action to Elevate Trust Week #12

Rush to discover instead of rushing to solve.-

Deb Mills-Scofield

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Action to Elevate Trust Week #13

Work collaboratively on identifying problems and finding solutions.-

Barbara Brooks Kimmel

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FREE RESOURCES

[Trust Across America Blog](#)

[Tap Into Trust](#) and join almost 150,000 global citizens who have read our principles.

[Take our Workplace Trust Survey](#) (1 minute/1 question) and see how your answers compare to hundreds of others.

[TRUST! Magazine](#): a digital magazine, dedicated to helping leaders and organizations place trust on their strategic agenda.

[Case Studies](#): Our Trustlets are a growing library of real-life cases available as free downloads and for use in both academia and business.

[Trust Bibliography](#): Curated by Robert Easton, a partner at Accenture, it is probably the most extensive online trust bibliography available.

Join our [Constant Contact mailing list](#) for updates on our progress.

AVAILABLE FOR PURCHASE

[Trust Alliance](#): A growing group of vetted global professionals working to elevate trust and share resources, now in its 9th year.

[Trust Diagnostics](#): How can you fix something when you don't know what is broken. Our simple diagnostics quickly identify the behaviors that are weakening trust.

[Workshops](#): From Do-it-Yourself to a full day facilitated program to start the trust discussion and elevate trust in teams and organizations. Offered in-person and online.

[Trust in a Box](#): A "do it yourself" solution for professionals and organizations interested in elevating trust, ethics and integrity.

[Data Licensing](#): Our proprietary FACTS(R) Framework is the longest ongoing research study of the trustworthiness of America's 2000 largest US public companies, now in its 10th year. Our data is available for licensing on a case-by-case basis.

