



***Trust Across America,  
Through its Alliance of Trustworthy Business Experts,  
is Committed to Building Trustworthy Organizations***

**Building trustworthy business minimizes risk and maximizes stakeholder engagement.**

**The Alliance Mission: *To help build authentic trustworthy behavior in organizations***

We accomplish this by:

- ♦ Identifying and showcasing trustworthy individuals and organizations.
- ♦ Outlining best practices for building trustworthy business.
- ♦ Offering a Framework to help organizations gauge and improve their level of trustworthiness.
- ♦ Serving as a clearinghouse for ways to build trust and trustworthy behavior.
- ♦ Proving the correlation between trustworthy behavior and business success.

Our values and principles are summarized in the acronym “**I TRUST**”:

- **INTEGRITY:** To always do the right thing.
- **TRUSTWORTHY:** To role model trustworthy behavior.
- **RESPONSIBILITY:** To be credible in and accountable for all our actions.
- **UNDERSTANDABLE:** Offering clear metrics and guidance
- **SERVICE:** To help our stakeholders through unbiased and selfless work.
- **TEAMWORK:** To work collaboratively with those who share our interests.

**Together, we are building trust in business.**



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