



## Questions for Trustworthy Leaders

(Please limit each answer to 200 words)

1. **SUCCESS:** What role does trust play in ensuring the success of your organization?
2. **PERFORMANCE:** How is trust tied to high performance, innovation, and sustainability in your organization?
3. **COSTS:** What are the costs/implications of not having a high level of trust in your organization?
4. **BENEFITS:** What are the payoffs of a trust-based organization for the workforce, customers, leadership and shareholders?
5. **COLLABORATION:** How do you transform a siloed, reactive, heroic leadership culture to one that is trust-based, team-focused, and collaborative?
6. **CULTURE:** What values, principles or beliefs does your organization follow that are essential to building a foundation of trust?
7. **ACTION:** What are the key actions that characterize your commitment to building stakeholder trust?
8. **LEADERSHIP:** Which do you consider your "Best Practice" in trustworthy business behavior-- the strategy that separates you from your competitors?
9. **TRANSFORMATION:** What types of leadership behaviors build high trust and collaboration in your organization?
10. **PROOF:** What verifiable evidence can you provide that these trust actions create substantive and positive impacts for stakeholders?
11. **VISION:** How will your trust building practices grow over the next five years?
12. (THIS IS AN OPTIONAL QUESTION FOR GLOBAL ORGANIZATIONS)  
**CROSSING CULTURES:** How can we build trust across the boundaries of geography and culture?

Please provide a contact name and email for any follow up questions.  
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