



TRUST!

THE MAGAZINE OF TRUST ACROSS AMERICA-TRUST AROUND THE WORLD

Showcase of Service Providers



Fall 2018 Issue

NOTE FROM THE EXECUTIVE EDITOR

Organizational trust is a key driver of long-term success.

This annual fall issue of TRUST! Magazine salutes both those whose work helps build organizational trust, as well as organizations that lead with trust.

We hope to continue to educate our audience about the importance of organizational trust and share this free resource with others.

Barbara Brooks Kimmel,
Executive Editor
TRUST! Magazine

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:

TRUST! is a digital magazine published by Trust Across America-Trust Around the World, a program of Next Decade, Inc. Our goal is to help leaders and organizations build long-term trust.

URL: <http://www.trustacrossamerica.com>

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Tenth Anniversary Report

TRUST & INTEGRITY IN CORPORATE

What's Included?

- Research and surveys from Pew, Gallup, Economist Intelligence Unit, PwC, E&Y, Bloomberg, Accenture, McKinsey, Salesforce, LRN, SAP and others.
- Trust Across America's Most Trustworthy Public Companies
- Assessment tools and audits
- Integrity and trust defined
- CEO perceptions of organizational trust
- Ethical blind spots
- Resources

***This is the single best compendium of business trust that I have seen,
bar none, anywhere.***

Charles H. Green, Trusted Advisor Associates

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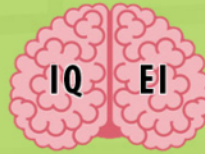
www.sunrisebanks.com



Member FDIC. Sources: B Lab 2018, Community Impact Awards, MN Business Magazine 2014.

"Leading from heart is brilliant!"

-Holly Latty-Mann, PhD



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We leverage our expertise through doctoral/graduate training in communications, business, social (e.g., emotional intelligence), personality (e.g., self-awareness), and clinical psychology, synthesizing these seemingly discrepant disciplines to personify our motto, "Impacting Relationships to Impact Bottom Line".

In addition to our award-winning Personalized Leadership Development Program™, we offer onsite / offsite team-building retreats and organizational improvement projects with the same guarantee. Write us at info@leadershiptrust.org. We're here to help!



PhD, Clinical Psychology
Internship, Duke Medical Center
PhD, Experimental Psychology
Major in Social Psychology
Minor in Personality

**Dr. Holly Latty-Mann, President
The Leadership Trust®**
www.leadershiptrust.org

Dr. Holly Latty-Mann, a Trust Across America 2018 Lifetime Achievement Honoree, is President and co-founder with the late Dr. Jim Farr of The Leadership Trust®. This was Holly's fifth consecutive year for maintaining the status of a Top Thought Leader in Trust and Trustworthy Business.

A team is only as good as its weakest link. With two doctorates in psychology and a completed internship at Duke Medical Center, Holly specializes in helping management team members unleash their full human potential using processes that work at root-cause (subconscious) level.

As a former professor of leadership development at Wake Forest University and an invited partner with Duke's Fuqua School of Business (Coach K Center on Leadership and Ethics), Holly's track record bridges theory with practicality. This translates into developing authentic leaders who inspire trust while creating business results that sustain and grow your mission.





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Doug Conant is the only former Fortune 500 CEO who is a New York Times bestselling author, a Top 5 Leadership Innovator, a Top 100 Leadership Speaker, and a Top 100 Most Influential Author in the World.

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FREE
GUIDE TO STRENGTHEN
ORGANIZATIONAL TRUST



**FINDING A SENSE OF
PURPOSE FOR YOUR
ORGANIZATION**



**ACTING WITH
AUTHENTICITY**



**CRAFTING A SENSE
OF COMMUNITY THAT
INVOLVES A SENSE OF
BELONGING FOR ALL**



**AND
MORE!**

DAVID GROSSMAN, ABC, APR, Fellow PRSA, CSP

A leading consultant, speaker, author and sought-after advisor to Fortune 500 leaders, David Grossman helps organizations unleash the power of communication to engage employees and drive performance.



DOWNLOAD

7 Critical Traits for Building Trust Inside
Companies at <http://bit.ly/7-trust>



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CEO Nadine B. Hack
and the entire
beCause Global Consulting
team proudly support
the work of

TRUST ACROSS AMERICA • TRUST AROUND THE WORLD



Nadine Hack with Archbishop Emeritus Desmond Tutu in South Africa

beCause Global Consulting provides a range of services including strategic action plans, leadership development, organizational change management and executive coaching.

beCause is led by Nadine B. Hack, known internationally for pioneering engagement leadership work using our proprietary framework called Strategic Relational Engagement.

Creating connectedness is at our core. beCause helps individuals and organizations connect to their core purpose, connect across silos in their organizations, and connect with external stakeholders, friendly and even adversarial, all based on building and sustaining trust.

beCause

bringing causes to life

www.because.net

2018 Country Trust Index™ Rankings

- 
- | | | |
|--------------------|--------------------------|------------------|
| 1. Switzerland | 21. Portugal | 40. Argentina |
| 2. Norway | 22. Chile | 41. Mexico |
| 3. Denmark | 23. Costa Rica | 42. Colombia |
| 4. Canada | 24. Slovenia | 43. South Africa |
| 5. Sweden | 25. South Korea | 44. Turkey |
| 6. Finland | 26. United Arab Emirates | 45. Philippines |
| 7. New Zealand | 27. Italy | 46. El Salvador |
| 8. Netherlands | 28. Poland | 47. Morocco |
| 9. Australia | 29. Israel | 48. Kazakhstan |
| 10. Austria | 30. Malaysia | 49. Saudi Arabia |
| 11. Germany | 31. Hungary | 50. Brazil |
| 12. United Kingdom | 32. Croatia | 51. India |
| 13. Ireland | 33. Romania | 52. China |
| 14. Belgium | 34. Bulgaria | 53. Russia |
| 15. Japan | 35. Greece | 54. Ukraine |
| 16. Singapore | 36. Kuwait | 55. Egypt |
| 17. Spain | 37. Indonesia | 56. Pakistan |
| 18. France | 38. Thailand | 57. Nigeria |
| 19. Czech Republic | 39. Peru | |

The Country Trust Index™ Rankings are a program of Trust Across America-Trust Around the World. Founded in 2008, our mission is to help organizations build trust. More information:

Barbara Brooks Kimmel, CEO
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Consulting and coaching for leaders and groups who intend to thrive in a world of challenging economic, social and environmental realities.



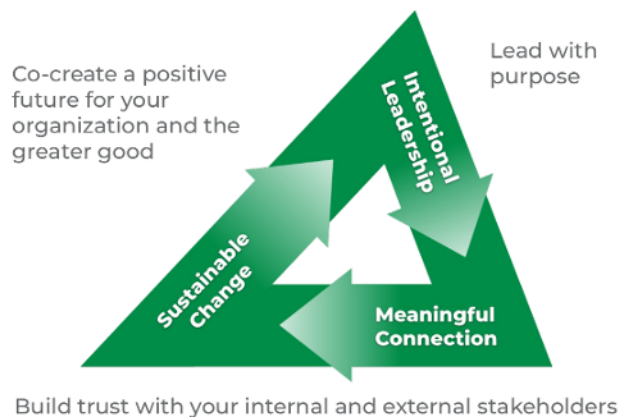
Barton Alexander
Principal
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- Executive consultant on effective leadership of corporate responsibility & sustainability at the national and global levels
- Advisor on achieving sustainable change using adaptive leadership principles and practices
- CSR and alcohol responsibility expert
- Partner in creating multi-sector partnerships & stakeholder outreach



Joan H. Alexander
Consultant & Executive Coach
joan@alexanderassoc.com

- Executive coach & consultant on leadership, organizational & personal change and effective teaming
- Partner in organizing & implementing change
- Expert in providing counsel to leaders moving into new territory such as expanded responsibilities & cross-functional accountabilities
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TRUST STARTS FROM WITHIN.

Trust is the starting point for meaningful relationships, not the endgame. Three years of research with more than 6000 people consistently demonstrated that customers and employees want brands to pull them across a five-step ME-to-WE continuum of Brand Citizenship® that begins with trust.

Applying our insights, we have developed interactive modular sessions that collaboratively fast-track change across your business, brand and culture. Collaboration goes a long way to cultivate trust that grows influence, engagement and value with customers, employees and other stakeholders.

Onesixtyfourth helps leaders integrate purpose and social responsibility into their brands, business strategy, and corporate culture.

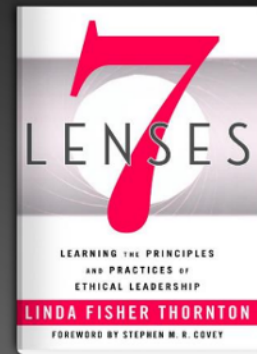
For more information contact Anne Bahr Thompson at:
abt@onesixtyfourth.com
brandcitizenship.com | onesixtyfourth.com

Named a 2018 Top Thought Leader in Trust, Anne Bahr Thompson is the pioneer of the Brand Citizenship movement and author of
DO GOOD: EMBRACING BRAND CITIZENSHIP TO FUEL BOTH PURPOSE & PROFIT.



Good Leaders

- ✓ Improve Organizational Metrics
- ✓ Build Trust
- ✓ See Ethical Nuances



Welcome To **7 Lenses** Leadership



Linda@LeadinginContext.com



leadingincontext.com



We are honored to be a part of the
Trust Across America movement.

Trust is the foundation for great individual growth and organizational performance. Leaders must build trust first in order to influence those that follow them.

**Are You Able
to Build Trust?**



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TRUST
ACROSS AMERICA



Bob Whipple

Can you plant a seed of trust in just 10 seconds?



You bet! Just have a look at this [short video](#)...

Become the Trusted Advisor You Know You Can Be!



SELL MORE

People vastly prefer to get what they need from people they trust. That's why trusted sellers generate more sales, faster closings and lasting client relationships.

GUIDE CLIENTS

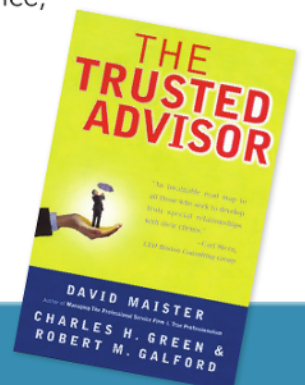
Trusted advisors are more likely to have their advice taken, open new lines of communication, gain referrals and have more constructive and effective client interactions.

LEAD WITH TRUST

The most effective leaders don't demand power-based or hierarchical obedience, but instead influence others to take on the organization's goals as their own.

BUILD A TRUST-BASED ORGANIZATION

Organizations that cultivate trusting relationships, internally and externally, for their own sake have a decided advantage in business.





Prepared in collaboration with the Trust Alliance, the world's largest group of trust scholars and practitioners, the Trust Alliance Principles (TAP) can be applied and practiced in any organization of any size. By adopting TAP, trust is built one person, team, project and organization at a time.

Trust We are honest and humble — we put the truth ahead of personal or professional gain.

Accountability We hold one another accountable — we each take responsibility without regard to level or role.

Purpose We engage our stakeholders to build shared purpose — we avoid short term “wins” that undermine future success.

Integrity We do what we say — our everyday actions and talk are consistent.

Notice We seek out and listen to diverse perspectives — every voice can matter.

Talent We reward moral character — we hire and promote in alignment with our purpose and values.

Openness We are open and ready to learn — we can be vulnerable and not have all the answers.

Transparency We reject hidden agendas — we are transparent wherever and whenever possible.

Respect We respect each other — we encourage questioning and create a “zero fear “ environment where innovation can thrive.

Understanding We celebrate our successes — we acknowledge and examine our failures with empathy, and learn from both.

Safety We call out unethical behavior or corrupt practices — we make it safe to be honest with no fear of reprisal.

Tracking We define and scorecard our performance against our value and values — we measure both.

TAP is a program of [Trust Across America-Trust Around the World](#) and it's global [Trust Alliance](#). For more information contact Barbara Brooks Kimmel, CEO Barbara@trustacrossamerica.com

FREE RESOURCES

[Trust Across America Blog](#)

[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](#): Updated annually and curated by Robert Easton, a partner at Accenture, it is probably the most extensive online research tool available.

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

RESOURCES FOR PURCHASE

[Trust Alliance](#): a growing group of vetted global professionals working to elevate trust and share resources, now in its 7th year.

[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 8th year. Our data is available for licensing on a case-by-case basis.

[Books](#): A Reading Room dedicated to organizational trust.

Top Thought Leaders Program: Nominations are now open for the 9th annual [Top Thought Leaders in Trust](#).

