



TRUST!

THE MAGAZINE OF TRUST ACROSS AMERICA-TRUST AROUND THE WORLD

Spring 2024



-ANNUAL
ISSUE

THE GLOBAL WHO'S WHO IN TRUST, ETHICS & LEADERSHIP



WELCOME

TO OUR ANNUAL

GLOBAL WHO'S WHO ISSUE

Trust is a key driver of long-term success.

This issue of TRUST! Magazine salutes those whose global work aids in building trust, ethics and leadership, as well as organizations that lead with trust.

The reader will also find some printable infographics that might be useful.

We hope to continue to educate our audience about the importance of trust and plan to publish our Who's Who on a semi annual basis.

Barbara Brooks Kimmel, Executive Editor

TRUST! Magazine

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>

Editorial and advertising correspondence to:

Barbara Brooks Kimmel

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WHAT DO WE MEAN BY TRUST?

Trust is built through:

TACTICAL VISION:

An understanding that building trust into organizational DNA will lead to long-term profitability and sustainability.

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.



IS YOUR TEAM SPEAKING THE LANGUAGE OF TRUST?





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Perilous times demand bold and trusted leadership.
Are you prepared for the challenge?



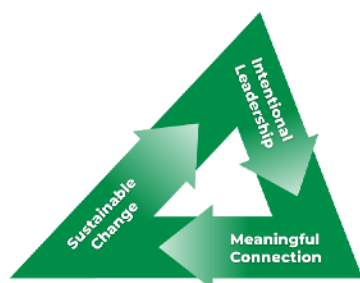
Barton Alexander
Principal
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- Focused on the nexus of climate change, next-gen and leadership
- Advisor to boards and leadership teams working to embed sustainability into strategy and culture
- Consultant on achieving sustainable change using adaptive leadership principles and practices
- Partner in creating multi-sector partnerships & stakeholder outreach
- Named 2017 Corporate Responsibility Superstar by CR Magazine



Joan H. Alexander
Consultant & Executive Coach
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- Certified executive coach & consultant on change leadership & teaming
- Partner in organizing & implementing incremental & transformative change
- Expert in providing effective counsel to technical specialists leading challenging projects, teams & departments
- Experienced in corporate, government, education & non-profit organizations

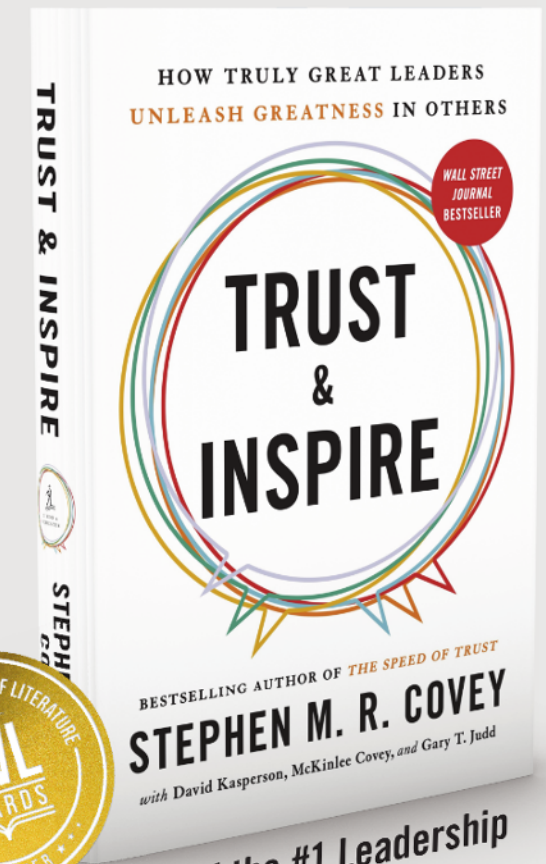


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—SATYA NADELLA, Chairman & CEO, Microsoft

“*Trust & Inspire* is a powerful approach to people and leadership found precisely at the intersection of performance and purpose.”

—INDRA NOOYI, former Chairman & CEO, PepsiCo

“This book is brimming with ideas on how to bring out the best in people.”

—ADAM GRANT, #1 *New York Times* bestselling author of *Think Again*

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The Key to Trust is to **Distrust Differently™**

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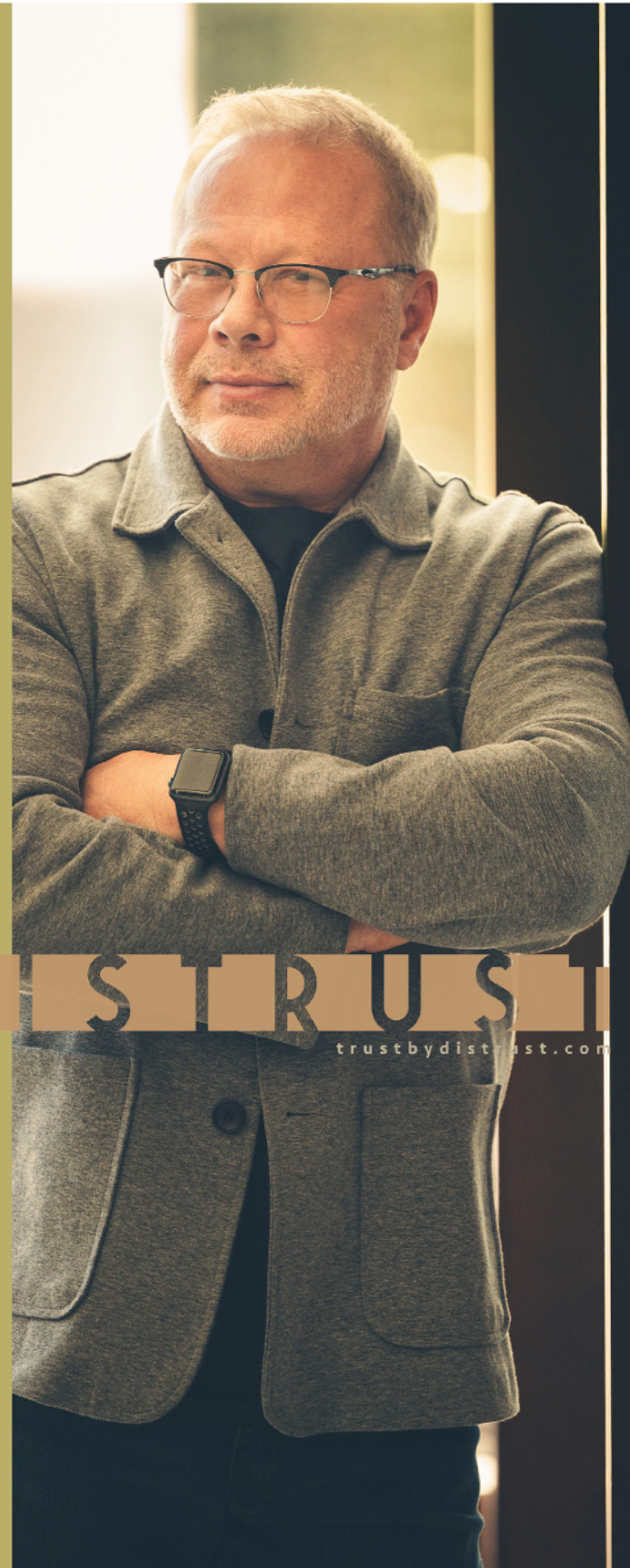
Discover how to "Distrust Differently" with strategies that challenge conventional approaches, ensuring individuals and teams survive and thrive. This tool is more than a diagnostic; it's a transformative journey tailored for those ready to deepen connections and achieve success.

TRUST DISTRUST
trustbydistrust.com

Embrace this unique opportunity to reshape your understanding of trust. Visit trustxdistrust.com to embark on a transformative path with the Distrust Appraisal Tool. Whether used for speaking engagements, coaching, or consulting, the tool can help you navigate towards distrusting differently. Join in now, see how the tool works, and let trust, as well as healthy distrust, become your ultimate competitive advantage.

Start your journey to Distrust Differently™ at trustxdistrust.com

or contact me at;
joseph@trustxdistrust.com



TRUST BUILDING

FROM THE INSIDE-OUT.

We offer trust services, courses, a validated trust assessment, and coaching tools in three domains: **Organizations, Academia, and Families**

ORGANIZATIONS

Cultural consulting based on our thought leadership in trust and organizational ecosystems. The IFB Academy provides multiple trust certifications and courses.

ACADEMIA

We train educators to build trust in the classroom.

FAMILIES

We offer a coaching programme designed to strengthen family cohesion and trust.



ORGSOUL INTERNATIONAL

Yvette Bethel is the CEO at Organizational Soul, a thought leader in trust and organizational ecosystems, a cultural consultant, speaker, and award winning author.

Stay connected with us:
www.orgsoul.com

The IFB Academy:
<https://organizational soul.learnworlds.com>

NADINE HACK

AUTHOR. SPEAKER. COACH

Nadine, popularly known as a master bridge builder, is a consultant who provides executive coaching to top-tier executives on how to better connect and collaborate.

She also advises companies, heads of state, and global organizations on clarifying and achieving their goals.



We are all unique yet interconnected.

Nadine Hack proudly supports the work of TRUST ACROSS AMERICA | TRUST AROUND THE WORLD

Nadine is deeply honored to have received its Trust Award enough times to have been given Lifetime Achievement status as a Trust Thought Leader.

Known internationally for her pioneering “engagement leadership” work using her proprietary framework, Strategic Relational Engagement.

Now writing a book, The Power of Connectedness, with a foreword by Nobel Peace Laureate, the late Archbishop Desmond Tutu.

CEO of beCause Global Consulting, she helps individuals and organizations connect to their core purpose, across silos, and with spectrum of stakeholders.

New website coming soon with launch of her book
Email admin@because.net to be alerted when pre-order available



“

Trust is the glue of life. It’s the most essential ingredient in effective communication. It’s the foundational principle that holds all relationships.” – **STEPHEN R. COVEY**

“Trust starts with trustworthy leadership. It must be built into the corporate culture.” – **BARBARA BROOKS KIMMEL**

“The ability to establish, grow, extend, and restore trust is the key professional and personal competency of our time.” – **STEPHEN M.R. COVEY**

“Don’t be afraid to show your vulnerability. Be transparent with your team, even when the truth may be unpopular or inconvenient.” – **BILL GEORGE**

“He who does not trust enough, will not be trusted.” – **LAO TZU**

“Trust is the lubrication that makes it possible for organizations to work.” – **WARREN BENNIS**

“Success is more permanent when you achieve it without destroying your principles.” – **WALTER CRONKITE**

“Be prepared and be honest.” – **JOHN WOODEN**

“Earn trust, earn trust, earn trust. Then you can worry about the rest.” – **SETH GODIN**

“When you’re surrounded by people who share a passionate commitment around a common purpose, anything is possible.” – **HOWARD SCHULTZ**



10 GREAT QUOTES ABOUT TRUST & LEADERSHIP



FREE GUIDE
STRENGTHEN ORGANIZATIONAL TRUST

CRITICAL TRAITS FOR BUILDING
TRUST
INSIDE COMPANIES

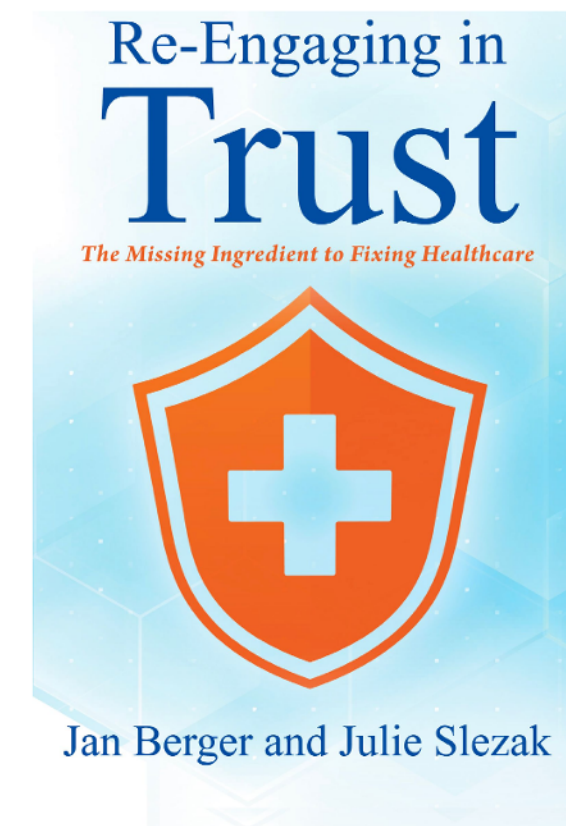
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Jan Berger
CEO, Author, Keynote Speaker, Board Member

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

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Board of Directors: Principles for Building Trust

Truth We are honest and ethical. We place truth ahead of personal or professional gain to build trust and preserve our collective moral character.

Accountability We are willing to be held accountable to honorable conduct standards and performance metrics. We keep our commitments.

Purpose We engage with our CEO to build a culture of shared purpose, creating value for all stakeholders. We avoid short term “wins” that undermine long-term success.

Integrity Our actions are consistent with our values, building mutual trust and employee engagement.

Notice We actively seek out and listen to our stakeholders' perspectives, believing every voice matters.

Talent We understand the importance of diversity, competence and moral character.

Openness We are open and receptive to outside ideas and innovation. We don't have all the answers ourselves.

Transparency We reject hidden agendas, gossip and divisive politics. We are transparent wherever and whenever possible.

Respect We respect the dignity of every person. We encourage constructive questioning to create an environment where honest dialogue and employee morale can thrive.

Understanding We celebrate our corporate success and acknowledge and examine our failures, learning from both.

Safety We protect those we touch, calling out corrupt practices and misdeeds of corporate officers and employees. We advocate for open dialogue with no fear of reprisal.

Tracking As guardians of the corporate culture, we measure our performance according to our collective purpose and values, sound governance practices, and metrics for each stakeholder.

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**AIM
TOWARDS
TRUST**

ACKNOWLEDGE
IDENTIFY
MEND

Trust is not a post crisis talking point

Trustworthy leaders understand the role trust plays in ensuring long-term success.

Step #1: Acknowledge

Responsible leaders acknowledge trust and trustworthiness as an intentional and essential business strategy to be modeled, practiced and reinforced. They understand that trust starts internally and is built over time, in incremental steps, and from the inside out.

Step #2: Identify

Our one-minute/one-question anonymous AIM Survey quickly identifies behaviors impeding high trust and creates a baseline from which to move forward. Results often differ from team to team, and between leadership and employees.

Step #3: Mend

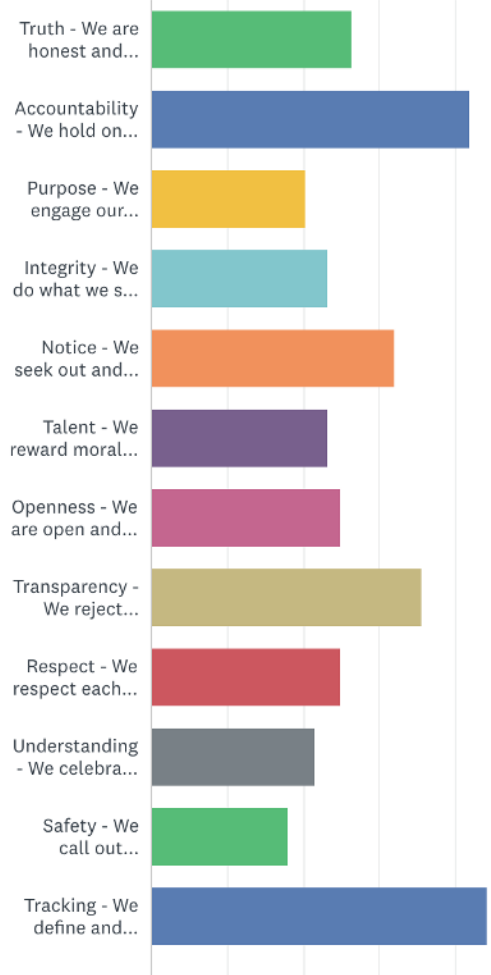
The trust baseline alleviates the "shot-in-the dark" and "one size fits all" approach to trust and creates an opportunity to develop a strategic plan to mend the behavioral weaknesses required to elevate trust, before not after a crisis.



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What Would Your Team's Trust Assessment Look Like?

Answered: 401 Skipped: 0



Contact us to use our 1 minute/1 question trust assessment with your team or organization.

barbara@trustacrossamerica.com

Contact us to learn more about diagnosing trust on your team and in your organization.

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](#): Curated by Robert Easton, a former 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 11th year.

[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 12th year. Our data is available for licensing on a case-by-case basis.

[Top Thought Leaders Program](#): Nominations are now open for the 14th annual Top Thought Leaders in Trust

