



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.

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

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

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

**I**ntegrity We do what we say — our everyday actions and talk are consistent.

**N**otice We seek out and listen to diverse perspectives — every voice can matter.

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

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

**T**ransparency We reject hidden agendas — we are transparent wherever and whenever possible.

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

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

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

**T**racking 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 its global [Trust Alliance](#). For more information contact Barbara Brooks Kimmel, CEO [Barbara@trustacrossamerica.com](mailto:Barbara@trustacrossamerica.com)

