

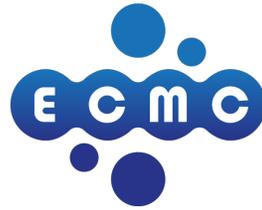


The Association of Accountants and Financial Professionals in Business



The Trust Action Project Calendar

#tap2021



Jim Lukaszewski
America's Crisis Guru®

bringing causes to life



Natalie Doyle Oldfield
SUCCESS THROUGH TRUST

THE GROSSMAN GROUP





The Trust Action Project

#tap2021

Trust Action Project 2021



TRUST ACROSS AMERICA —
TRUST AROUND THE WORLD

Member

WHAT IS THE TRUST ACTION PROJECT?

Trust matters and it's time to move trust beyond a conversation to action. Many of us have stopped trusting each other, our colleagues and stakeholders, and our institutions. We must act now to reverse this decline because without trust every relationship is compromised.

After nine years of research, developing tools, and growing our global community, Trust Across America-Trust Around the World (TAA-TAW) commenced its Tap Into Trust movement in the spring of 2018, publishing universal behaviors that build or break trust, and providing both a framework and a safe place to start a trust conversation. Since then almost 150,000 global citizens have Tapped Into Trust and accessed our principles, taken our Workplace Trust Survey and/or used our AIM Towards Trust Survey Tools.

Now TAA-TAW is embarking on its Trust Action Project 2021 (#tap2021). Throughout the year we will work collaboratively with our global community to identify and share both personal and professional trust elevating actions, ideas and tools like this calendar, supported by members of our global Trust Alliance.

HOW TO USE THIS CALENDAR

Our 2021 calendar is designed to assist leaders in elevating team trust. Every month showcases one of our twelve "TAP INTO TRUST" principles or behaviors, a description of the behavior, and team discussion questions.

While every team faces unique trust challenges at different times, these twelve behaviors represent the most common ones that build or break trust. Sharing this calendar and having a scheduled team conversation about the monthly principle will bring the group closer to high trust by year end.



For more information contact Barbara Brooks Kimmel, Founder at barbara@trustacrossamerica.com



Truth

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

Discussion Questions:

Do we put people down who willingly share their truth?

What are the 'hidden' or 'unspoken' truths of our team, division, organization that need to be courageously stated?

JANUARY						
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24	25	26	27	28	29	30
31						

***Honesty is the first chapter in the book
of wisdom.***

Thomas Jefferson

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Accountability

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

Discussion Questions:

Do we hold people accountable in a principle-centered rather than punitive way?

When we fail at achieving a goal, how often do we openly, candidly acknowledge it to our subordinates, peers and/or supervisors?

FEBRUARY						
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21	22	23	24	25	26	27
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***It is wrong and immoral to seek to escape
the consequences of one's acts.***

Mahatma Gandhi

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Purpose

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

Discussion Questions:

Do we know the difference between purpose and mission?

How many ways do we add value for our stakeholders?

MARCH						
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The best things in life make you sweaty.

Edgar Allen Poe

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Integrity

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

Discussion Questions:

Do we have and post our company's values? If so, do we have a system in place whereby employees are invited annually to evaluate leadership's adherence to its posted company values?

How do we use former failures of integrity to propel us to become better people?

APRIL						
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It is true that integrity alone won't make you a leader, but without integrity you will never be one.

Zig Ziglar

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Notice

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

Discussion Questions:

Do we actively and deeply listen to others?

How can we include all people in feedback rather than having some people feel forgotten?

MAY						
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***I must have grown up so I didn't take
notice.***

Margaret Atwood

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Talent

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

Discussion Questions:

Is moral character inherent in our job descriptions and employment ads?

How are we promoting, nurturing and rewarding people for their character strengths?

JUNE						
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***Talent wins games, but teamwork and
intelligence wins championships.***

Michael Jordan

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Openness

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

Discussion Questions:

What are the existing or potential barriers that could prevent open, frank and necessary conversations?

If openness is a virtue, why is it so rarely practiced in business?

JULY						
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I find that when you open the door toward openness and transparency, a lot of people will follow you through.

Kirsten Gillibrand

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Transparency

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

Discussion Questions:

Are we satisfied with our current level of transparency?

Is our level of transparency aligned with our ethics?

AUGUST						
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***A lack of transparency results in distrust
and a deep sense of insecurity.***

Dalai Lama

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Respect

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

Discussion Questions:

When respect is lost, what are the steps to regain it?

What are examples where respect has been demonstrated or damaged in (a) team meetings; (b) with customers; (c) with suppliers; (d) between leaders and their individual and collective team members; (e) between front line staff and executive leadership?

SEPTEMBER						
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A person's a person, no matter how small.

Dr. Seuss

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Understanding

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

Discussion Questions:

When someone does not understand us, how can we tell?

Do people in the organization feel safe to fail?

OCTOBER						
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Understanding is a two-way street.

Eleanor Roosevelt

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Safety

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

Discussion Questions:

How do we fix an unsafe culture?

Are our employees physically and psychologically safe?

NOVEMBER						
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There is always safety in valor.

Ralph Waldo Emerson

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Tracking

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

Discussion Questions:

How often do we set specific goals that we can measure?

How do we determine if the goals of our organization are encouraging the right behaviors or causing people to do wrong things?

DECEMBER						
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Your conscience is the measure of the honesty of your selfishness. Listen to it carefully.

Richard Bach

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Thank you for engaging!

The Trust Action Project

#tap2021

Contact us

**to get involved or let us know
how we can help.**