

How our AIM survey tools are being used. A few examples...

- The CEO of a **manufacturing** firm was sensing a loss of trust with his staff. AIM provided the answers, and the basis for further discussion among his team.
- A **public education** conference gave attendees an opportunity to take the AIM survey in advance, forming the basis for a break-out session on trust.
- A **board** consultant recognized internal trust constraints among members and used AIM to enhance future decision-making.
- The head of **compliance** in a public company surveyed their team sources of lost trust. AIM provided an opportunity to address weaknesses and celebrate strengths.
- A **town council** had lost trust with its residents and polled them to understand why.
- The AIM survey was administered “real time” during a professional conference in the **advertising** industry.
- A **brand strategy** firm used the survey in a client engagement to determine if trust could be integrated into their future communications plan.
- A **merger** between two manufacturing firms had created low trust between the employees and the leadership team. AIM provided the necessary insights.
- AIM was administered in advance of a large compliance industry **webinar** with results presented during the discussion, providing the industry with valuable insights.
- The executive team of a national **healthcare staffing** company used AIM in advance of a trust workshop.
- The AIM survey was administered in advance of a national **customer service** conference.

How can you, your organization, or your clients benefit from AIM Towards Trust?
Let's talk. Contact Barbara Kimmel at barbara@trustacrossamerica.com