

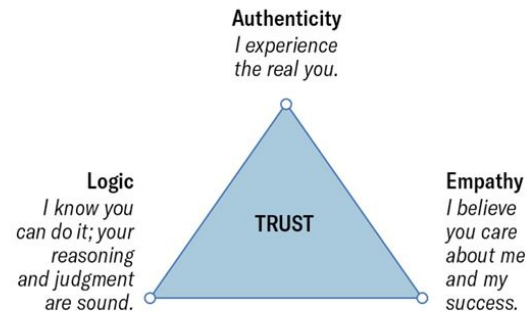
THE TRUST TRIANGLE

TRUST TRIANGLE DIAGNOSTIC:

Think about a recent time where you lost someone's trust. And for this diagnosis, assume it was your fault. What did the skeptic doubt about you?

1. Did they doubt it was the real you? Did they think you were trying to be someone you're not?
2. Did they doubt that your intentions included them? OR
3. Did they doubt that you had a good idea?

Which is the one that tends to get in the way?



From: "Begin with Trust," by Frances Frei and Anne Morriss, May-June 2020

LOGIC WOBBLE FIX: ACCORDION YOUR IDEAS

Level 1: THE ESSENTIALS.

Get to the point quickly in 15 seconds or less. 1-3 sentences. *Think: photo caption, t-shirt slogan, bumper sticker, book title + subtitle, emojis and a quick text msg.*

Level 2: EXEC SUMMARY.

Give more color and detail to the ideas you are sharing. Deliver the message in 30 seconds. *Think: LinkedIn post paragraph, elevator pitch, party invitation, back of the book write-up, a teams message.*

Level 3: TELL A STORY

Tell a story, give an example or provide helpful context to the message you're trying to get across. Deliver the message in 1-2 minutes. *Think: Share the top 3 insights in a data set, tell a story that helps explain impact or experiences, show someone before and after with visuals, an email with a document attached.*

STAKEHOLDER MAPPING

