

THE 13 BEHAVIORS OF A HIGH TRUST LEADER

Behaviors	What to Say	Opposite	Counterfeit
Talk Straight	I'm not sure if I'm being clear, but I want to be direct with you about this situation.	I'm not sure if I'm being clear, but I want to be direct with you about this situation.	I'm not sure if I'm being clear, but I want to be direct with you about this situation.
Demonstrate Respect	I value your perspective and would like to hear your thoughts on this.	I value your perspective and would like to hear your thoughts on this.	I value your perspective and would like to hear your thoughts on this.
Create Transparency	I want to be open with you about the challenges we're facing and how we plan to address them.	I want to be open with you about the challenges we're facing and how we plan to address them.	I want to be open with you about the challenges we're facing and how we plan to address them.
Right Wrongs	I'm sorry that happened, and I'm committed to making sure it doesn't happen again.	I'm sorry that happened, and I'm committed to making sure it doesn't happen again.	I'm sorry that happened, and I'm committed to making sure it doesn't happen again.
Show Loyalty	I'm committed to your success and will do whatever it takes to support you.	I'm committed to your success and will do whatever it takes to support you.	I'm committed to your success and will do whatever it takes to support you.
Deliver Results	I've completed the project ahead of schedule and within budget.	I've completed the project ahead of schedule and within budget.	I've completed the project ahead of schedule and within budget.
Get Better	I've learned a lot from this experience and will continue to improve myself.	I've learned a lot from this experience and will continue to improve myself.	I've learned a lot from this experience and will continue to improve myself.
Confront Reality	We need to face the reality of the market and adjust our strategy accordingly.	We need to face the reality of the market and adjust our strategy accordingly.	We need to face the reality of the market and adjust our strategy accordingly.
Clarify Expectations	I want to make sure we're on the same page regarding our goals and expectations.	I want to make sure we're on the same page regarding our goals and expectations.	I want to make sure we're on the same page regarding our goals and expectations.
Practice Accountability	I take full responsibility for my actions and the outcomes of my decisions.	I take full responsibility for my actions and the outcomes of my decisions.	I take full responsibility for my actions and the outcomes of my decisions.
Listen First	I'd like to hear your thoughts on this before I share mine.	I'd like to hear your thoughts on this before I share mine.	I'd like to hear your thoughts on this before I share mine.
Keep Commitments	I've promised you that I'll be there for you, and I won't let you down.	I've promised you that I'll be there for you, and I won't let you down.	I've promised you that I'll be there for you, and I won't let you down.
Extend Trust	I trust your judgment and expertise, and I'm confident in your abilities.	I trust your judgment and expertise, and I'm confident in your abilities.	I trust your judgment and expertise, and I'm confident in your abilities.