

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 matter."	"I value your perspective and would like to hear your thoughts on this matter."	"I value your perspective and would like to hear your thoughts on this matter."
Create Transparency	"I want to be open and honest with you about the challenges we're facing as a team."	"I want to be open and honest with you about the challenges we're facing as a team."	"I want to be open and honest with you about the challenges we're facing as a team."
Right Wrongs	"I'm sorry that I made a mistake in that meeting, and I appreciate your patience with me."	"I'm sorry that I made a mistake in that meeting, and I appreciate your patience with me."	"I'm sorry that I made a mistake in that meeting, and I appreciate your patience with me."
Show Loyalty	"I'm committed to supporting you and your team through this challenging time."	"I'm committed to supporting you and your team through this challenging time."	"I'm committed to supporting you and your team through this challenging time."
Deliver Results	"I'm proud of the progress we've made on this project, and I'll continue to work hard to meet our goals."	"I'm proud of the progress we've made on this project, and I'll continue to work hard to meet our goals."	"I'm proud of the progress we've made on this project, and I'll continue to work hard to meet our goals."
Get Better	"I'm always looking for ways to improve myself and my leadership skills, and I'd like to learn from you."	"I'm always looking for ways to improve myself and my leadership skills, and I'd like to learn from you."	"I'm always looking for ways to improve myself and my leadership skills, and I'd like to learn from you."
Confront Reality	"I need to be honest with you about the current state of our business, and we need to take action now."	"I need to be honest with you about the current state of our business, and we need to take action now."	"I need to be honest with you about the current state of our business, and we need to take action now."
Clarify Expectations	"I want to make sure we're on the same page regarding our goals and expectations for this project."	"I want to make sure we're on the same page regarding our goals and expectations for this project."	"I want to make sure we're on the same page regarding our goals and expectations for this project."
Practice Accountability	"I take full responsibility for my actions and decisions, and I'm committed to making things right."	"I take full responsibility for my actions and decisions, and I'm committed to making things right."	"I take full responsibility for my actions and decisions, and I'm committed to making things right."
Listen First	"I'd like to hear your thoughts on this matter, and I'll listen carefully to what you have to say."	"I'd like to hear your thoughts on this matter, and I'll listen carefully to what you have to say."	"I'd like to hear your thoughts on this matter, and I'll listen carefully to what you have to say."
Keep Commitments	"I've promised you that I'll be here for you, and I'm committed to following through on that promise."	"I've promised you that I'll be here for you, and I'm committed to following through on that promise."	"I've promised you that I'll be here for you, and I'm committed to following through on that promise."
Extend Trust	"I trust your judgment and expertise, and I'm confident that you'll do a great job of leading this team."	"I trust your judgment and expertise, and I'm confident that you'll do a great job of leading this team."	"I trust your judgment and expertise, and I'm confident that you'll do a great job of leading this team."