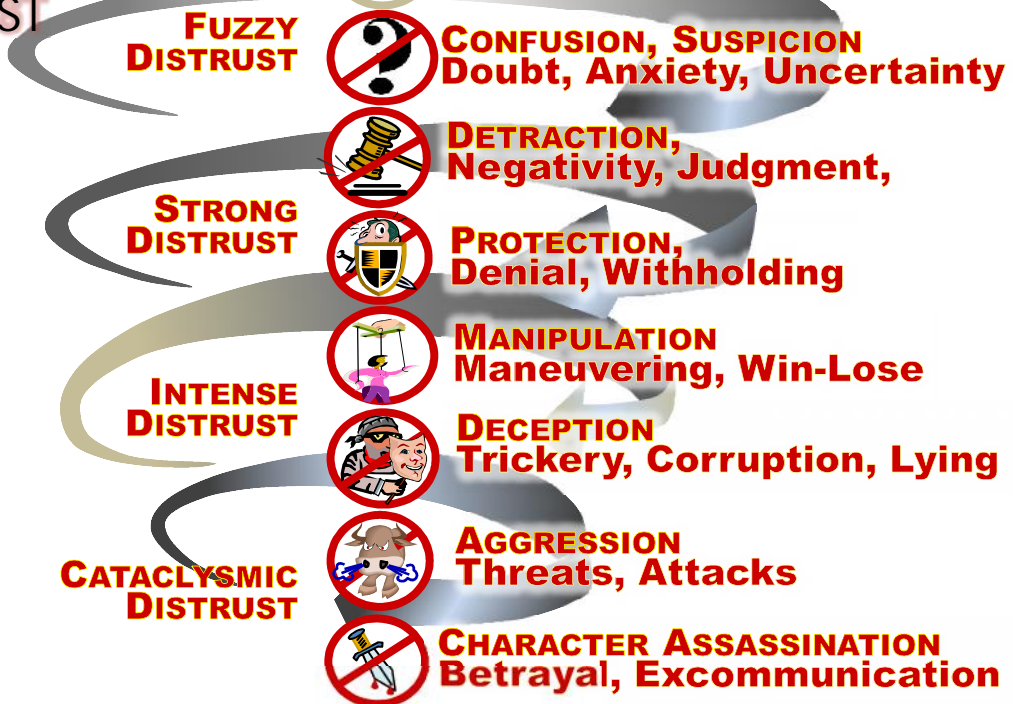


Trust Ladder

Positive Zone
Trust Builders



Negative Zone
Trust Busters



Tornado of Distrust



EIGHT TRUST PRINCIPLES



- 1. F**airness & Reciprocity
- 2. A**ccountability & Integrity
- 3. R**espect & Empathy
- 4. T**ruthfulness, Courage
- 5. H**onourable Purpose
- 6. E**thics & Excellence
- 7. S**afety & Security
- 8. T**ransparency & Openness



**Trust determines
the course of history,
the destinies of nations,
and
the fate of people.**

-- Paul R. Lawrence,
Professor, Organization Behavior,
Harvard Business School

**Distrust, more than anything,
kills civilization.**

**We can destroy ourselves
by cynicism & disillusion,
just as effectively as by bombs.**

-- Kenneth Clark, "Civilization"

