

“ Everything of value  
is built on **TRUST** ”

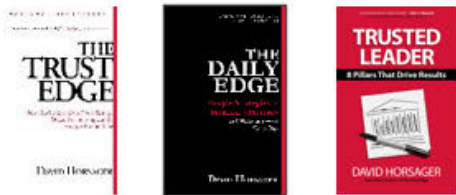


**TRUST EDGE**  
LEADERSHIP INSTITUTE

# THE GLOBAL AUTHORITY ON TRUST

David Horsager, MA, CSP, CPAE is the CEO of Trust Edge Leadership Institute, Trust Expert in Residence at High Point University, and Wall Street Journal bestselling author of The Trust Edge. David has advised leaders and delivered life-changing presentations on six continents, with audiences ranging everywhere from FedEx, Toyota, MIT and global governments to the New York Yankees and the Department of Homeland Security.

## National Bestselling Books



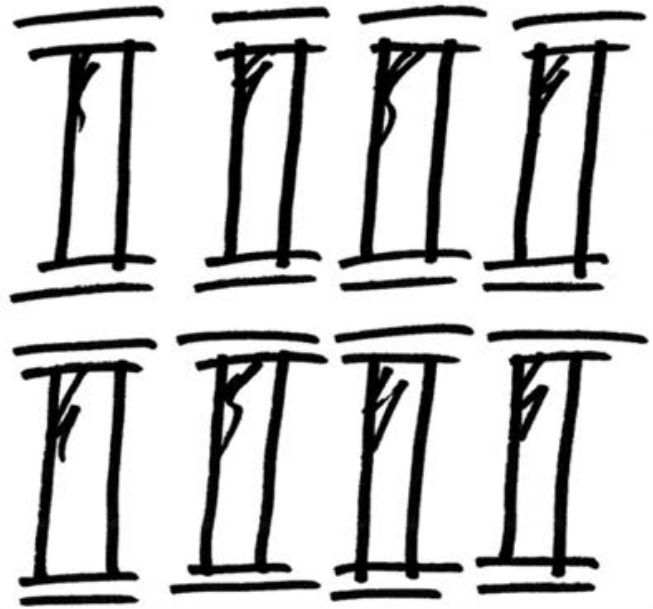
## Enterprise Trust Index™



## Industry Leading Research

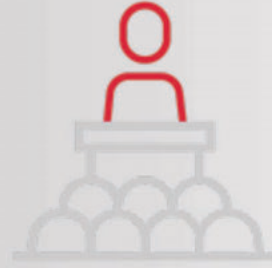


# PILLARS of TRUST



- 1 CLARITY**
- 2 COMPASSION**
- 3 CHARACTER**
- 4 COMPETENCY**
- 5 COMMITMENT**
- 6 CONNECTION**
- 7 CONTRIBUTION**
- 8 CONSISTENCY**

# THE "I.C.E." PROCESS



**I**nspire – Dynamic keynotes and events create a common language. trust



**C**larify – Identify issues, measure progress, and close gaps with a clear path forward.



**E**quip – Train your people with concrete strategies and tools to create a high-performing culture.

# INSPIRING KEYNOTE

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## PRE-EVENT

- Customization
- Initial research conducted by Trust Edge Leadership Institute
- Call with key stakeholders



## LIVE

- Research-based
- Story-driven
- Globally applicable
- Keynote: 90-min | 1/2 Day | Full Day



## POST-EVENT

- 10-week follow up program
- Annual research, productivity tools, Trust Edge Brief
- Discussion Guides
- Reinforcement Program (custom add-on)

Host your event with confidence & transform your audience.

[www.DavidHorsager.com](http://www.DavidHorsager.com)

"We were **over-the-top ecstatic** with David as our kick-off speaker. Everyone raved and raved about him through the event. He was **fabulous to work with** and made all of the **pre-conference planning smooth**, convenient and fun!"

– VP of Meeting and Membership

"David Horsager was the **highlight of our event**. His enthusiasm for and knowledge of the subject of trust is unparalleled and his story-telling ability keeps audiences **engaged** and **inspired**."

– VP, CHS Corporate Citizenship

"David Horsager was a **dynamic speaker** – he **caught my attention** and **started a spark**. His presentation was outstanding!"

– Leadership Development, John Deere

INSPIRE

# THE ENTERPRISE TRUST INDEX™ (ETI)

**The ETI™ benchmarks levels of trust and gives valuable insight to a clear path forward in order to accelerate results and performance.**

**We make it easy for you by:**

- ✓ **Gathering the results**
- ✓ **Analyzing each finding**
- ✓ **Providing a custom plan**

The result is a **clear way forward to increase trust and performance in your organization.**

From the analytics, you will be able to drill down into specific data across locations and departments to recognize key drivers impacting current levels of trust.

[www.MeasureMyTrust.com](http://www.MeasureMyTrust.com)



# Trust Edge Certification

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## 1. Certify

When you join the Trust Edge Certified community, you will gain a community of like-minded certified professionals who are all driving towards building trusted leaders and organizations.

## 2. Measure

Use assessments to measure and track your level of trust ongoing with clients, employees, or customers.

## 3. Train & Coach

Be equipped to solve challenges with the 8 Pillars of Trust™, deliver workshops, and implement the trust concepts in your work.

## Platform Elements:

### Certification

- Go through a 6-week certification program where you will learn the 8-Pillars of Trust™, how to facilitate, and how to cascade trust in organization.

### Measurement

- Unlimited use of individual, team, and customer assessments at no extra cost
- Grant access to those within your organization so they can take the self-assessment
- Utilize the team assessment to benchmark and measure trust ongoing in your team
- Send the customer survey to your customers after you coach them or sell the customer survey as a service to your clients

### Courses

- Access to a 76-Video Masterclass to further your own learning (with ability to grant access to up to 100 users that you are coaching so they can take the masterclass to reinforce learning)
- Trust Edge Simplified 12-Module Course that you can deliver to your people.

### Resources & Learning Tool

- An extensive suite of research-based tools that you can use for applying the Trust Edge in your organization or with your clients



EQUIP



THE WALL STREET JOURNAL.



TRUSTED BY



verizon



3M



SIRM  
SOCIETY FOR HUMAN RESOURCE MANAGEMENT

Walmart



DocuSign

FedEx



JOHN DEERE

CHS

IBM

CBS

L.A. Z BOY  
Live Life Comfortably.

Vanguard



FAST COMPANY



OPTUM

NEW YORK POST

GOODYEAR

Boston Scientific



USNA  
UNITED STATES NAVAL ACADEMY



TOYOTA

Entrepreneur.

MAA  
A Brighter View

Evanta

VIKINGS

IHG  
InterContinental Hotels Group

Forbes





# TRUST EDGE IN REAL LIFE

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## Athletics

College football team turned regular season from 3-7 to 7-3 in two years.

## Corporations

Fortune 100 company increased clarity and alignment by sharing push-forward priorities resulting in 400-point increase in engagement score after two years.

## Education

College system increased clarity by implementing the How?<sup>3</sup> Process and a weekly message with stakeholders.

## Healthcare

Multi-location healthcare organization trained all employees resulting in 20% decrease in attrition.

## Sales

Attributed the How?<sup>3</sup> process with tripling sales in 90 days and increased sales by \$4.2 million in 90 days.

## Dealerships

Organization attributed 10% market share growth to increasing connection and clarity.

Learn more about our customized solutions and results: [www.TrustEdge.com](http://www.TrustEdge.com)

# **KEY RESOURCES TO LEARN MORE**

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- **Trust Edge Solutions:** [www.TrustEdge.com](http://www.TrustEdge.com)
- **David Horsager keynotes:** [www.DavidHorsager.com](http://www.DavidHorsager.com)
- **Enterprise Trust Index™:** [www.MeasureMyTrust.com](http://www.MeasureMyTrust.com)
- **Trust Edge Coaching Certification:**  
[Video](#) & [www.TrustEdgeCoaching.com](http://www.TrustEdgeCoaching.com)
- **Trust Edge Masterclass:** [Video](#)
- **Trust Edge Research:** [www.TrustOutlook.com](http://www.TrustOutlook.com)
- **David Horsager's National Bestselling Books:**  
[\*The Trust Edge\*](#), [\*The Daily Edge\*](#), [\*Trusted Leader\*](#)