



STABLE KERNEL

# Trust Triangle

PROVOCATION 1



# It takes

20 years to build a  
reputation and  
5 minutes to ruin it.

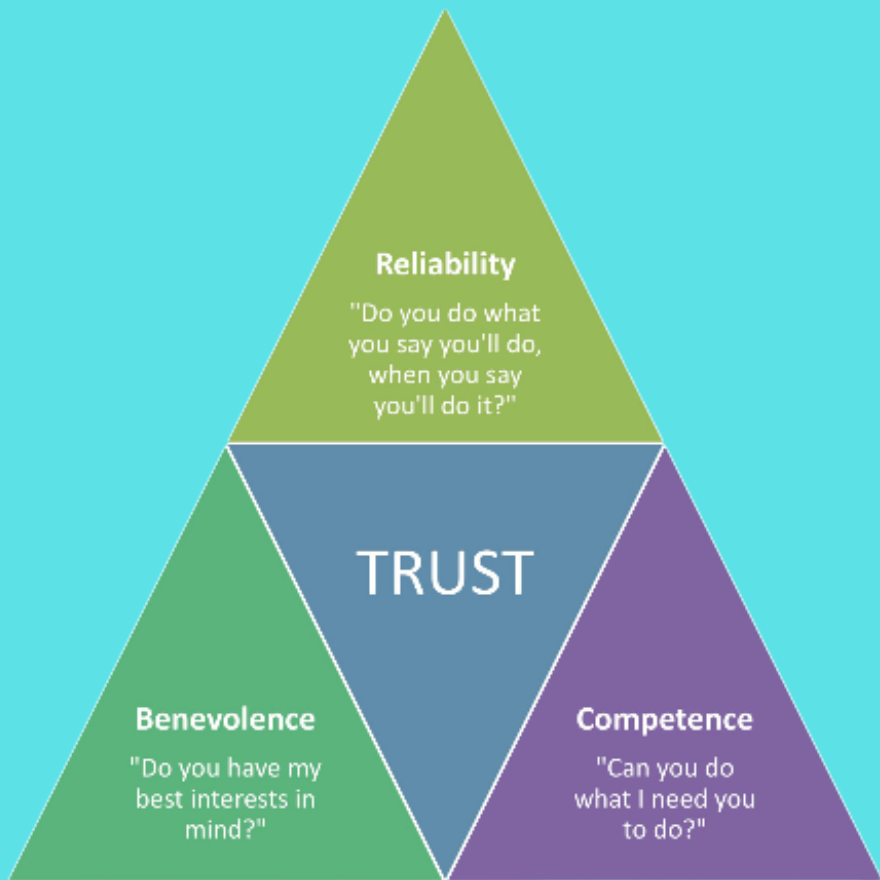
- Warren Buffett -

According to our market research, trust is the number one thing our clients are looking for in a partner.

Trust is built on 3 things:

- reliability
- competence
- benevolence

# This is the Trust Triangle



Throughout this series,  
we'll take a deeper dive  
into these three  
components so that we  
can have the tools to build  
trust between each other  
and our clients.



# When we begin to build trust...

We practice becoming  
better.

We grow this company  
together.

We are client-inspired.

So, let's start by making a new or renewed commitment to one area of the trust triangle.

What is the area of the trust triangle you are making a commitment to improving?

Click the link on the following page to record your commitment and begin to form a plan to improve this area.

# Let's get started!

Estimated Time Commitment:

*10 minutes*

What You'll Need:

*X comfortable place to reflect*

*X willingness to participate*

[Click here to begin.](#)