

The Trust Triad Questionnaire

Trust Triad Question	<i>Almost Never / Almost Always</i>				
1. Do you practice what you preach? Are the actions you take as a leader fully aligned with words you say?	1	2	3	4	5
2. Do you honor your word? When you say you're going to do something, do you do it <i>without exception</i> ?	1	2	3	4	5
3. Are you genuine and real? Have you dropped the chest-thumping bravado and ego-driven games that so many sales leaders play?	1	2	3	4	5
4. Do you say sorry when you're wrong? When you make a mistake, do you admit it—openly and honestly—and move on?	1	2	3	4	5
5. Are you a living example of the mission and values of your company? Are you asking people to do things that you're not doing yourself on a consistent basis?	1	2	3	4	5
6. Do you have a clear grasp of the key responsibilities of your position and fulfill those responsibilities at the highest levels of excellence?	1	2	3	4	5
7. Do you have a reliable system that captures your activities and appointments, so no detail or deadline gets dropped?	1	2	3	4	5



8. Do you process your email in a prompt and productive manner, getting back to team members who contact you during the work week within 24 hours?	1 2 3 4 5
9. Do you facilitate the meetings you run in a businesslike manner, starting on time, ending on time, and staying on track with the items on the agenda?	1 2 3 4 5
10. Is your physical appearance and dress sharp and professional, always appropriate for the various business situations in which you find yourself?	1 2 3 4 5
11. Are you fully present in the meetings you attend? Have you eliminated all distractions (and potential distractions), like a ringing phone or pinging notifications?	1 2 3 4 5
12. Do you actively listen to the people you're with in a meeting? Do you pay attention to what they're really saying, not just their words but the emotions behind them?	1 2 3 4 5
13. Does your physical posture reflect your personal presence? Do you lean forward, make eye contact, nod your head, fully engaged in the conversation?	1 2 3 4 5
14. Do you ask good questions? Do you help people clarify their thoughts by posing open-ended queries that allow them to explore the issues at hand more deeply?	1 2 3 4 5
15. Do you make a point to find something you can honestly affirm, compliment, or praise in the course of your conversations?	1 2 3 4 5



16. Are you fully prepared for your team meetings, so your mind and emotions are confident and calm? This includes preparations related to physical arrangements and technology.	1	2	3	4	5
17. Do you schedule extra time before and/or after your team meetings to make informal connections with the people in attendance?	1	2	3	4	5
18. Have you thought through ways to make your team meetings fully interactive, so you aren't the only one talking in them?	1	2	3	4	5
19. Do you have a way to remind yourself to stop, take a deep breath, make eye contact, and smile at the beginning, middle, and end of your team meetings?	1	2	3	4	5
20. Do you make a point to authentically thank, recognize, or praise someone in attendance and/or the entire group at your team meetings?	1	2	3	4	5
TOTAL	out of 100				

