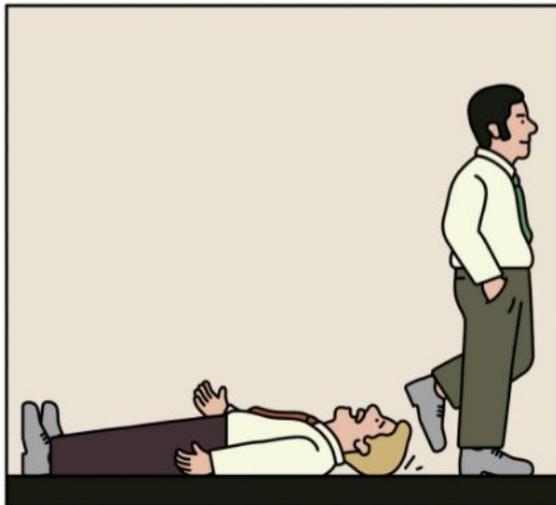
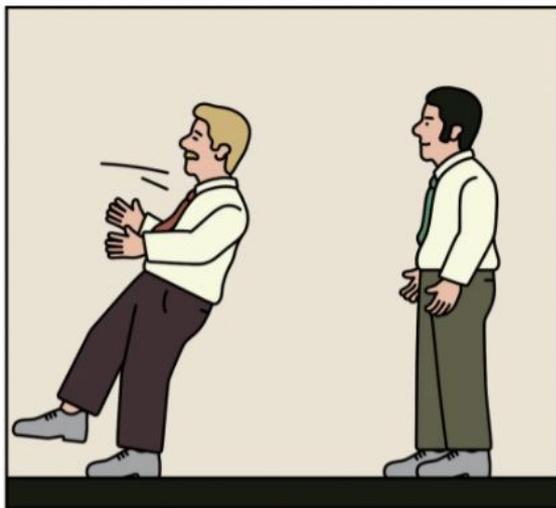
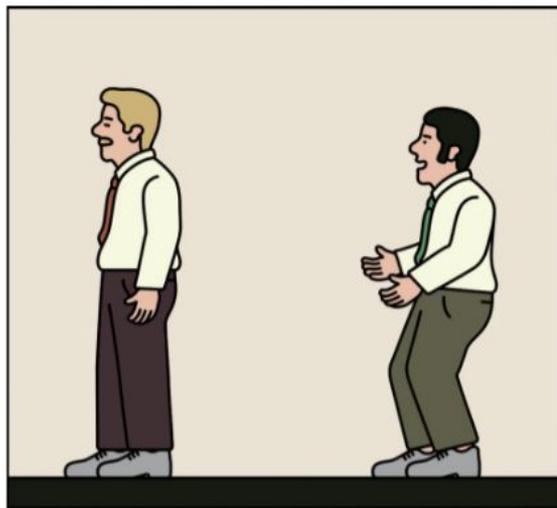




TrustCentric
CONSULTING





Toxic initials

Trust:

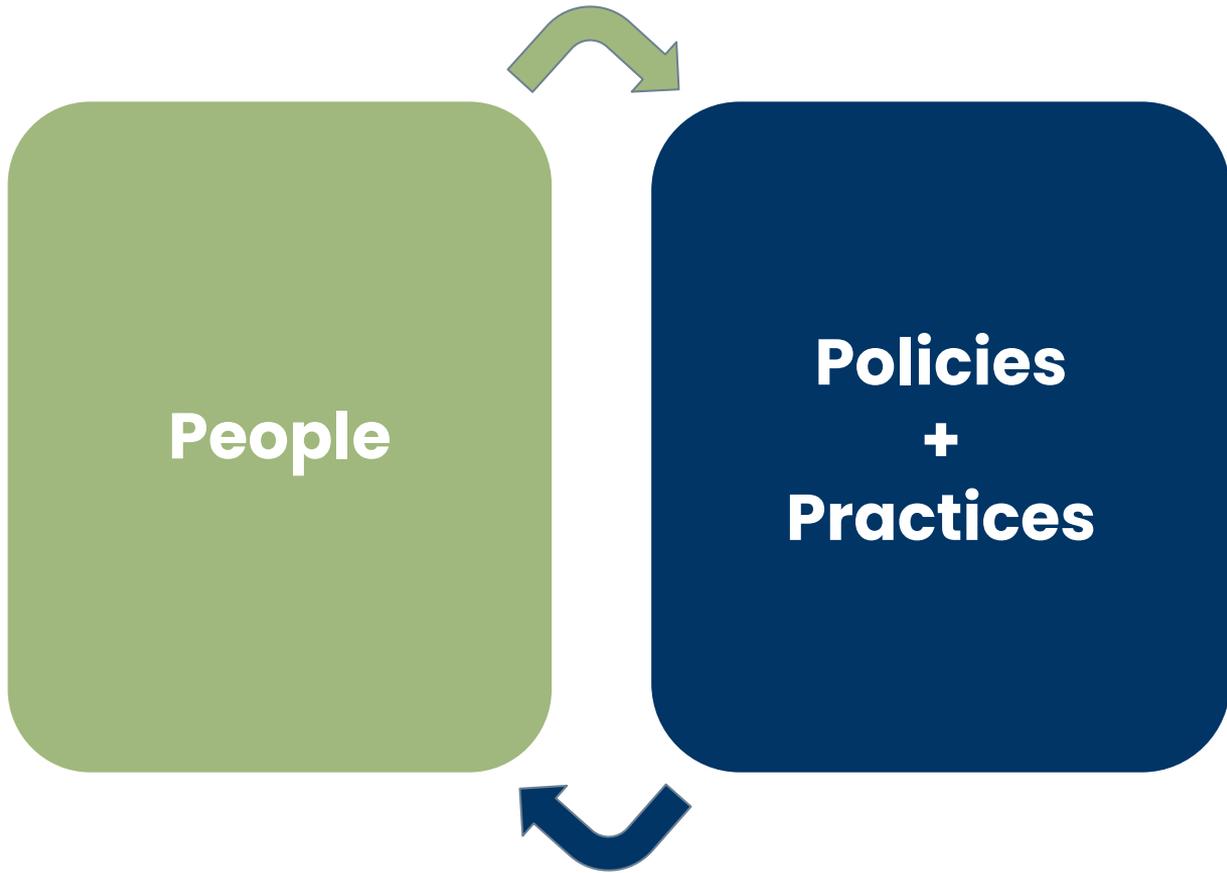
The firm belief in the reliability, **truth**, ability, or strength of someone or something.

“Contrary to what most people believe, trust is not some soft, illusive quality that you either have or you don’t; rather, trust is a pragmatic, tangible, actionable asset that you can create.”

– Stephen Covey

Industry **Challenges:** Transportation and Logistics

- Economic Headwinds
- Cybersecurity and Data Breaches
- Keeping warehouses organized
- Labor shortages
- Emerging technology
- Competing in a real time paradigm
- Going Greener



An Epidemic of Distrust

The National Survey on Brand and Trust: brandCERTAIN | 

What's at Stake?

51%
of employees

don't have a high
level of trust for
their leaders.

What's at Stake?

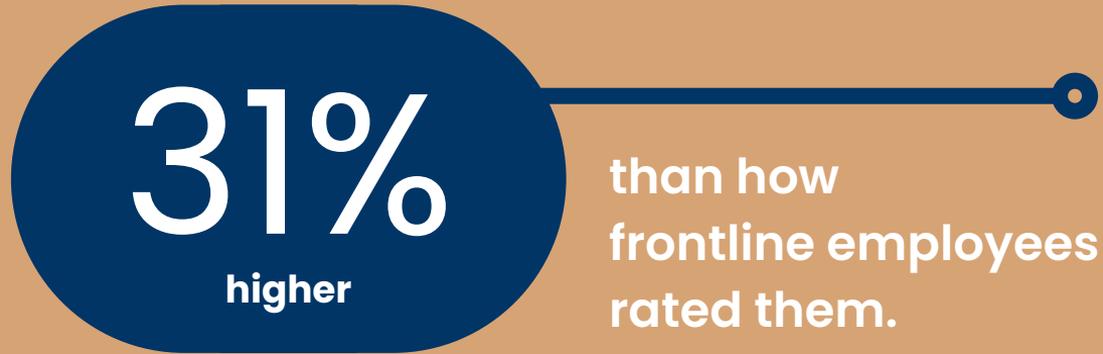
Employees who have a low level of trust for their leaders are

66%

less loyal to their organization.

What's at Stake?

Overall, leaders rate their own level of trustworthiness



What's at Stake?

66%

of employees

in medium-sized organizations
aren't likely to work as hard when
they don't trust the leaders.

TRUST IN LEADERS

49%

A great deal + a lot



LOYALTY TO COMPANY

82%

A great deal + a lot



REFERRAL TO OTHERS

88%

Very likely + likely

30%

A moderate amount



29%

A great deal + a lot



36%

Very likely + likely

18%

A little + Not at all



16%

A great deal + a lot



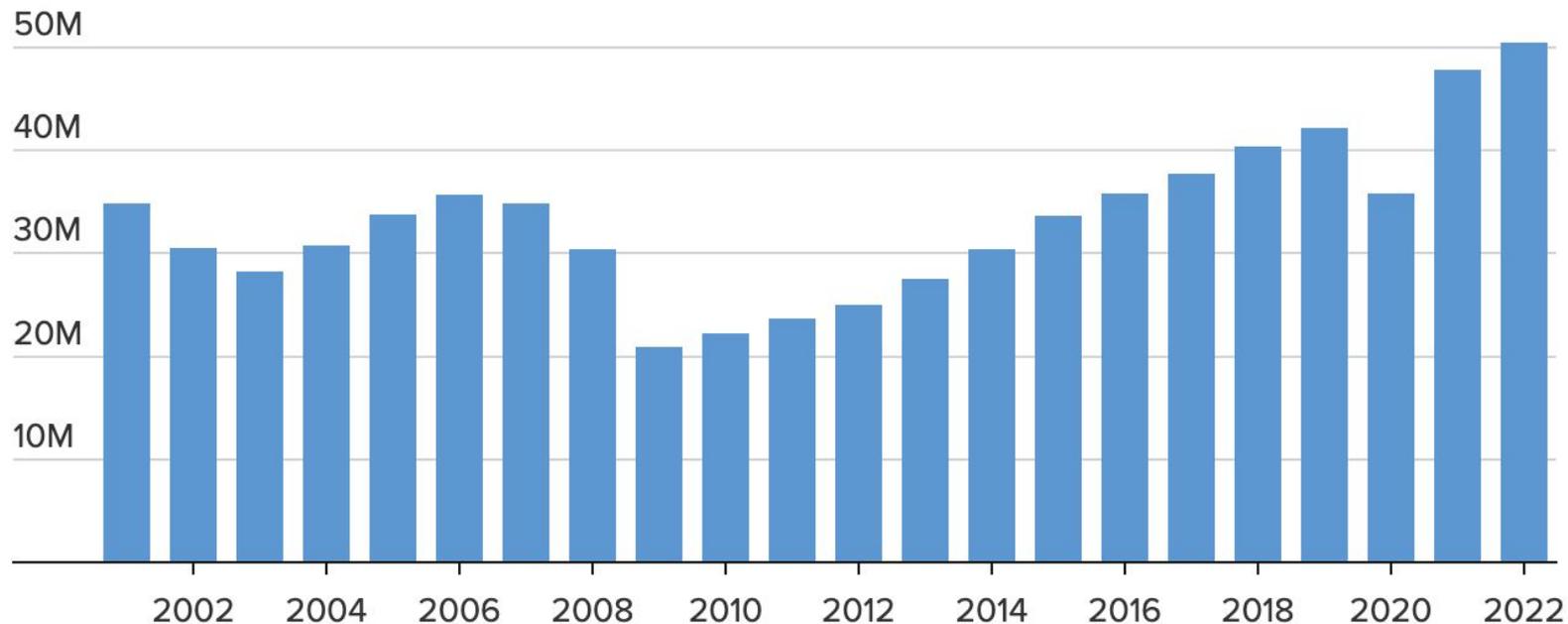
12%

Very likely + likely



A record 50.5 million people in the U.S. quit their jobs in 2022

It was the second consecutive year of record-breaking quitting.



Note: Total nonfarm jobs, seasonally adjusted

Chart: Gabriel Cortes / CNBC

Source: U.S. Bureau of Labor Statistics' [Job Openings and Labor Turnover Survey](#) via [FRED](#)

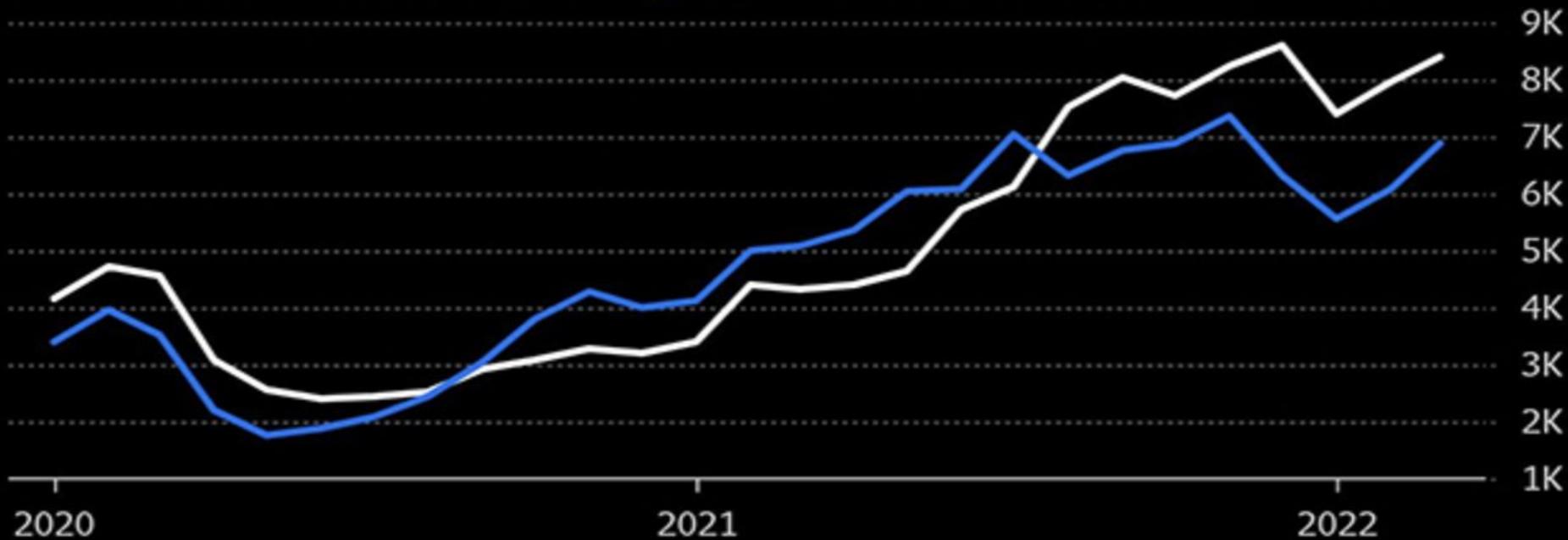
Data last updated Feb. 1, 2022



Rising Vacancies

Job openings for supply chain and logistics managers have surged

Supply Chain Manager/Supervisor Logistics Manager/Supervisor/Coordinator



Source: ZipRecruiter

Includes the average number of open job postings at any time during the month for the job titles

“The best leaders build **trust** from the inside out. An organization that does not have the **trust** of its employees can never earn the **trust** of its customers.”

– Scott Brundage

TRUST before **VALUE**

“Why should a customer buy a product, service, or experience?”

- Usable?
- Aesthetic?
- Rare?
- Emotional?

What is your organization's value proposition?

Value

1

Loyalty

2

Trust

1

Value

2

Loyalty

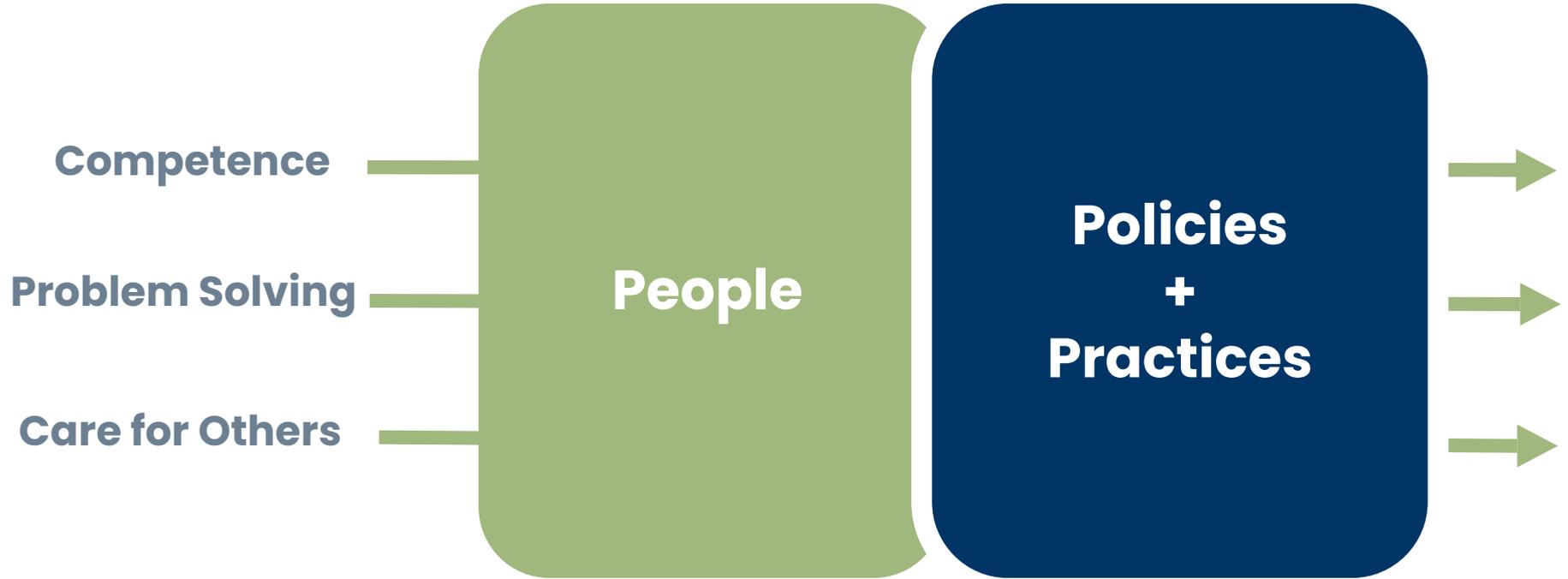
3



*Derived from: Consumer Trust, Value, and Loyalty in
Relational Exchanges: Sirdeshmukh, Singh, Sabol*

The Structure Of Trust™

The Structure of Trust™



Derived from: Consumer Trust, Value, and Loyalty in Relational Exchanges: Sirdeshmukh, Singh, Sabol

Building Block #1:

Competence



PAT HOBERG

Why do you feel your leaders are **excellent** or **good** at expertise / knowledge?



Why do you feel your leaders are **average, below average, or poor** at expertise / knowledge?



Building Block #2:

Problem Solving

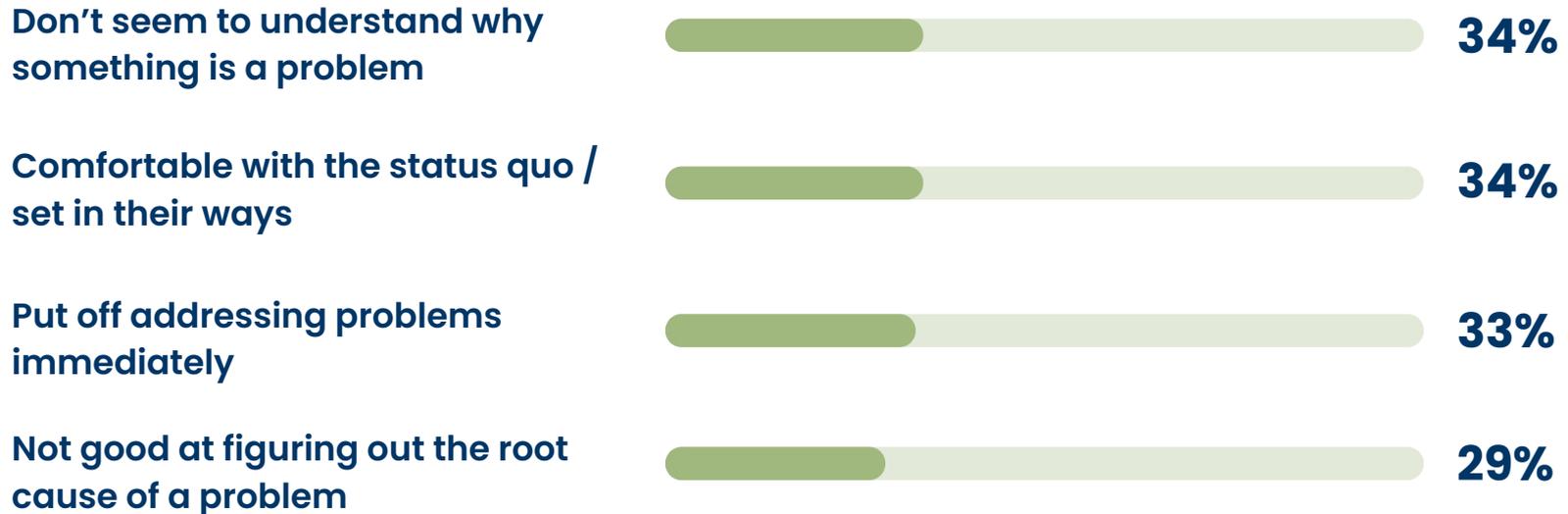
35,000 decisions



Why do you feel your leaders are **excellent or good** at solving organizational problems?



Why do you feel your leaders are **average, below average, or poor** at solving organizational problems?



Building Block #3:

Care for Others



July 8, 2017

Why do you feel your leaders are **excellent or good** at doing acts of kindness / caring for others ?



Why do you feel your leaders are **average, below average, or poor** at doing acts of kindness / caring for others?



Trust

1

Value

2

Loyalty

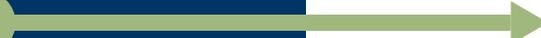
3



*Derived from: Consumer Trust, Value, and Loyalty in
Relational Exchanges: Sirdeshmukh, Singh, Sabol*

Trust

1



Trust Proposition™

*Taking action on **TRUTH.***

Value Proposition

*Taking action on **worth**.*

Trust Proposition™

*Taking action on **truth**.*

**ASSESS
TRUST**

**How to
Strengthen
Your
Trust
Proposition**

**TAKE
ACTION**

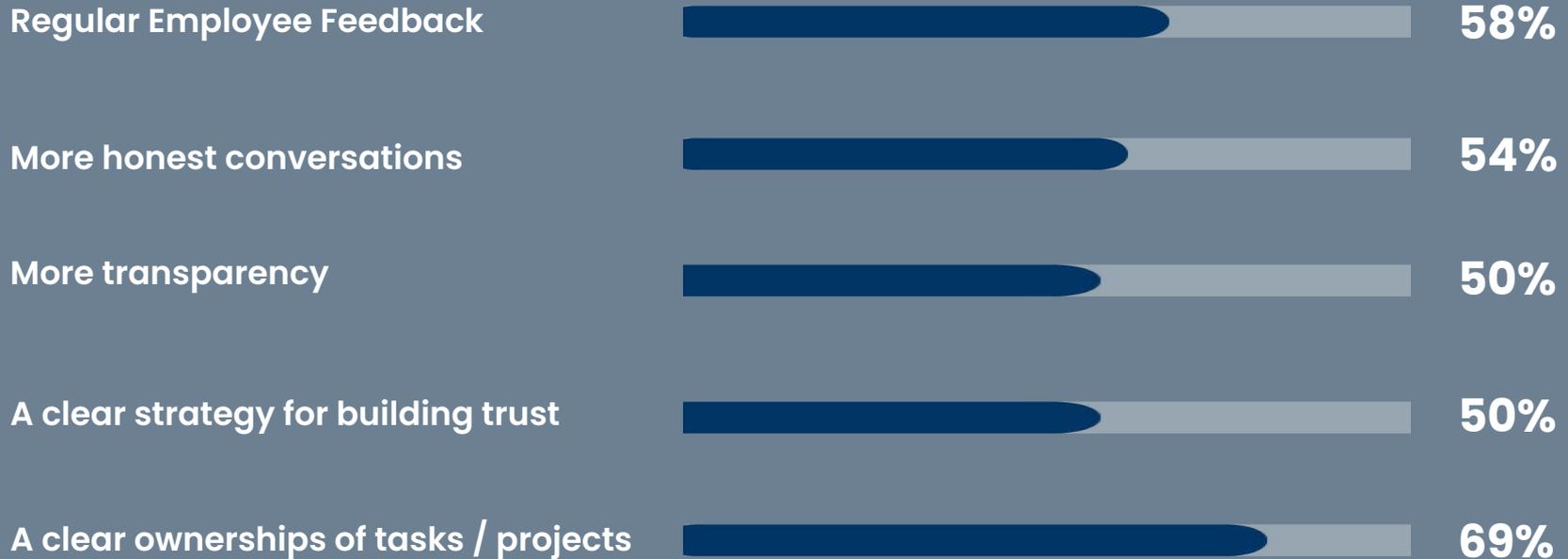
**APPLY THE
STRUCTURE OF
TRUST**



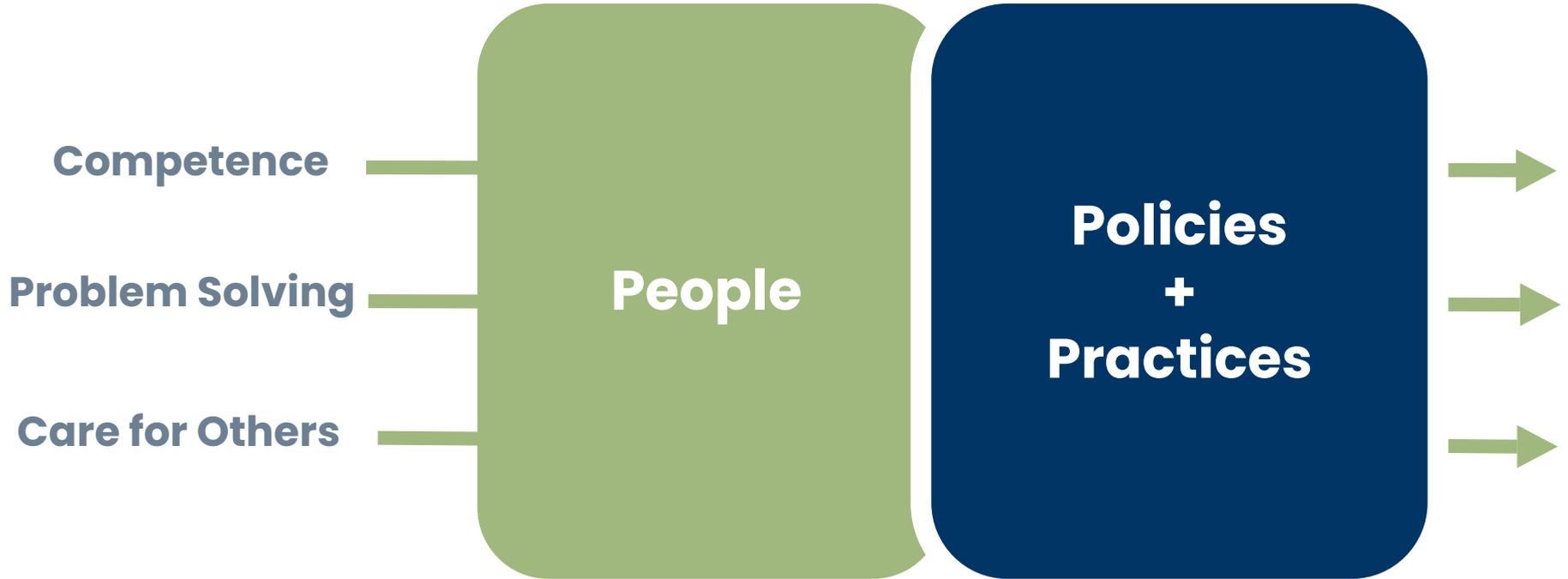
Trust Priorities next 6 months

Data from TMSA survey

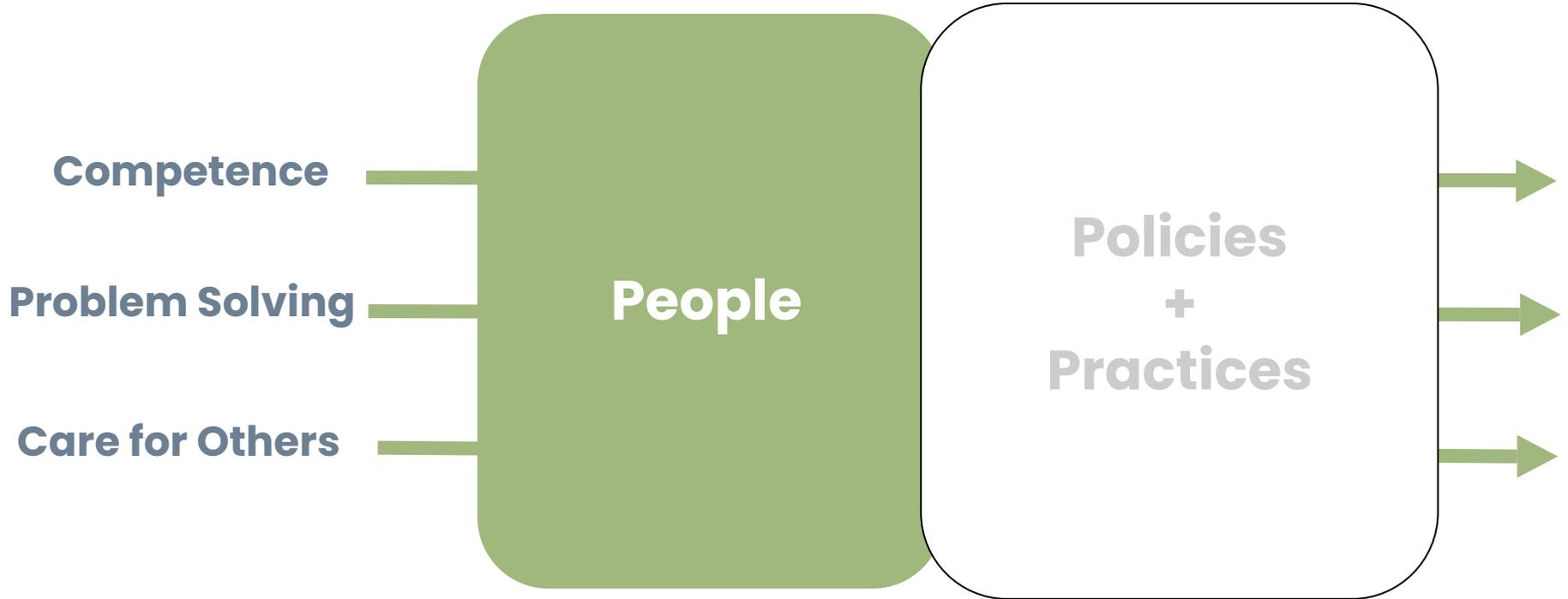
Over the next 6 months, the following
should be **HIGH PRIORITIES**:



The Structure of Trust™



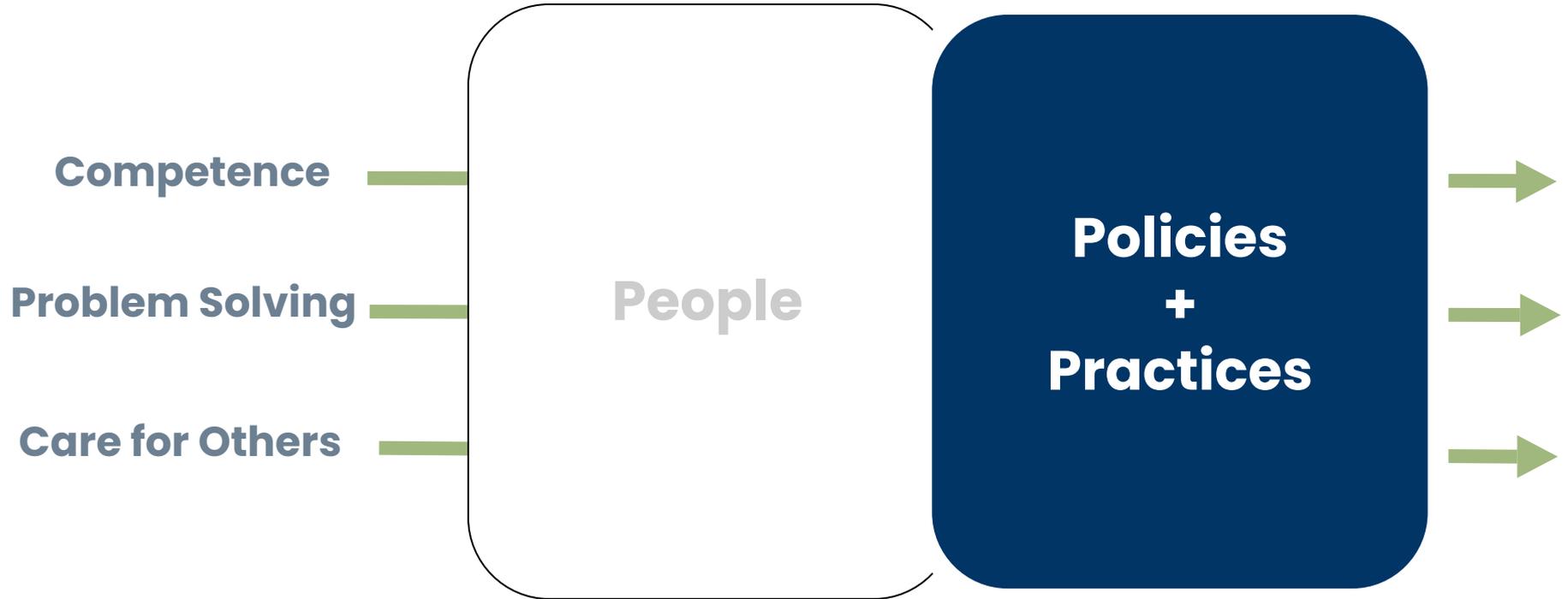
The Structure of Trust™



**“We have an opportunity to
double down on strengthening
workplace culture.”**

Whitney Croxton, Trailer Bridge

The Structure of Trust™

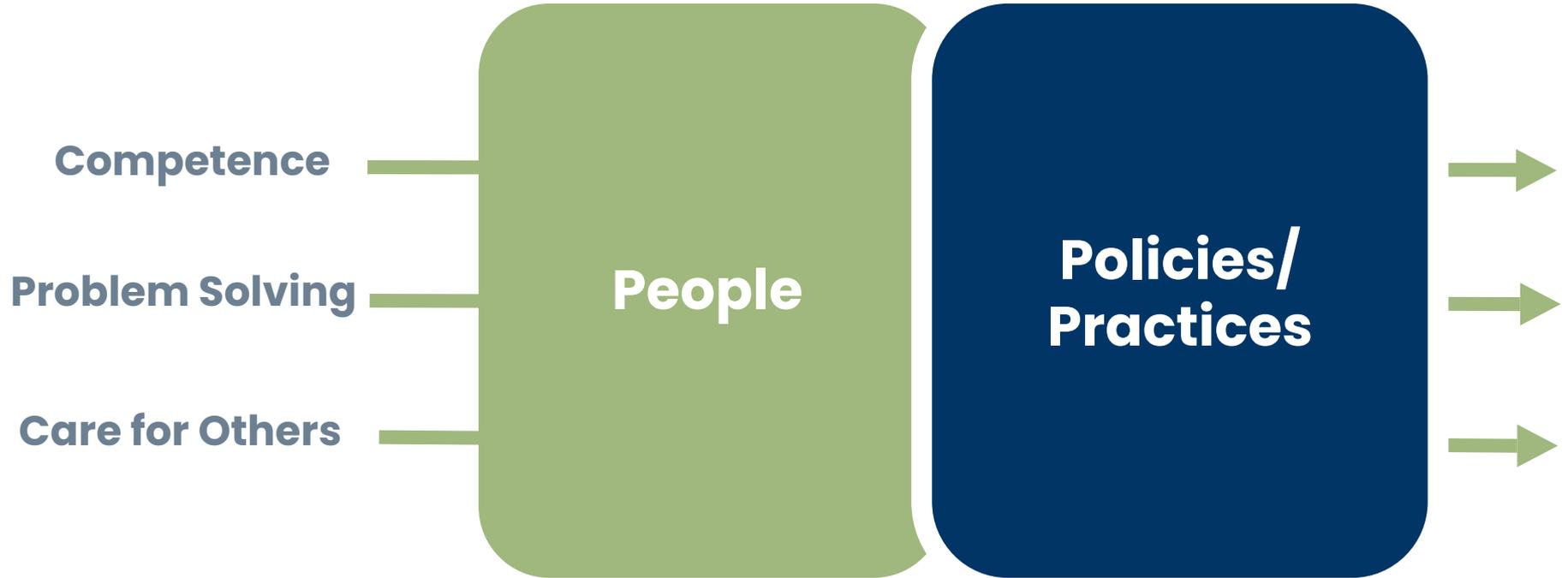


“Three logistics pain points:

- 1. Differentiation (20,000+ 3PLs)**
- 2. Determining ideal client profile**
- 3. Decision clarity and ownership”**

J.T. Nixon, LynnCo

The Structure of Trust™



Strengthening Trust Requires

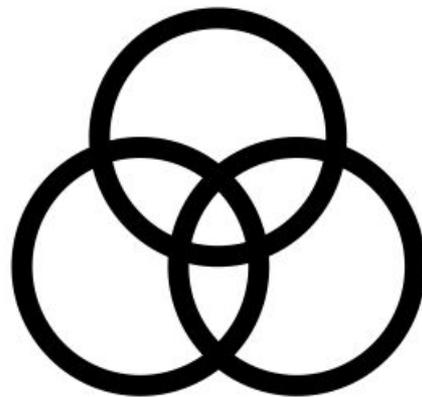
1. Accurate Assessment
2. Proven Framework
3. Disciplined Commitment
4. Focused Priorities





TOXIC

← OR →



TRUSTWORTHY



TrustCentric
CONSULTING

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