

# HOW TO USE TRUST

THE LANGUAGE OF STABILITY

## ARE YOU TRUST?

*You build relationships through dependability*

## WHO YOU ARE

Stable ■ Dependable ■ Familiar

## HOW TO USE PASSION

- Do what you say, say what you do
- Avoid surprises
- Repeat and retell your story

## WHAT WILL HAPPEN

- By fascinating with trust, you will preserve connections
- You will reassure others in a chaotic world
- You will build lasting respect

## COMBINE TRUST WITH

- ▶ **INNOVATION:** to tweak traditions
- ▶ **PASSION:** to sustain attraction
- ▶ **POWER:** to reinforce a strong message
- ▶ **PRESTIGE:** to uphold enduring values
- ▶ **MYSTIQUE:** to maintain privacy
- ▶ **ALERT:** to motivate instant action