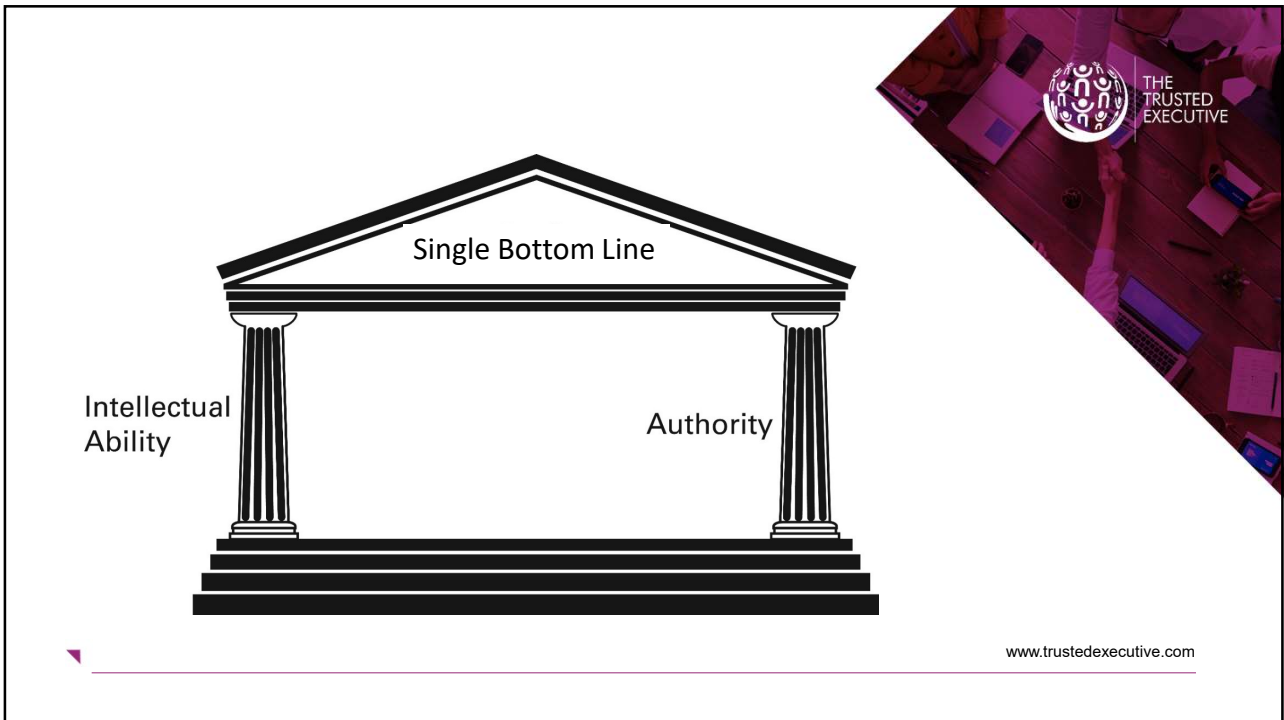
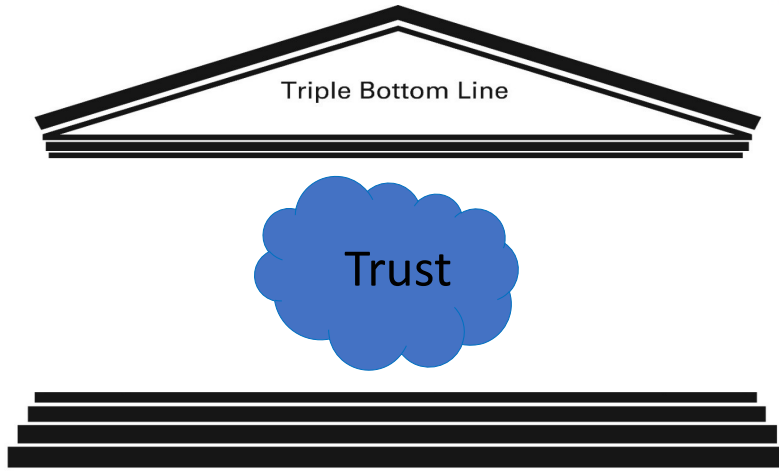





1



2



The diagram features a large triangle with a double-line border. Inside the triangle, the text "Triple Bottom Line" is centered. Below the triangle, a blue cloud-like shape contains the word "Trust". Underneath the cloud are several horizontal black bars of varying lengths, suggesting a foundation or support structure.



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'Leaders can no longer trust in power; instead they must rely upon the power of trust.'

Charles Green



THE TRUSTED EXECUTIVE FOUNDATION



Aston Business School

4

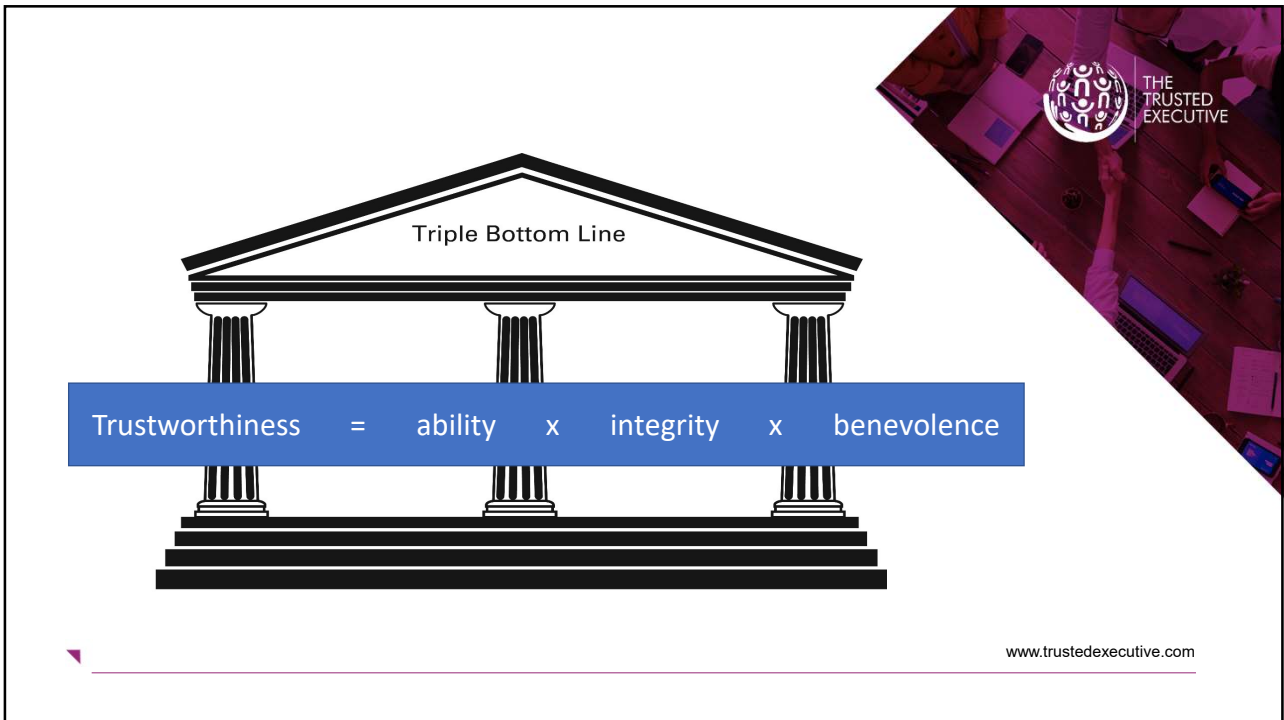


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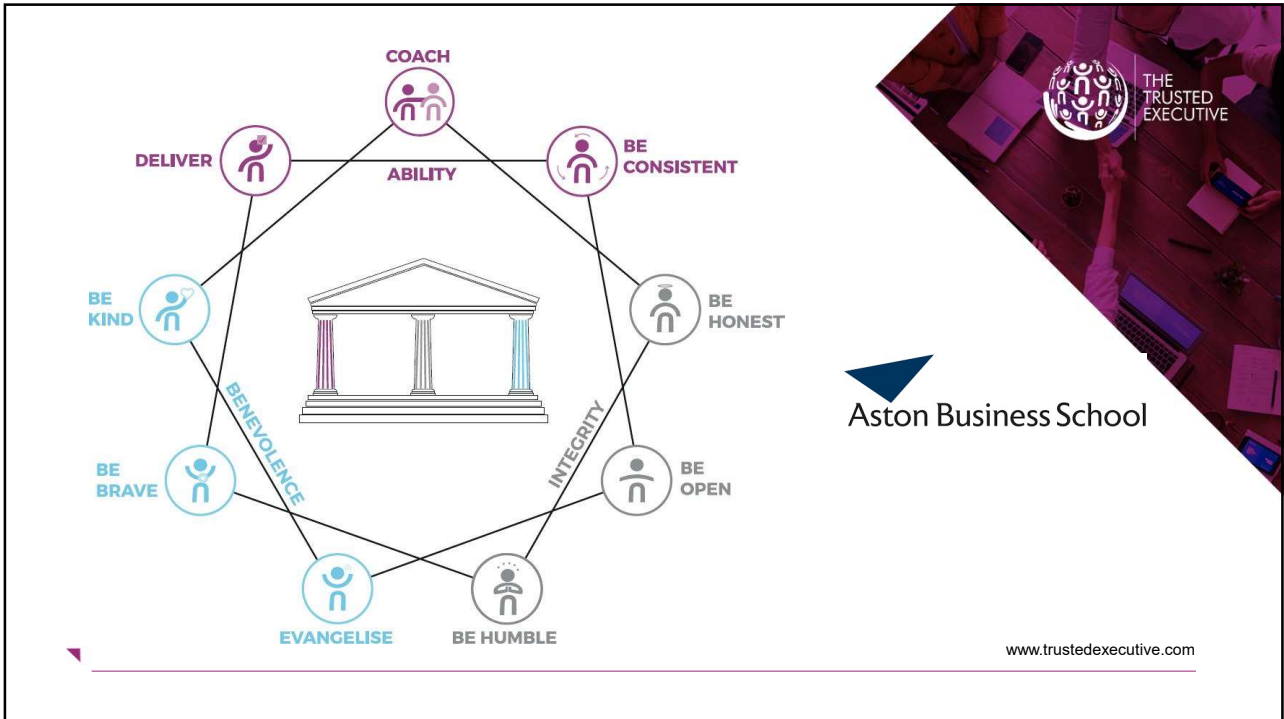


Triple Bottom Line

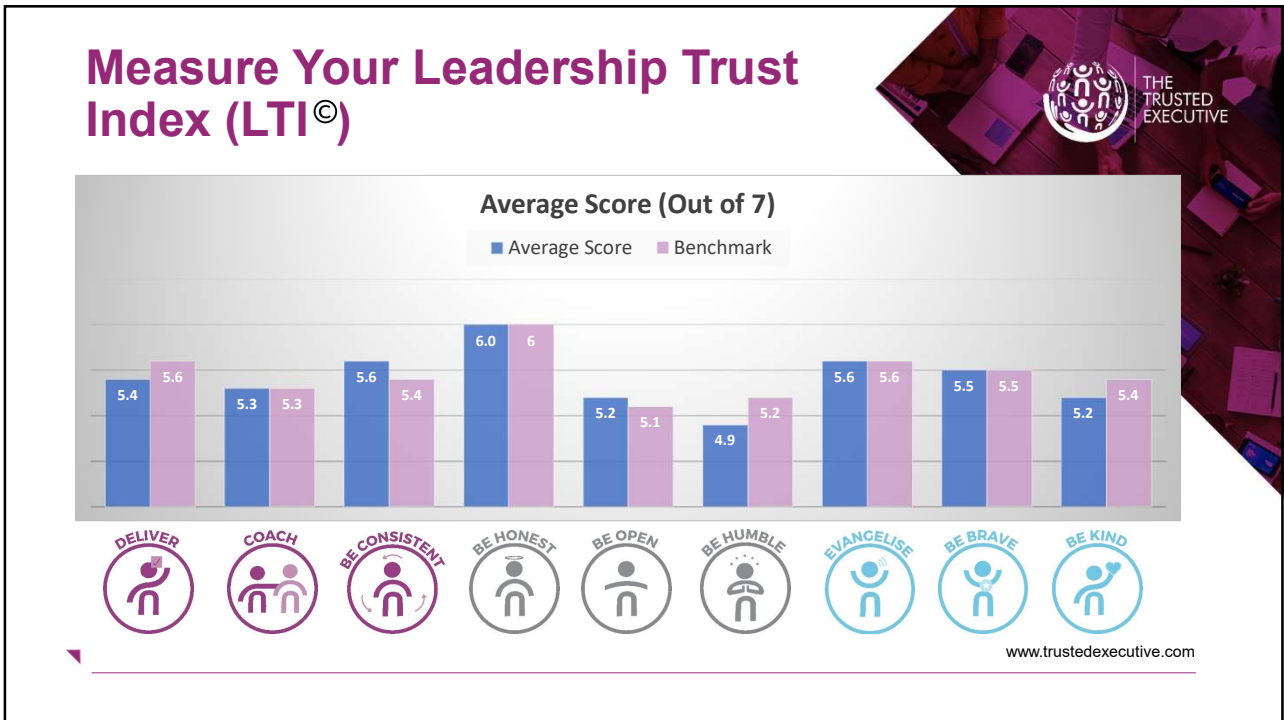
Trustworthiness = ability x integrity x benevolence

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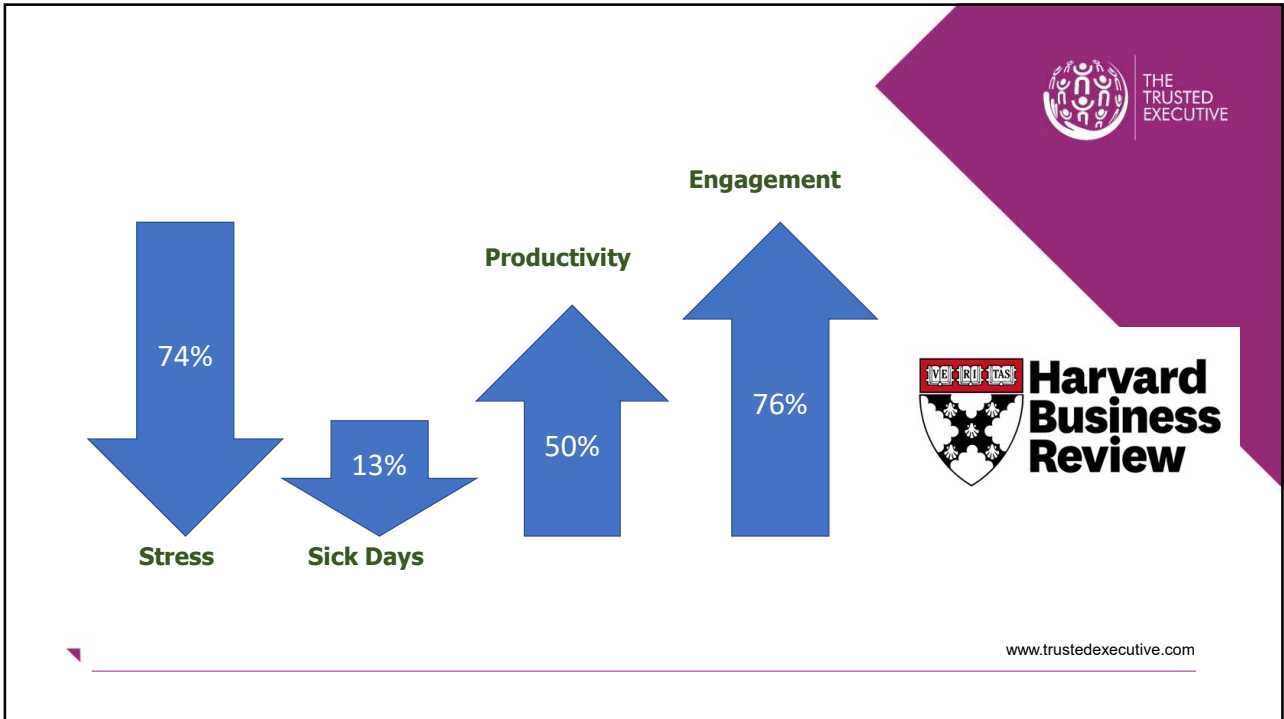
6



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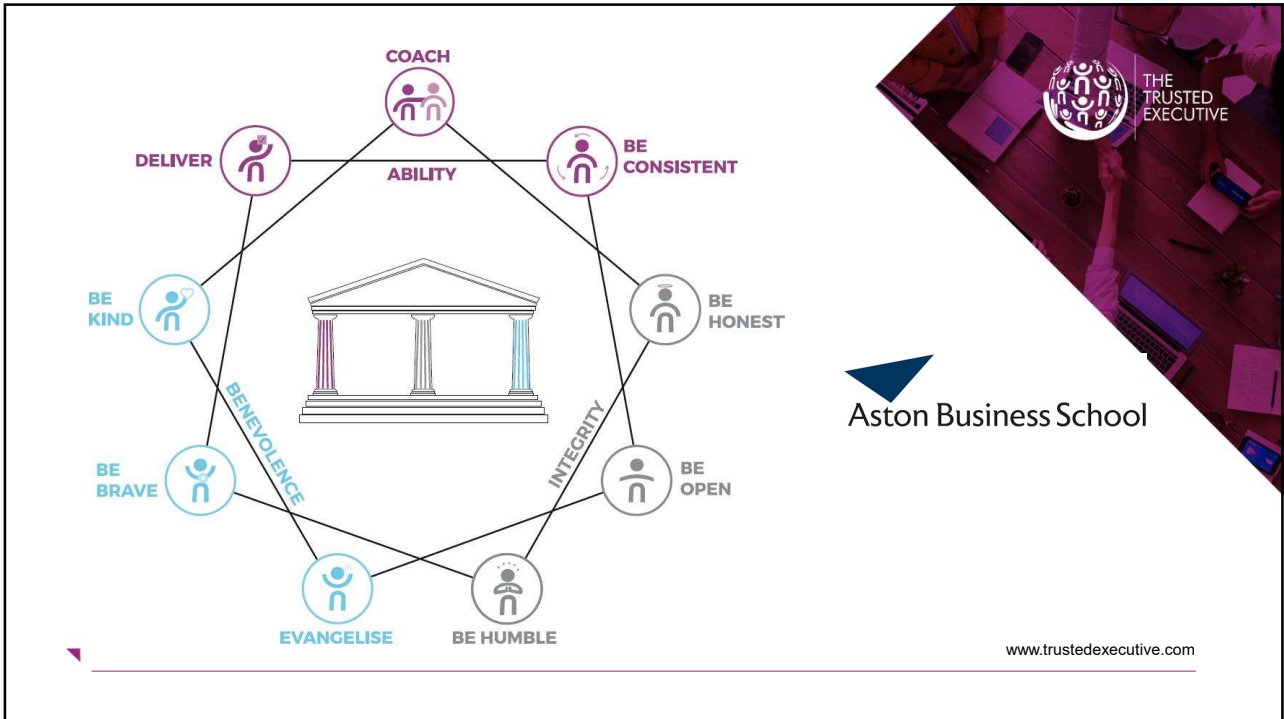
8



9



10



11

The slide has a dark blue and purple background. In the top left corner is the logo for 'THE TRUSTED EXECUTIVE', which consists of a circular emblem with stylized human figures and the text 'THE TRUSTED EXECUTIVE' to its right. The main title 'The Trusted Executive Nine Habits for the New World of Work' is centered in white text. The background image shows a group of hikers with backpacks climbing a steep, rocky mountain peak. In the bottom right corner, the website address www.trustedexecutive.com is displayed.

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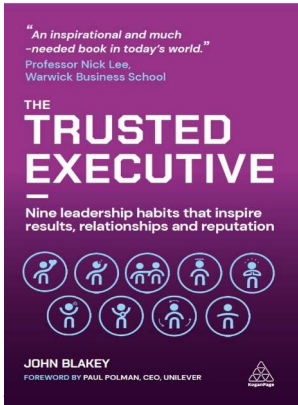
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“Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships.”

- Stephen Covey

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“An inspirational and much-needed book in today's world.”
 Professor Nick Lee,
 Warwick Business School

THE TRUSTED EXECUTIVE
 Nine leadership habits that inspire results, relationships and reputation

JOHN BLAKEY
 FOREWORD BY PAUL POLMAN, CEO, UNILEVER

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The Trusted Executive Podcast – Habit 6 Choosing to be Humble

August 4, 2021 • 58 MIN

In this episode, with Dr John Blakey, the Founder of The Trusted Executive Foundation, we're taking a deep dive with Leadership Habit number 6 – Choosing to be Humble.

The Trusted Executive Podcast – Habit 5 Choosing to be Open

August 3, 2021 • 62 MIN

In this episode, with Dr John Blakey, the Founder of The Trusted Executive Foundation, we're taking a deep dive with Leadership Habit number 5 – Choosing to be Open.

<https://podcasts.bcast.fm/the-trusted-executive>

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Testimonials



"The Nine Habits of Trust Framework is used to promote deeper thinking about how executives operate, how they process their thoughts, and how they act as individuals. I believe the Nine Habits of Trust model that we are now rolling out, is going to further enhance our business and support our future success."

| **NAHL CEO** |

CAPITA



"We know how integral trust is to culture, and in turn to achieving results, so to have a way to measure trust levels has been invaluable."

Cath Possamai, CEO, Capita RG

| **Capita RG CEO** |



"Habit No.2 - choosing to coach - is a key habit for us and also Habit No.6 - choosing to be humble. We've got 5,000 employees and 3,500 of them are warehouse workers or drivers so it's really important for the leadership team to just be 'normal' with everybody in the business"

| **Bidfood CEO** |

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The Trusted Executive Nine Habits for the New World of Work



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