

THE 13 BEHAVIORS OF A HIGH TRUST LEADER

Behaviors	What to Say	Opposite	Counterfeit
Talk Straight	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Demonstrate Respect	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Create Transparency	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Right Wrongs	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Show Loyalty	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Deliver Results	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Get Better	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Confront Reality	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Clarify Expectations	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Practice Accountability	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Listen First	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Keep Commitments	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."
Extend Trust	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."	"I'm not sure if I should tell you this, but I think you should know that..."