

# TRUST REFLECTOR™

TRUST IS THE FUEL THAT IGNITES RESULTS.



## Executive Overview

TrustReflector™ is an online leadership assessment designed to help leaders understand how their day-to-day behaviors build or erode trust. Grounded in decades of research and real-world testing, the assessment provides leaders with a clear, evidence-based view of how they are perceived across core dimensions of trust. The result is increased self-awareness and a practical roadmap for strengthening relationships, engagement, and results.

## What It Measures

TrustReflector™ examines the behaviors that most directly impact trust through three core dimensions:

- **Social** – Positive Intent, Openness, Collective Perspective
- **Contextual** – Ability, Power
- **Temporal** – Integrity, Reputation

A shadow dimension, **Self-Orientation**, highlights behaviors that quietly undermine trust.

## What Leaders Receive

Leaders receive a comprehensive, confidential report that includes:

- An overall Trustworthiness Quotient
- Behavioral insights across trust dimensions and components
- Clear strengths and development areas
- Identification of potential trust derailleurs
- Actionable reflection to guide behavior change

## Key Outcomes

Organizations using TrustReflector™ develop leaders who:

- Build stronger, more productive relationships
- Increase openness, candor, and collaboration
- Strengthen credibility and influence
- Reduce trust erosion caused by blind spots
- Create environments where results and engagement improve

## Delivery

- Online assessment
- Individual leadership reports
- Optional facilitated debrief sessions

**LET'S TALK:** Interested in exploring whether the **Trust Reflector™** is right for your organization? Schedule a 30-minute exploratory conversation to discuss your goals, context, and next steps.

**CONTACT:** [info@change-fusion.com](mailto:info@change-fusion.com) / 877-312-0060