

# THE TRUST EDGE

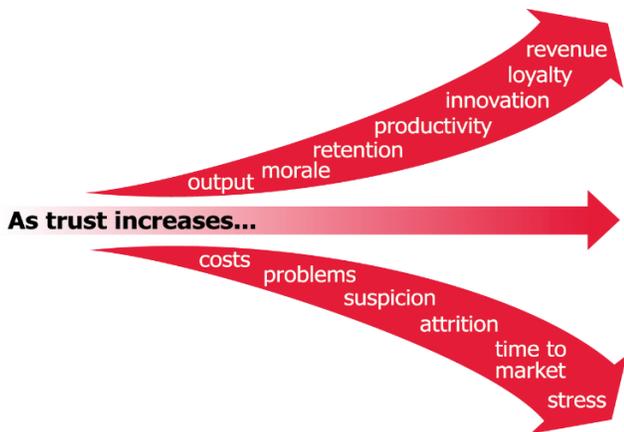
Minnesota Association of County Planning & Zoning Administrator's Conference

Presented by Michelle Backes, MA  
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Owner, The Savvy U, LLC

**The #1**  everyone is asking about you is...  
“ **Can I trust you?** ”

The Trust Edge Leadership Institute defines trust as a \_\_\_\_\_  
\_\_\_\_\_ in a person, product, or organization to \_\_\_\_\_,  
\_\_\_\_\_, and \_\_\_\_\_ whatever the circumstance.

The Trust Edge is the \_\_\_\_\_ gained  
when others confidently believe in you.



“ **A lack of trust is your  
BIGGEST expense.** ”

**1. C** \_\_\_\_\_  
*People trust the clear and mistrust the ambiguous.*

Repeatedly ask **HOW? HOW? HOW?**

“AND”    “I’m \_\_\_\_\_”

**2. C** \_\_\_\_\_  
*People put faith in those who care beyond themselves.*

The **LAWS** of Compassion:

**L** \_\_\_\_\_ **A** \_\_\_\_\_ **W** \_\_\_\_\_ **S** \_\_\_\_\_

3. C \_\_\_\_\_

*People notice those who do what is right over what is easy.*

**Top Five Values:**

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_  
4) \_\_\_\_\_ 5) \_\_\_\_\_

**My Personal Brand:**

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_  
Trigger: \_\_\_\_\_

4. C \_\_\_\_\_

*People have confidence in those who stay fresh, relevant, and capable.*

Basic Psychology: \_\_\_\_\_ > \_\_\_\_\_ > \_\_\_\_\_

5. C \_\_\_\_\_

*People believe in those who stand through adversity.*

The common characteristic of the people who have left the most positive and impacting legacies on your life and on history is \_\_\_\_\_.

**Accountability:**

6. C \_\_\_\_\_

*People want to follow, buy from, and be around friends.* 

The most magnetic trait is \_\_\_\_\_

7. C \_\_\_\_\_

*People immediately respond to results.* ★The Daily Edge

**Difference Making Actions (DMA's):**

8. C \_\_\_\_\_

*People love to see the little things done consistently.*

“ **Everything of value  
is built on TRUST.** ”



For questions about keynotes, workshops, or other resources, contact Josh or Margaret at The Trust Edge Leadership Institute at 651.340.6555 or <https://trustededge.com/>.

Claim your complimentary attendee follow-up program with micro-learning videos and productivity tips by going to: <https://trustededge.com/followup/>.



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## **BIO FOR MICHELLE BACKES**



**Michelle Backes is the founder of The Savvy U where the mission is to teach transforming truths to empower people to live a trusted life of purpose, peace, and victory.**

**As a Senior Certified Consultant at Trust Edge Leadership Institute, she specializes in leadership development and training and has contracted with everyone from USAA, Bayer, National Guard, Department of Natural Resources, State of Oregon Fire Chiefs, National Association of Fleet Administrators, Nevada Department of Transportation, College of Bermuda and several other businesses, educational institutions, and athletic teams.**

**She is in her 25th year as a WNBA chaplain of the Minnesota Lynx and shares wisdom from all her diverse experiences on the stage, delivering high-energy, keynote presentations that inspire, motivate, and challenge people to be their best version of themselves. Clients and audiences love her practical strategies and tools for developing a high trust culture in work and life.**

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