



TRUST!

THE MAGAZINE OF TRUST ACROSS AMERICA-TRUST AROUND THE WORLD



Art Barter



Lea Brovedani



Louis Coppola



John Mattone



Natalie Doyle Oldfield

2021 Top Thought Leaders in Trust

11th Annual Honors

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WELCOME

**NOTE FROM THE
EXECUTIVE EDITOR**

Trust is a key driver of long term organizational success. This issue of TRUST! Magazine honors our 11th annual Trust Across America Top Thought Leaders in Trust. We hope you recognize the importance of elevating organizational trust as a business imperative and join us in congratulating our 2021 honorees.

Barbara Brooks Kimmel, CEO & Co-founder, TRUST! Magazine

WINTER 2021 ISSUE

TRUST! is a digital magazine published by Trust Across America-Trust Around the World, a program of Next Decade, Inc. Our mission is to help leaders and organizations build trust.
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WHAT DO WE MEAN BY TRUST?

Trust is built through:

TACTICAL VISION:

An understanding that building trust into an organization's DNA will lead to long-term profitability.

RESPONSIBLE CULTURE:

Instilling the values, principles and beliefs essential to building a foundation of trust.

UNWAVERING LEADERSHIP:

The implementation of trust strategies that separate great leaders from their competitors.

STRATEGIC ACTIONS:

The key actions that characterize a commitment to building stakeholder trust.

TRANSFORMATION:

The newly adopted behaviors that build high trust and collaboration.

The Purpose

During the course of our research, we have engaged with hundreds of business leaders, researchers, academics, consultants and media representatives across a variety of professional disciplines, whose combined efforts aid in creating trustworthy organizations. As our understanding of trust deepens, our pool of authentic and truly outstanding candidates for this honor narrows. These professionals are not the most familiar names from social media. Our intention is to recognize the efforts of those whose work most impactfully contributes to elevating societal trust.

This year marks the 11th annual Trust Across America Top Thought Leaders in Trust and we continue to be impressed by the nominations and “new” names that are brought to our attention.

As we have done in the past, we also honor five additional colleagues with a Lifetime Achievement Award and a special emblem. These exceptional individuals have received our recognition for five consecutive years.

The five 2021 Lifetime Achievement Honorees are:

Art Barter

Lea Brovedani

Louis Coppola

Natalie Doyle Oldfield

John Mattone

The Methodology

This year we are presenting our Top Thought Leaders in three categories:

2021 Lifetime Honorees

New & Multi-Year Award Winners

Lifetime Honorees Past Years

After the close of our 8-week nomination period, our judges reviewed and compiled our final honoree list. Our goal has always been to extend this special recognition only to those who “walk their talk.” The results have been tabulated and we believe the 2021 honoree selection continues its emphasis on rigor and authenticity.

In the tradition we began in 2014, our 2021 Top Thought Leaders honors are dedicated to **Tony Hsieh**, former CEO of Zappos and author of *Delivering Happiness*.

Nominate NOW for our 2022 (12th anniversary) award



Prepared in collaboration with the Trust Alliance, the world's largest group of trust scholars and practitioners, the Trust Alliance Principles (TAP) can be applied and practiced in any organization of any size. By adopting TAP, trust is built one person, team, project and organization at a time.

Truth We are honest and humble — we put the truth ahead of personal or professional gain.

Accountability We hold one another accountable — we each take responsibility without regard to level or role.

Purpose We engage our stakeholders to build shared purpose — we avoid short term “wins” that undermine future success.

Integrity We do what we say — our everyday actions and talk are consistent.

Notice We seek out and listen to diverse perspectives — every voice can matter.

Talent We reward moral character — we hire and promote in alignment with our purpose and values.

Openness We are open and ready to learn — we can be vulnerable and not have all the answers.

Transparency We reject hidden agendas — we are transparent wherever and whenever possible.

Respect We respect each other — we encourage questioning and create a “zero fear “ environment where innovation can thrive.

Understanding We celebrate our successes — we acknowledge and examine our failures with empathy, and learn from both.

Safety We call out unethical behavior or corrupt practices — we make it safe to be honest with no fear of reprisal.

Tracking We define and scorecard our performance against our value and values — we measure both.

TAP is a program of [Trust Across America-Trust Around the World](#) and it's global [Trust Alliance](#). For more information contact Barbara Brooks Kimmel, CEO Barbara@trustacrossamerica.com



Lifetime Achievement Awards 2021

While there are many “top” lists and awards, none specifically address trust — partially because the word itself presents a definitional challenge. For eleven years Trust Across America has been working with a growing team of professionals to study, define and measure organizational trust.

This year five thought leaders are being added to our Lifetime Achievement Honors for their outstanding and ongoing commitment to elevating organizational trust:



Art Barter: Through his work at the Servant Leadership Institute, Art is routinely sought after to share his insights into instilling trust within an organization. As the President & CEO of an international radio manufacturing company, Datron World Communications, Art has built the company’s culture to a high trust environment.



Lea Brovedani: President of Sagacity Consulting, Lea works with leaders across Asia and North America delivering programs to increase trust in the workplace. She has developed customized programs to build and grow a solid foundation of trust to increase staff satisfaction and retention and build customer loyalty. As an experiential trainer, she recognizes that her goal is to facilitate learning by fostering safe environments where people can be vulnerable and open.



Louis Coppola: Co-founder of the Governance & Accountability Institute, Louis is a corporate advisor in key areas of citizenship, responsibility, sustainability and ethics. He is the guiding spirit of the significant research conducted by the G&A team that charts the increasing public disclosure on sustainability and related topics by publicly-traded companies. "Trust" underlies the life work of Louis as he helps company managements to be more responsive to societal needs and to achieve and demonstrate leadership in corporate citizenship.,



Natalie Doyle Oldfield: A speaker, author and creator of a proprietary framework for business owners and leaders to build, manage and protect trust. Natalie is the founder and President of Success Through Trust Inc. A former Chief Marketing Officer, she is the creator of an online course Becoming a Trusted Advisor and creator of The Client Trust Index, a proprietary system to measure customer and stakeholder trust.



John Mattone: John teaches the values and principles of leadership, including trust as an executive coach and the co-founder of the Intelligent Leadership Executive Coaching Franchise (ILEC). He enables his clients to realize four outcomes that they can leverage in their business and life: Altruism, Affiliation, Achievement and Abundance.

Congratulations to our 2021 Lifetime Achievement Honorees



Newcomers & Multi-Year Award Honorees

Dave Anderson: President of Anderson Leadership Solutions and a Bronze Star decorated veteran, Dave's work focuses on building leaders of character who inspire trust. He is the author of *Becoming a Leader of Character*. Dave works with corporate, government and non-profit entities. He has trained over 1000 law enforcement professionals from over 45 agencies across the country in his Officers of Character Workshops including Chicago PD and the United States Marshals Service.

David Belden: The founder of the facilitation company, ExecuVision International. The focus of David's work is to help teams discover the underlying inhibitors to trust, cooperation, understanding, and profitability. A significant dimension of this work is in mentoring executives, where David has performed between 30 and 40 sessions a month for the past 20 years.

Stephanie Benay: An innovative Health and Safety Executive who helps companies seize the future through realizing the hidden value of HSE, Quality, Risk Management, Sustainability and Corporate Social Responsibility. Stephanie started her career in safety as a Safety Programs Coordinator with Canadian Airlines, eventually becoming the Chief Operations Officer for an international safety consulting company and then Director of QHSE, Sustainability & Corporate Responsibility, North America Central Services for an international EPCM. She is currently the Director, Safety Systems and Assurance at BC Hydro, leading a large team of multi-disciplinary experts.

Yvette Bethel: A Fulbright Scholar and CEO of Organizational Soul, Yvette is a cultural transformation and trust consultant, licensor of trust programmes, author, speaker, and advisor who is committed to resolving complex people challenges within organizations. She consults with and advises CEOs, Boards, and independent facilitators helping them understand organizational ecosystems so they can address legacy challenges and harness their strengths.

Susan Bos: For almost a quarter of a century, Susan E. Bos, CMA, CPA, CFE, has worked to advance the field of accounting and ethics, both on the job and through her volunteer service. As a member of the Washtenaw County Government staff, Bos has served in various roles, upholding the highest ethical standards throughout her years of service. Additionally, Bos continues to be involved in her local community, serving as director of scholarships for the IMA Ann Arbor Chapter, promoting ethics education at the chapter level.

Dr. Léa Cléret: Dr. Cléret has worked internationally in job roles where her focus has always been on issues of integrity, ethics, and trust. Her current and future goal is to contribute towards building trust in world leadership - one person, one organization, and hopefully one government at a time. She was recognized last year for turning around The Leadership Trust / United Kingdom from a million-dollar loss to a 300K profit within 3 years. She saw this as an opportunity to showcase how trust represents the cornerstone for financial viability

Keith Darcy: President of Darcy Partners Inc. a boutique consulting firm that works with boards and senior executive on a wide variety of complex governance, ethics, compliance, regulatory and reputation risk challenges. Keith has worked with corporations across six continents and in all business sectors.

Sean Flaherty: Sean has been working at the intersection of trust, software, leadership and empathy for two decades through his work at ITX and in his community. The EVP of Innovation at ITX Corporation, Sean is pioneering the way that teams earn and maintain trust as a foundational component to everything his teams and clients build together. Sean runs Innovation Workshops for his clients and regularly speaks to CEO groups on The Momentum Framework: A paradigm shifting model that connects intangible business fundamentals like customer trust and loyalty to business profitability and team alignment.

Bob Lee: CEO of The Trust Lab Ltd in Dublin, Ireland: Bob has devoted the past twenty plus years to raising awareness globally of the pivotal role that trust plays in all organizations, exhorting leaders to see the value and to invest in building trust at all levels. Author of best-selling *Trust Rules: How the World's Best Managers Create Great Places to Work*.

Kevin McCarthy: If you don't trust yourself, how can you trust or build trust with others? Kevin created the online ON PURPOSE tool for finding your purpose to know and trust oneself better. Since 2018, over 3,000 people have found deeper trust and confidence in their judgment simply from knowing their 2-word purpose in life. Pioneer and professor of the power of purpose and being on-purpose since the late 1980s.

Paul Mills: One of the Asia Pacific Region's most experienced executive education practitioners, writers, facilitator and subject matter experts, with a career spanning 27 years and work on four continents. Paul has designed and delivered leadership, change and strategy programs in some of the region's largest and most successful organisations, working with senior leaders and executive teams to gain competitive advantage. He has been conducting a range of experiments related to trust as seen through the lens of COVID-19 and the acceleration of the future of work, resulting in the creation of the Mutuality Index 360 and consulting tools.

Matthew Rill: Dr. Rill has a history of deliberate leadership, with proven capacity to build trust between health systems, providers and patients alike. With 22 years of experience as a medical practitioner and physician leader in the emergency department, his competency and leadership were called upon during the height of the U.S. coronavirus pandemic to foster public trust in the community leaders navigating the crisis. Co-founder of Telescope Health, Dr. Rill's actions to protect public health and safety and provide the community with transparent communications regarding the health crisis has built both public trust, and trust with elected and appointed community officials.

Karin Volo: Karen has been working with culture and trust for many years as CEO of Evoloshen. She is an expert in engagement, personal and organizational development, and is an international best selling author of two books, *Engage!* and *1,352 Days*. With over 20 years experience working with Fortune 500 companies globally, she has insights on business building, cultural transformation, building trust, purpose, and high performance. Her purpose is bringing joy to the workplace.

AIM Towards Trust

Frequently Asked Questions

What is AIM Towards Trust?

AIM Towards Trust is an anonymous, simple, quick and robust assessment for leaders, teams and/or organizations to:

- Elevate employee engagement and retention
- Reduce workplace stress
- Enhance decision making
- Encourage innovation
- Promote accountability, transparency and communication
- Reduce costs and increase profitabilty

The survey (takes under 2 minutes) allowing organizations to begin a trust discussion by assessing internal trust weaknesses and strengths. AIM is based on Trust Across America-Trust Around the World's (TAA-TAW) twelve principles called TAP which were created by a global team of trust scholars and practitioners over the course of a full year, and published in the spring of 2018. TAP has been accessed almost 150,000 times in sixteen languages.

Who is using AIM Towards Trust?

AIM has been used in teams and organizations ranging from groups of five to several thousand employees, and across many organizational functions and industries. It can also be used as a data collection opportunity for associations and other member organizations, and as a polling tool in advance of conferences or workshops.

How is AIM Towards Trust Administered?

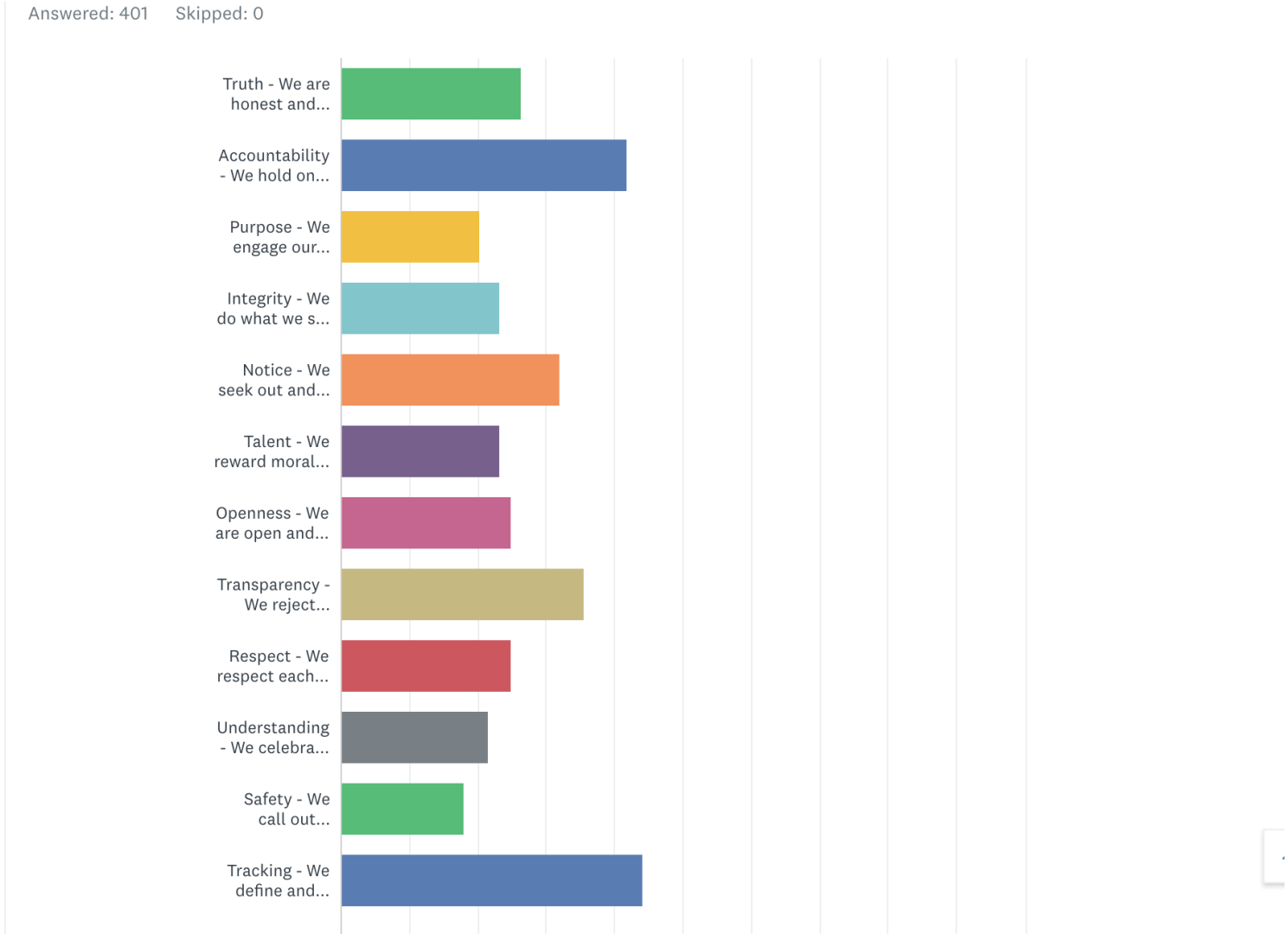
TAA-TAW issues the client a custom link created in Survey Monkey to be shared with survey participants, and a 5-day window for completion. When the survey closes, a custom report identifying strengths and weaknesses is issued to the client.

Is Facilitation Recommended?

The survey can be run either as a Do-it-Yourself or with the assistance of an experienced AIM facilitator.

Want more information? Contact us.

What is holding trust back on your team or in your organization?



Contact us to learn more about diagnosing trust on your team and in your organization.

Lifetime Achievement Awards (2015-2020)

Patricia Aburdene (2015): Speaker, author and advocate of corporate transformation. Having won recognition as co-author of *Megatrends*, Patricia inspires audiences with a blueprint of how values and consciousness will transform business.

Bart Alexander (2019): Alexander & Associates works with senior leaders, teams and organizations to integrate corporate responsibility into their purpose and strategy to create a trustworthy culture.

John Baldoni (2018): President of Baldoni Consulting whose mission is to help individuals and their organizations achieve positive results by influencing without authority, applying power appropriately and leading with grace and conviction.

Donna Boehme (2018): Principal of Compliance Strategists, LLC. Donna has advised a wide spectrum of private, public, governmental, academic and non-profits on organizational compliance and ethics practices.

Hank Boerner (2015): Chairman of the Governance & Accountability Institute. While Hank's expertise is in ESG factors and issues, his approach is to educate leaders on the three pillars of Aristotle's method.

Alain Bolea (2020): A management advisor who helps organizations integrate the necessity of "making money" and the desire to "do the right thing" in terms of sustainability and social responsibility. He works with leaders as an executive coach, and consults to organizations on strategy and development using group processes.

Roger Bolton (2016): Chairman and President of the Arthur W. Page Society, and the Page Thought Leadership Committee, Roger co-authored the Page Society's report on Public Trust in Business.

Elaine Cohen (2017): Joint CEO of Beyond Business Ltd a CSR consulting and reporting firm, aiding in developing responsible businesses.

Doug Conant (2018): Former CEO of Campbell Soup, Doug founded Conant Leadership, a community of leaders and learners who are advancing 21st century leadership. He created the Leadership Flywheel, with trust as the goal.

Randy Conley (2016): Global Trust Practice Leader at The Ken Blanchard Companies. Randy consults with clients to help them develop more trustworthy leaders and business practices.

Stephen M.R. Covey (2015): A sought-after keynote speaker and advisor on trust, leadership, ethics, and high performance. He is the author/co-author of several books including *The SPEED of Trust* and *Smart Trust: Creating Prosperity, Energy, and Joy in a Low-Trust World*.

Robert Easton (2018): Well known for his contributions to building trust and trust-based relationships in business, Bob is Chairman and Senior Managing Director of Accenture Australia and New Zealand.

Richard Edelman (2017): President and CEO of Edelman the world's largest public relations firm. Richard is perhaps best known for the Edelman Trust Barometer.

Jed Emerson (2015): An internationally recognized thought leader in sustainability and sustainable finance, impact investing, social entrepreneurship and philanthropy.

Richard Fagerlin (2019): Peak Solutions: Assists companies in investing in their greatest asset, their people, by building high trust teams.

Mark Fernandes (2018): CEO of Capitalism 2.0, Inc. whose mission is to balance a company's attention and resources around the well-being of its employees, financial health, sustainability and social good.

Leslie Gaines-Ross (2015): Weber Shandwick's chief reputation strategist and the architect of research into CEO and corporate reputation, CEO transitions, corporate rankings, executive visibility, thought leadership, and reputation recovery.

Robert Galford (2015): Managing partner of the Center for Leading Organizations, Rob has taught executive programs for more than 20 years, including 12 years at Harvard's Graduate School of Design, 5 years for the National Association of Corporate Directors and on customized programs worldwide.

Mary Gentile (2015): Creator of the "Giving Voice to Values" curriculum and expert on ethical decision making. Author of *Giving Voice to Values: How To Speak Your Mind When You Know What's Right*.

Bill George (2015): Senior Fellow at Harvard Business School. He is the former Chair and Chief Executive Officer of Medtronic and author of several best-selling books.

Charles H. Green (2015): Leads Trusted Advisor Associates. Charles is a speaker and executive educator on trust-based relationships and trust-based selling in complex businesses. The author of *Trust-based Selling* and co-author of *The Trusted Advisor* and *The Trusted Advisor Fieldbook*.

Nadine Hack (2016): CEO of beCause Global Consulting, she has advised Fortune 500 companies, heads of state and other global leaders or organizations on clarifying and achieving their goals.

Ellen Hunt (2019): As a Senior VP at AARP, Ellen designs, implements and operates compliance, ethics and governance programs.

Michael Josephson (2019): At the Josephson Institute, Michael is a champion of character education for youth and ethical conduct in business, government, policing, journalism, sports, healthcare and law.

Barbara Brooks Kimmel (2016) : Founder Trust Across America-Trust Around the World whose mission is to help organizations build trust, and publisher of the award-winning *Trust Inc.* book series.

Jim Kouzes (2015): The Dean's Executive Professor of Leadership, Santa Clara University, and cited by the Wall Street Journal as one of the ten best executive educators in the U.S. He is the co-author of over thirty books and workbooks, including the bestselling *The Leadership Challenge*.

Deb Krizmanich (2017): Founder of Povernoodle a company that helps people collaborate in a way that fundamentally drives business results via trust and integrity.

Holly Latty Mann (2018): President of The Leadership Trust® whose mission is to develop cohesive, trust-based management teams at the individual, team, and organizational levels.

Linda Locke (2015): A Senior Vice President at Standing Partnership, Linda consults with organizations on how to improve their reputations and mitigate risk.

Jim Lukaszewsk (2020): Chairman of The Lukaszewski Group, and "America's Crisis Guru" Jim is an expert in managing and counteracting tough, touchy, ethically sensitive and contentious corporate communications issues.

Edward Marshall (2015): A consultant who works with senior leadership to transform their cultures and organizations to achieve results through trust and collaboration. Edward has been President of The Marshall Group, Inc. for over 25 years.

Tom Patterson (2020): Chief Trust Officer at Unisys. His work focuses on engendering trust with a global network of critical infrastructure providers including governments and companies from energy, finance, health, transportation and more.

Roy Reid (2017): A leading authority on trust, public relations and marketing, Roy is the Executive Director of Communications for Adventist Health System’s Florida Division.

David Reiling (2018): Social entrepreneur and values-based community banker, David is CEO of the family-owned Sunrise Banks. His story of trustworthy leadership was told in TRUST! Magazine Fall 2014 issue.

Carol Sanford (2016): A consultant to both Fortune 500 and new-economy businesses for more than 30 years. Carol believes that business can and will play a major role in creating a better world.

Howard Schultz (2016): Former CEO of Starbucks. In a video Howard describes the future of corporations and their trust imperative.

Deb Mills Scofield (2019): At Mills Scofield, Deb has made trust & integrity core to her career asking her consulting clients to match 10% of her fee to improve others lives and working with them to exemplify trust with each other and their employees to create a collaborative culture that succeeds.

Jeffrey Seglin (2015): Lecturer of public policy and director of the communications program at Harvard Kennedy School. Wrote “The Right Thing,” a weekly column on general ethics syndicated by Tribune Media Services.

Frank Sonnenberg (2015): An award-winning author on character and values.

Davia Temin (2017): The Founder of Temin & Company, Davia is a reputation strategist, crisis manager and coach who frequently writes about the role of trust in business.

Jeffrey Thomson (2016): President and CEO of the IMA, he is considered an expert on risk management, and a global thought leader in the emerging area of GRC - governance, risk and compliance.

Linda Fisher Thornton (2017): A leadership development consultant, Linda’s focus is on building high-trust work places where employees can do their best work.

Robert Vanourek (2017): The Founder of Triple Crown Leadership, Bob is co-author of the award-winning *Triple Crown Leadership: Building Excellent, Ethical and Enduring Organizations*.

Curtis Verschoor (2016): Following a successful financial career as the corporate controller, Curtis is a founding member of the Institute of Management Accountant’s Committee on Ethics. (Deceased)

Robert Whipple (2015): The CEO of Leadergrow Incorporated, an organization devoted to the development of leaders. Author of three books including *Trust in Transition: Navigating Organizational Change*.



AIM
TOWARDS
TRUST

ACKNOWLEDGE
IDENTIFY
MEND

SURVEY TOOLS

Testimonials

The recipients found great value in the survey and were NOT surprised. It gave them something to discuss and build upon. It's also an affirmation of positive things they are doing.

I just facilitated 2 very successful workshops on Teamwork & Trust using the Trust Across America survey. The survey provided excellent, timely information to the organization.

➔ Test Drive AIM

➔ Learn More

Contact us to find out how your organization can use our simple survey tools to elevate trust, or visit our website.

FREE RESOURCES

[Trust Across America Blog](#)

[Tap Into Trust](#) and join almost 150,000 global citizens who have read our principles.

[Take our Workplace Trust Survey](#) (1 minute/1 question) and see how your answers compare to hundreds of others.

[TRUST! Magazine](#): a digital magazine, dedicated to helping leaders and organizations place trust on their strategic agenda.

[Case Studies](#): Our Trustlets are a growing library of real-life cases available as free downloads and for use in both academia and business.

[Trust Bibliography](#): Curated by Robert Easton, a partner at Accenture, it is probably the most extensive online trust bibliography available.

Join our [Constant Contact mailing list](#) for updates on our progress.

AVAILABLE FOR PURCHASE

[Trust Alliance](#): A growing group of vetted global professionals working to elevate trust and share resources, now in its 9th year.

[Workshops](#): From Do-it-Yourself to a full day facilitated program to start the trust discussion and elevate trust in teams and organizations. Offered in-person and online.

[Trust in a Box](#): A "do it yourself" solution for professionals and organizations interested in elevating trust, ethics and integrity.

[Data Licensing](#): Our proprietary FACTS(R) Framework is the longest ongoing research study of the trustworthiness of America's 2000 largest US public companies, now in its 10th year. Our data is available for licensing on a case-by-case basis.

Top Thought Leaders Program: Nominations are now open for the 12th annual [Top Thought Leaders in Trust](#).

