

# MAKE THE FIRST MOVE

HOW TO BUILD TRUST—AND KEEP PEOPLE COMING BACK

## KEYNOTE DESCRIPTION

Trust doesn't get an off day. It's your organization's greatest competitive advantage—or its biggest hidden cost. In this high-impact session, Justin Patton reframes trust as a performance driver, not a personality trait. He'll break down the three core trust factors—Transparency, Tact, and Togetherness—and show how your communication habits, leadership presence, and decisions either build trust or quietly erode it. Packed with real-world stories, live audience interaction, and actionable insights, this keynote moves fast—and cuts through the noise. Because the best leaders don't wait for trust to happen. They make the first move.

## PROGRAM OBJECTIVES

- ✓ Understand why trust is your biggest competitive advantage
- ✓ Identify the 3 Trust Factors and how to activate them in daily leadership
- ✓ Spot the 5 toxic behaviors that silently destroy team trust
- ✓ Explore actionable moves to build a culture of belonging in your organization

## CLIENT TESTIMONIAL

"Justin Patton was the highest rated speaker at our conference. His presentation was high energy and his message about trust was a PERFECT way to kickoff our conference!"

**DAVE KILBY**, *President at Western Association of Chamber Executives*

## PROGRAM LOGISTICS



### TIMING OF KEYNOTE

1 hour



### SUPPORTING MATERIALS

All leaders will complete a participant learning map





# Make the First Move

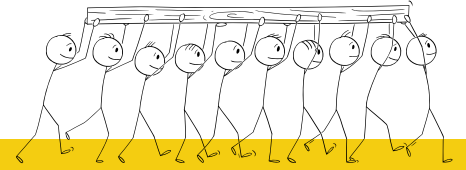
# BUILDING TRUST

AND CHANGING SPACES FOR THE BETTER

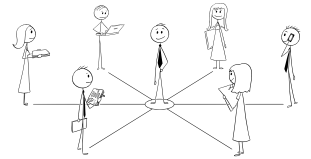
## \_\_\_\_\_ IS MONEY.

TRUST IS YOUR BIGGEST COMPETITIVE ADVANTAGE BECAUSE...

### Definition TRUST IS...



“  
THE BEST LEADERS DON'T WAIT FOR TRUST TO HAPPEN.  
THEY MAKE THE FIRST MOVE.  
”



What will erode trust in the workplace according to MIT.



### 3 Core Factors to Building TRUST WITH OTHERS

TRUST REQUIRES ALL THREE.



# NOTES: *KEY POINTS I WANT TO REMEMBER*



“  
TRUST IS NOT BUILT IN THE HOPING FOR, PRAYING FOR, OR THINKING ABOUT.  
TRUST IS BUILT IN THE DOING.  
”

## *6 Trust Moves* I CAN IMMEDIATELY APPLY IN MY LIFE THIS WEEK

1

2

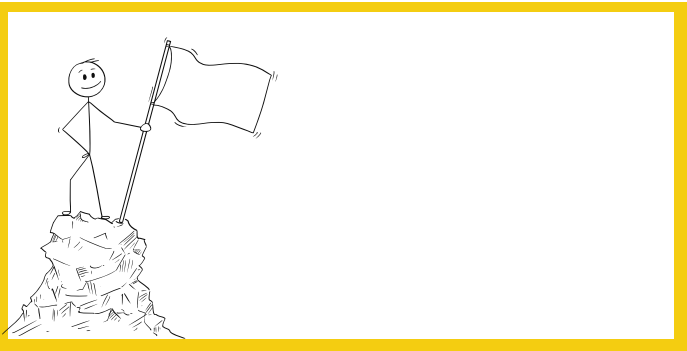
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4

5

6

WHAT IS THE MOST IMPORTANT TRUST MOVE I NEED TO MAKE RIGHT NOW?



HOW STRONG IS YOUR TRUST GAME?

Your Trust Architect Score

At The Trust Architect Group, we believe that trust is your biggest competitive advantage. This survey is designed to delve deep into how well you build trust in yourself, how you build trust with others, and your ability to repair trust once it's broken.

**FREE SURVEY**



[www.trustarchitectscore.com](http://www.trustarchitectscore.com)