

Competence. Character. Connection.



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Foundation of Trust

Competence



Builds Trust

Character



Earns Trust

Connection



Sustains Trust

John Maxwell – “There are three qualities a leader must exemplify to build trust: competence, connection, and character.”



1. Competence

What is it? – Knowledge + skill + experience + judgment

- Takes a lot of time
- Evolves as you grow
- Looks different at every level

Execution beats intention every time!



1. Competence

Why is it important?

- Creates advantage
- Builds credibility
- Earns respect
- Prepares for disruption
- Drives performance

You don't rise to expectations – you fall to your level of preparation!



1. Competence

How do we develop it?

- Be present (MBWA)
- Find mentors
- Use feedback (AAR)
- Keep learning

Leadership is about the success of your people, not about you. Your legacy is the people you develop!



2. Character

What are some important character traits?

- Integrity & Accountability
- Initiative
- Courage
- Humility
- Enthusiasm & Optimism
- Forgiveness
- Platinum rule

Leaders own outcomes – not excuses!



2. Character

Why is character important?

- Enables leadership at scale
- Build trust under pressure
- More than just ethics

Lincoln – “Nearly all men can stand adversity, but if you want to test a man’s character, give him power.”



2. Character

How do we develop character?

- Coaching and mentoring
- Model it
- Reward the values

Character is not formed in crisis – it is revealed!



3. Connection

Why is connection important?

- Enables honest feedback
- Builds resilience
- Drives engagement and performance

Brené Brown – “the energy that exists between people when they feel *seen, heard, and valued*; when they can *give and receive* without judgment; and when they derive *sustenance and strength* from the relationship.”



3. Connection

How do we develop connections?

- Vulnerability
- Transparency
- Life outside of work
- Invest in relationships
- Build your Board of Directors

You can't surge relationships!



4. Bonus

- Communicate clearly
- Set the example
- Respect time
- Be proactive
- No bad days

Consistency builds credibility!



Competence builds trust

Character earns trust

Connection sustains trust

People don't follow titles — they follow trust and trust is your most valuable currency!



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Questions