

SPEED OF TRUST COMPETITOR PROFILE

How trusted is your company?

Trust is a perception and the single most powerful asset or liability you have as an organization, regardless of industry. This powerful tool measures the perceptions that people have of your company and your competitors.

Using new technologies in linguistics and statistics, this powerful tool can extract trust messaging on websites, blogs, news sites, and many other locations—including social media sites—harvesting “chatter” across the entire Internet about your company and your competition.

What makes a company credible with clients, suppliers, distributors, investors, consumers, and other stakeholders? FranklinCovey’s *SPEED of Trust* Competitor Profile goes to the heart of positive trust and negative distrust messaging. The quantification of language allows unbiased examination of consumer “chat”.

4 Cores of Credibility

The 4 Cores of Credibility focus on Character (Integrity and Intent) and Competence (Capabilities and Results). Building on character and competence analysis, FranklinCovey has developed linguistic analytics regarding the 4 Cores of Credibility that compare you to your competition and your industry.

13 Behaviors of High Trust

The 13 Behaviors of High Trust focus on how you and your competitors are messaging trust and how that trust is being received by your customers and other key stakeholders.

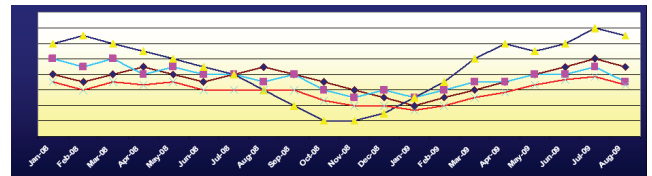
- Do they think your message is direct and clear or ambiguous and evasive?
- Do they see you as courteous or discourteous?
- Do they see you righting wrongs, delivering positive results, getting better, being accountable and responsible?
- Do they see you as a listener and keeping commitments?

This analysis goes to the heart of the *SPEED of Trust*.

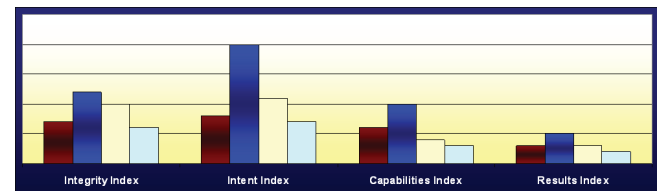
*“Total return to shareholders for organizations with high trust is nearly **3 times higher** than organizations with low trust.”*

—Watson Wyatt

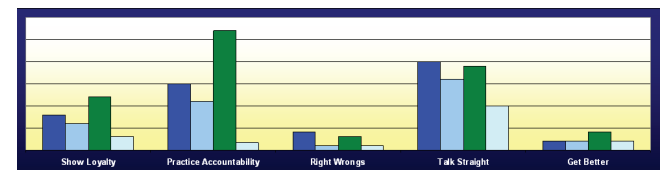
The Dynamics of Imaging Trust



XYZ Corporation's Trust vs. Competitors' Trust



Significant Credibility Elements



Significant Behavioral Elements