



THE TRUST QUOTIENT ASSESSMENT

What You Need to Know

BUILDING TRUST

What do we mean when we talk about building trust in business situations?

And why do we care?

When parties trust one another, good things happen. Enthusiastic referrals lead to more clients, you earn greater and deeper repeat business, problems are resolved more quickly, there's a fuller exchange of information, and mistakes are more easily fixed because they are out in the open.

You can, no doubt, think of examples of how greater trust inside and outside your organization can improve your business.

But if you ask someone to "Go build more trust. Go be more trustworthy," would they even know where to start?

Enter the Trust Quotient Assessment.

THE TRUST QUOTIENT

WHAT IS IT?

The Trust Quotient – or TQ – Assessment is a proprietary online self-assessment of twenty questions based on the four factors of the Trust Equation:



CREDIBILITY



INTIMACY



RELIABILITY



SELF-ORIENTATION

We ask that participants answer the questions as honestly as they can without overthinking any of their answers; the entire quiz should take about 6-8 minutes.

Each participant receives an individual report covering three sections: their personal numeric TQ score (overall, how they rank in trustworthiness), their scores on each of the four factors, and their Trust Temperament (their greatest comfort level in the way they build trust.)

By digging into the four factors and their scores, the participants discover just how they build trust *now* and where they might improve. Detailed discussion and a wealth of free online how-to resources from the Trusted Advisor website are included in each report, tailored to that participant's individual profile.

Reports are made available to participants online as soon as they complete the 20 questions, or can be emailed to participants at a date specified by you, or sent to the program facilitators to hand out during a workshop. *Please note, however, that this assessment is intended strictly for personal and professional growth, and not for any kind of performance or hiring evaluation.*



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HOW CAN WE USE IT?



The TQ Assessment is taken by individuals, either one by one or as part of a group, such as a leadership or sales improvement program. If individuals within a company or organization are taking the TQ on their own schedules, TA offers self-study materials including video learning programs and one-on-one coaching.

When the TQ Assessment is taken as part of a larger group we can calculate group results (the averages of all the individuals' scores) into a Group Profile which gives a fascinating snapshot of the group's strengths and opportunities.

THE TRUST QUOTIENT

HOW DOES IT WORK?



It's simple: you provide us your program name and date. We take care of the rest. We'll create a custom URL and password specific for your group to complete the assessment.

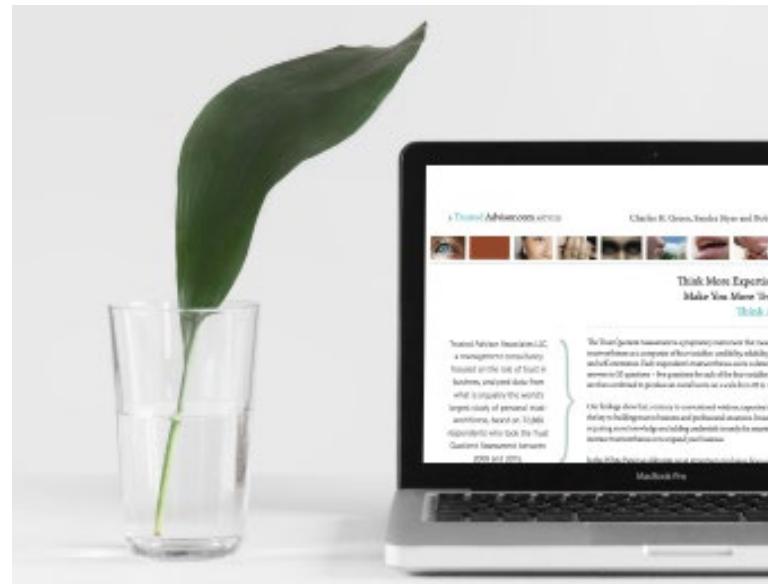
We'll provide sample content for you to use to launch the program internally within your program, group or team and from there, we'll send regular updates and provide group results and support along the way.

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CAN WE TRUST THE TQ ASSESSMENT?

Over 70,000 people have taken the TQ self-assessment to date, each receiving a 12-15 page report breaking down their scores into actionable steps. We have analyzed this rich base and published the resulting information in our white paper, [Think Again](#), available online at [TrustedAdvisor.com](#).

We can also provide psychometric studies by two different experts about the validity of the quiz itself.



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WHAT DOES IT COST?

The [individual TQ Assessment](#) is available online at the rate of \$39. For groups we offer a discounted rate of \$30 per completed assessment, and for groups of 100 or more we offer a further discounted rate of \$20 per completed assessment.

Annual licenses with unrestricted usage are also available.

TRUST 360

For those looking for a little more, we offer a multi-rater version of the TQ Assessment called our Trust360. This program is designed for groups of any size who are seeking feedback from peers, colleagues, managers, direct reports as well as clients, customers, and/or outside team members. Gathering anonymous feedback from a selection of up to 12 raters per participant, the Trust360 provides a rare perspective on one's trustworthiness, and how others view them as well.

Our outstanding diagnostics team works hand-in-hand with you to provide in-depth status updates throughout the course of the program (typically runs 4 weeks), in addition to running program support, managing all communication and instructions to participants and their raters and providing a custom Landing Page and a full aggregate of the group's results.

The Trust360 is available for \$150 per participant.

TAKE IT FROM OUR CLIENTS



"The Multi-Rater tool provides personalized, actionable information for our executive MBA students - as well as collective information on the class profile - that helps the students build trust-based relationships with each other in class, and translate that experience to their workplaces. The tool is invaluable."



"The Trusted Advisor support team always goes the extra mile to guarantee our program's success. They are quick to respond to all inquiries from the program managers and attendees and they maximize the experience of the attendees by providing additional support to push for all to receive a full 360 report."



"In our 3-day training course, we use the Multi-Rater Trust Assessment as a start-up of the program. The results give participants great insight in how trustworthy they are. This is valuable knowledge for them to relate to with the other course content, as they can link concepts to their own behavior. Very useful and with good support from Trusted Advisor."