

Rating Brand Trust

State the Truth					Spin the Truth
Admit Mistakes					Defend Mistakes
Do the Right Thing					Deceive
Perform Consistently					Deliver Erratic Quality
Keep Commitments					Violate Promises
Exceeds Expectations					Overpromise (and Underdeliver)
Make People-Centered Decisions					Make Decisions Solely on Numbers
Empathize with Customers					Maximize Selling Opportunity
Focus on Long-Term Relationships					Take Short-Term Gain
Lead with Values					Lead with "Being the Best"