

As a coach, comparing the trust factors from the provided data, here are three material observations:

1. Engagement and Interest: The feedback data indicates that Rowly Hirst is actively engaging with the concept of Relate and its potential applications. His comments suggest he is brainstorming ways to effectively pitch Relate and measure real trust. This level of engagement is a positive sign that he is invested in the product and sees its value.

2. Opportunity Recognition: Rowly's comment about his head "exploding at the opportunities for Relate" suggests he recognizes the vast potential of the product. This enthusiasm is crucial for driving innovation and exploring new markets or applications for Relate.

3. Network Utilization: The mention of being able to get into Mercer through Lou Fitzgerald indicates that Rowly is considering leveraging his network to benefit Relate. Utilizing connections for potential partnerships or client introductions can be a strategic move to expand Relate's reach and credibility. Overall, the trust factors suggest that Rowly Hirst is not only engaged with the product but also actively thinking about its strategic positioning and market expansion. His proactive approach to exploring opportunities and leveraging connections could be beneficial for Relate's growth.