



# Building **TRUST**



**SONY**

make.believe

A grayscale photograph of a man holding a baby. The man is seen from the back, looking up at the baby. The baby is smiling and looking down at the man. The image has a blue tint and is semi-transparent, serving as a background for the text.

# **central part of all relationships**

**an expectation of a behavior**

**a belief that someone is dependable**

**a feeling of safety & confidence**

**Personal Branding**



**TRANSFORMATION**

**TRUST**  
**as a brand builder**



**TIME**  
commitment



# PROMISE

credibility





**SKILL**  
capability



Tiny  
**TRUST**  
to develop big trust

# Building <sup>Tiny</sup> TRUST

**FJP**

in MagiqSpark app

**fractal**

TT (Tiny Trust)

**habit**

Attending meetings on time.

Starting / Ending meetings on time