

TRUST EDGE

One-Voice Framework

Our objective is to establish unity, alignment, and speed in messaging and decision making by increasing clarity, connection and consistency.

STRATEGIC

PURPOSE

What we do: _____

Why we do it: _____

Where we're headed next: _____

PRIORITIES *(current top three)*

1. _____

Final How? _____

2. _____

Final How? _____

3. _____

Final How? _____

PRODUCT

Who we serve best: _____

What makes us different:

1. _____

2. _____

3. _____

How we determine products/services:

1. _____

2. _____

3. _____

PEOPLE

CULTURE

How we act: _____

How we make decisions: _____

CONNECTION

I fulfill our mission by _____

_____ ,

and I win every day by _____

_____ .

Predictable Meetings

Company-wide: _____

Team: _____

1:1: _____

COMMUNICATION

During times of change _____

During extraordinary circumstances _____

During moments of crisis _____
