



Trust

"I will trust a person until they prove untrustworthy."

At Acme Inc., trust is not something that has to be earned. We give trust away freely from the start. Trust is essential to all successful relationships including company-customer, leader-follower or peer-peer. That is why trust is a cornerstone value at Acme Inc.

Acme Inc. Has A Culture Based on Trust

"I will trust a person until they prove untrustworthy."

Acme Inc. is an organization that is characterized by leadership at all levels. As leaders we build trust through making sound decisions, admitting our mistakes and putting what is best for others and the organization ahead of our personal agendas.

Trust is maintained within Acme Inc. in the following ways:

- We will not sacrifice our integrity.
- We will focus on shared goals rather than personal agendas.
- We will respect **everyone** as equal partners.
- We will keep our promises to our customers and each other.
- We will admit our mistakes and ask for forgiveness.

Acme Inc. believes that if you trust someone, they are more likely to act trustworthy. We have a culture where trust is given, trust is valued and trust is maintained. A culture of trust results in a better place to work and a better partner to do business with.

As Henry Cloud said:

"True trust comes when we realize that another's goodness, and being for my best interest, is not dependent on anything. It is just part of that person's integrity."

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"Well done is better than well said." ~Benjamin Franklin