

Building Trust as a CX Leader

Trust as the Foundation of Leadership Impact



THE TRUSTED GUIDE SERIES™



Building Trust as a CX Leader

Trust as the Foundation of Leadership Impact



Becoming a Trusted Guide

Lead Change Without Playing the Hero



Making the Business Case for CX

Speak the Language of Revenue, Risk, and Results



Stakeholder Mapping & Influence

Navigate Organizational Politics and Build Strategic Relationships



Building Your CX Roadmap

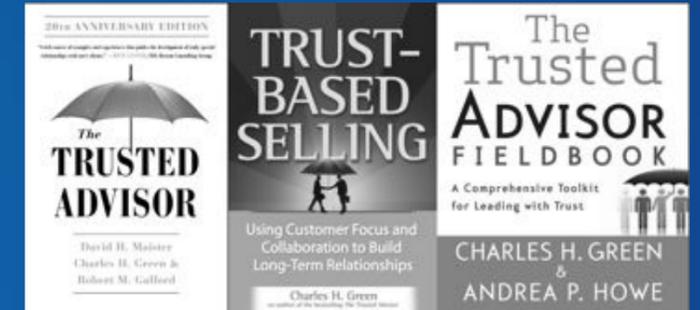
From Vision to an Aligned, Actionable Plan

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Each course can be taken independently—or combined for a deeper, end-to-end approach.

THE TRUST EQUATION

$$T = \frac{C + R + I}{S}$$



T trustworthiness
C credibility
R reliability
I intimacy
S self-orientation

Source: *The Trusted Advisor* by Maister, Green, and Galford, The Free Press, 2000