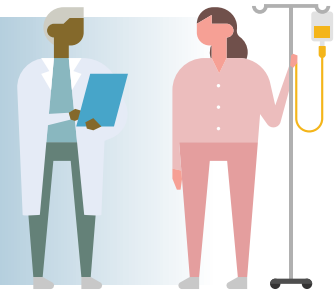


5 DIMENSIONS OF BUILDING TRUST

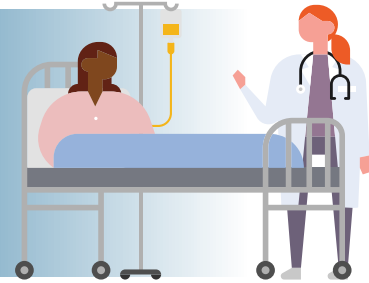
COMPETENCY

Your organization delivers services competently, reliably and consistently, delivering on what you promised.



CARING

Your actions demonstrate that you “care about me” and that you have compassion and empathy for me as a person.



COMMUNICATION

Your communication shows me that you know me, respect me and humanize me.



COMFORT

Your organization makes me feel safe, you treat me fairly, and I feel a sense of belonging.



COST

My time, energy and commitment are rewarded, and the price I paid for services reflects the true and accurate value of care I received.

