

TRUST BUILDERS

The Key to Thriving Communities

TEDC Mid-Year Conference

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TRUST BUILDERS

Premise

Personality

Practice

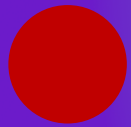
Describe the level of trust among local leaders in your community:



Trust is high and accelerates our progress and significantly contributes to our wins.



Trust could be improved and mistrust has sometimes slowed our progress.

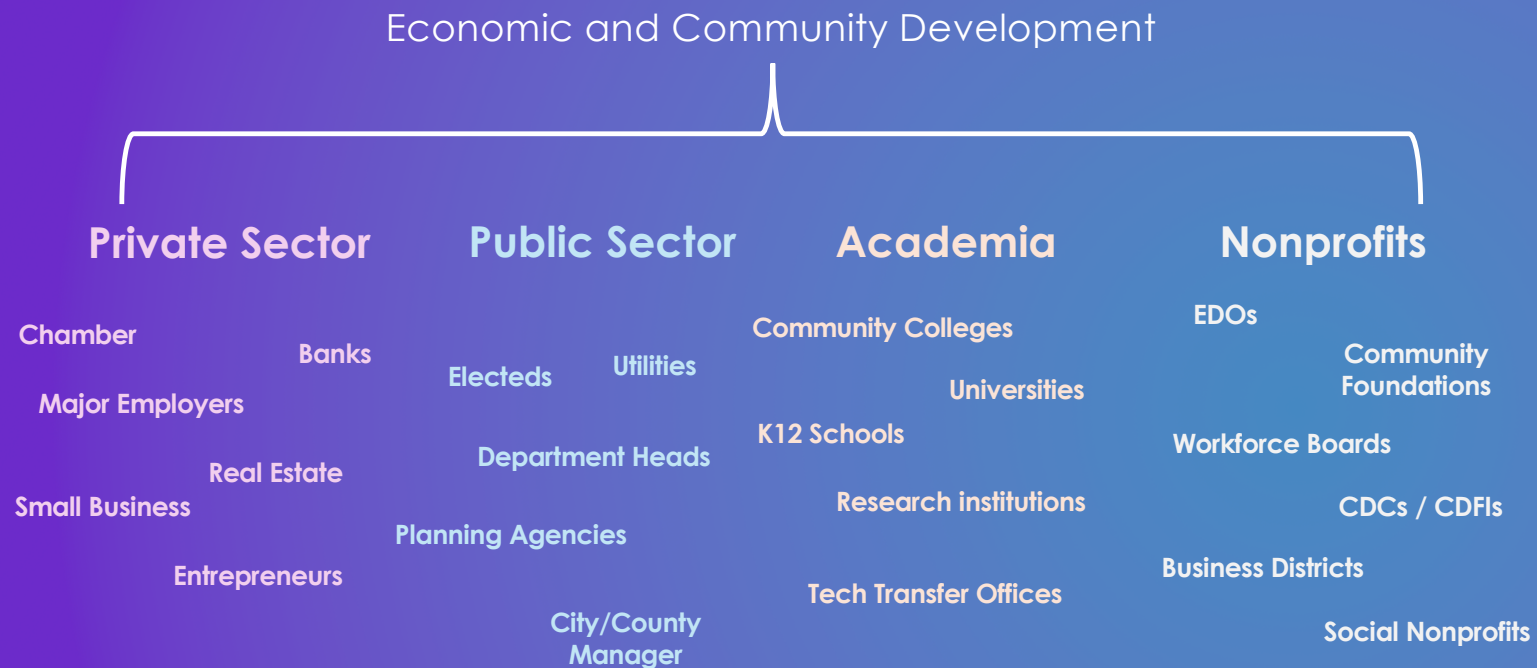


Lack of trust is a serious concern that has affected our overall competitiveness.

What is intracommunity trust?

When local leaders consistently set aside personal agendas and act together for the good of the community.

Who are local leaders?



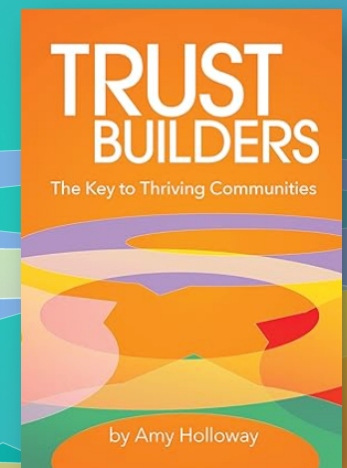


Trust among local leaders is a community's greatest competitive advantage.

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The Key to Thriving Communities

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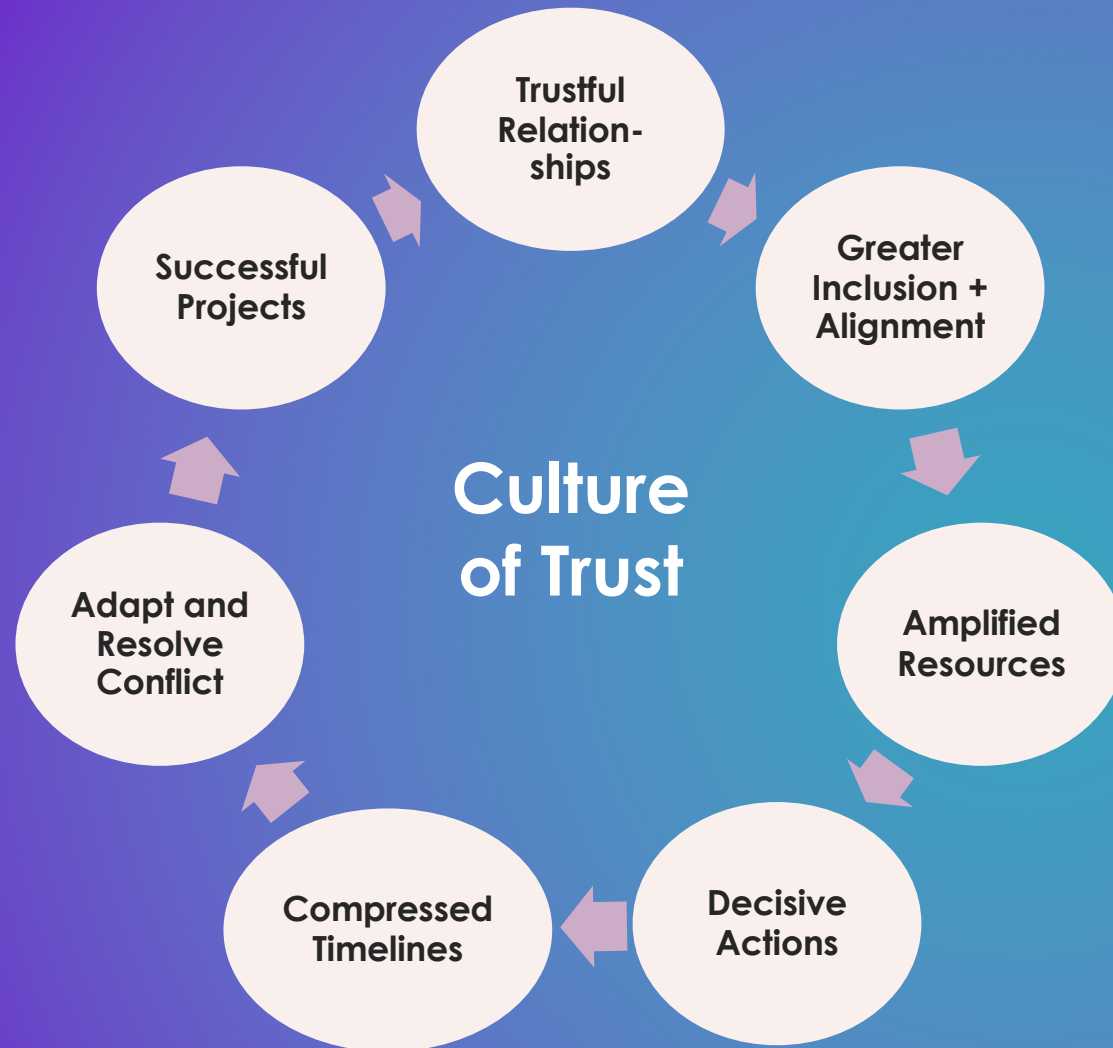
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Adam Knapp, Leaders for a Better Louisiana
Aundra Wallace, JAXUSA Partnership
Brad Lacy and Jamie Gates, Conway Area Chamber
Brandon Dennison, Coalfield Development Corp.
Cathy Chambers, Economic Development Professional
Charles Wood, Chattanooga Area Chamber
Chris Fraser, Avison Young
Chris Pumphrey, Elevate Douglas County
Christy Gillenwater, Greater OKC Chamber
Clark Duncan, Asheville-Buncombe EDC
Danielle Casey, Las Vegas Global Economic Alliance
David Ginn, Charleston Regional Development Alliance
Debra Teufel, Greater Hutchinson / Reno County Chamber
Ed Gardner, Entergy
Ethan Brown, Sonoma County EDB
Harvey Schmitt, Greater Raleigh Chamber (retired)

Jennifer Wakefield, Greater Richmond Partnership
John Hull, Roanoke Regional Partnership
Kenny McDonald, One Columbus
Kimm Lauterbach, REDI Cincinnati
Lorie Vincent, Acceleration by Design
Maureen Donahue, Detroit Regional Partnership
Meera Raja, P33 Chicago
Nathan Ohle, IEDC
Peter Chapman, One Neighborhood Builders
Randy Thelen, The Right Place
Rose Fagler, Weyerhaeuser
Ron Kessler, Kessler Coaching
Stephen Causby, Park Pride Atlanta
Tania Menesse, Cleveland Neighborhood Progress
Tim Giuliani, Orlando Economic Partnership

Interview questions

- Tell me about your strengths as a trust builder.
- On a scale of 1 to 10, how important is trust among local leaders in economic development?
- What specific things do you do to build trust with other local leaders?
- How do your local leaders build trust with each other?
- Please share an example of a time trust played a role in a project win. Or loss?
- Tell me about a personal shortcoming you have shared in a way that built trust.
- Share an example of a community leader you deeply trust and why.
- What advice would you give someone who wants to be a better trust builder?



On a scale of 1 to 10, how
important is trust among
local leaders in
economic development?

9.4

Average answer from 31
Trust Builder interviews

“It’s an 11. For the future of our field, everything starts and ends with trust.”

“Trust needs to be strong because nothing will happen without it.”

“Openness about what is broken in a community takes trust and vulnerability.”

“Trust can’t be developed overnight, but it can be lost overnight.”

“Trust is the foundation of relationships, and this is a relationship business.”

“Trust only works when local leaders prioritize economic development.”

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Think about another local leader in your community who you deeply trust.

What traits does that person have that make them trustworthy?

What specifically have they done to earn your trust?

Now, think about yourself.

Name one thing you consistently do to build trust with other local leaders in your community.

Trust Strengths™ Assessment



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Discover Your Trust Strengths™

Welcome to the Trust Strengths Assessment™!
This is designed to help you identify your top skill for building trust with others.

This assessment evaluates eight trust-building strengths: Active Listening, Authenticity, Competency, Empathy, Integrity, Reliability, Respecting Differences, and Transparency. While you likely possess several of these skills, this will reveal your strongest one.

Please respond to the statements on the following pages as honestly as possible.

- Answer "yes" if a statement describes you nearly 100% of the time.
- Answer "sometimes" if you exhibit the behavior occasionally.
- Answer "no" if the statement rarely or never describes you.

Before offering my input, I take time to understand the meaning behind what others are saying.

No

Sometimes

Yes, always

Start

Your top Trust Strength™ is

"ACTIVE LISTENING"

With Active Listening as your top strength, you are wholly present in conversations with others, absorbing yourself in what other people are communicating rather than thinking ahead about what you will say next. Active listening signals that you value the other person. Trust grows because you give people your full attention.

To apply this strength in your community, look for situations when others need to feel genuinely heard.

Continue

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Think about another local leader in your community who you do not trust.

What specifically have they done to erode trust?

Trust Breakers...

- 👎 Fail to keep commitments
- 👎 Point fingers when mistakes happen
- 👎 Withhold information or distort facts
- 👎 Gossip and bad-mouth others
- 👎 Take credit for others' work
- 👎 Exclude people
- 👎 Interrupt and talk over people
- 👎 Refuse to attend meetings if certain people are invited
- 👎 Dismiss others' feelings

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Show up and follow up.

- Always follow through in a timely manner
- Personally attend meetings
- Be a steady influence

“I meet people where they are. I’ll drive two hours for lunch just to show someone respect. It breaks down barriers and builds trust.”

“The work of the work is what builds trust.”

“Be there. When you send a proxy, you’re sending a message that it’s important, but not that important.”

“Show up. Shake someone’s hand. Those little actions are most important to building trust.”



Regularly convene local leaders

- Establish a cadence for meeting other local leaders
- Meet to strengthen connections as much as to work on projects
- Have an agenda and meeting outcome
- Include time for listening to every attendee

“On the first Friday of every month, we host the mayor, city manager, county commission chair, county manager, superintendent, CVB, airport, and downtown alliance meet in our office. It has led to strong trust and created a space where it’s safe to disagree.”

“I host a group of leaders at my house for a picnic a few times each year. That way, they can see that I’m a normal person, see my teenagers being teenagers...”



Proactively share information.

- Engage in timely, honest conversations
- Adopt a “no surprises” mindset
- Schedule regular communications
- Use consistent vocabulary

“In the absence of information, people assume the worst. It damages trust. To overcome that you have to create a network for constant communication.”

“I have honest conversations with people about what I’m hearing – good or bad.”

“Have a regular timing for correspondence with stakeholders. Like if a building is going to be demolished, make sure the neighbors aren’t surprised when they see the bulldozer.”



Find common ground.

- “Could we all agree that...?”
- Joint vision statements
- Recognize that structures themselves can lead to distrust

“Start a question with, ‘could we all agree that...?’” Start there and work backwards through the differences.”

“We start our meetings by stating our vision. It anchors what you’re about to say during the rest of the presentation. And it reminds people that we’re trying to do something bigger than what the meeting is about.”

“Communities have dominant cultures in how they go about problem solving.”



Give others the spotlight.

- Readily share credit with others
- Celebrate other local leaders' wins
- Build humility into organizational values

“At the end of the day, people know that we were hard at work even if we don’t get the recognition. Not being in the spotlight maintains trust.”

“As long as we celebrate our success internally, we don’t have to be seen externally. Even if we aren’t recognized for it, my team knows it was our win because we adhered to our values.”

“Economic developers have to be wired differently and take pride in not being out in front. It’s a practice of the profession.”



Model long-game thinking.

- Set aside personal agendas
- Admit mistakes when they happen
- Mentor younger professionals

“It’s one thing for someone to drop in on an opportunity for their personal gain and pull out when it’s over. It happens. But only consistent commitment contributes to creating a culture of trust.”

“Leaders with integrity build trust by doing what’s right, even when it’s hard.”

“Reputations take a long time to establish, and they can be destroyed in minutes. I will advise someone to make a choice that costs me money in the moment if it maintains trust and integrity in the long-term.”

Summary: Trust Building in Practice



Show up and follow up.



Give others the spotlight.



Regularly convene meetings with other leaders.



Find common ground.



Proactively share information.



Model long-game thinking.

How do those tactics show up in your community?

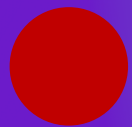
What are your top takeaways from this discussion?



How can you maintain and intentionally nurture trust?
Can you broaden trustful relationships even further?



How can you strengthen trust among individual leaders?
What specific step can you take that could improve those relationships?



How can you repair or rebuild trust that is broken? What does the pathway toward individual -> institutional -> cultural trust look like?

Next steps

- ✓ Host your own trust builder interviews
- ✓ Share the book and online Trust Strengths assessment with others (staff, board, partners) and discuss at your next retreat or meeting
- ✓ Read the book and start a Trust Builder journal
- ✓ Invite Amy to your community to facilitate a Trust Builder workshop or keynote presentation
- ✓ Commit to one Trust Builder action, based on your Strength, and encourage others to do the same

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Contact me if you would like a bulk discount on book purchases.

Thank you!

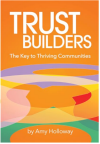
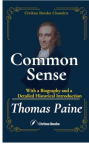
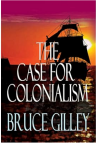
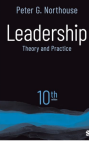
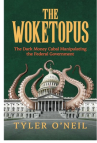
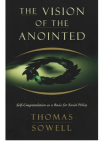


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