The Code Of TRUST

American Society for Quality
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Background... "Type A"

Labels and Meanings… Ancient Tribal Humans

Fundamental Questions I Ask Myself:

- Why should anyone talk to you?
- Why should anyone tell you anything?
- Why should anyone want to see you again?
- Why should anyone take actions for you?
- Why should anyone follow you?
- Why should anyone want a partnership with me?
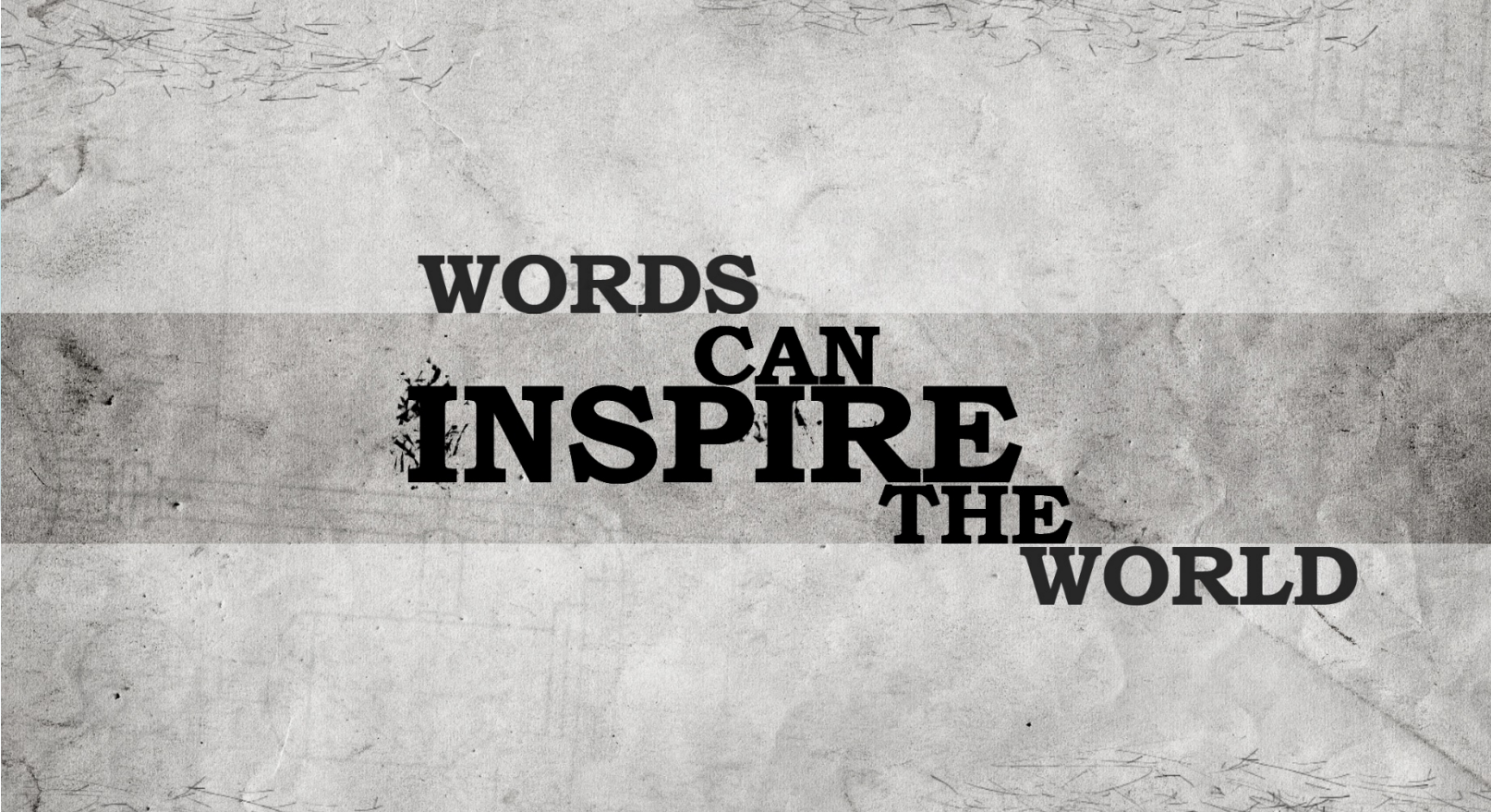
Discover THEIR priorities and goals.

Be an available resource for them achieving them.

Goal… Get their brain to reward them for engaging with us

Convincing vs. Inspiring

WORDS CAN INSPIRE THE WORLD

A Word About Manipulation:

An attempt at control of time, actions, or thoughts with use of subterfuge, deception, and/or lack of transparency.

The Code of Trust:

1) Demonstrate Value & Affiliation
2) The Philosophy of Trust: It's About Them

Step 1: What's Your Goal… Why Should They?

Means Goals – Ends Goals

Means Goals

- The Cornerstone of ALL goals....
  - Healthy RELATIONSHIPS

Ends Goals

* Available Resource for the Prosperity of others
* Open Honest Communication
* Healthy / Happy / Professional Relationships

Step 2: Ascertain the individual's priorities…

Step 3: Ascertain the individual's context…

Step 4: Speak the Five Principles of Trust

1) Suspend your ego.
2) Be nonjudgmental
3) Honor reason
4) Validate others
5) Be generous

Step 5: The Encounter…

Format:

- Specific non-judgmental validation of a strength, attribute, or action.
- Seek thoughts and opinions regarding their priorities.
- Validate their context
- Seek thoughts and opinions regarding your context
- Empower with choice overlapping priorities
- Empower with choice about remaining in contact / assistance.

How to Make it About Them:

- Seek THEIR thoughts and opinions.
- Talk in terms of THEIR priorities.
- Validate THEIR priorities and context.
- Empower THEM with choice.

- **People become exceptionally predictable when you speak in terms of their priorities and you offer them resources and a path.**

UAS CHS: First Contact

- Hi XYZ,

  I apologize for taking your time in an email, but I figured this would give you the opportunity to either respond at your leisure or ignore if you like :)

  My name is Robin and I'm an agent in the Fredericksburg office of the FBI.. as well as a counterintelligence and human intelligence guy. I'm also a pilot and that is probably why my folks asked me to try and understand the UAS industry in our area and your name has come up a few times as a great expert I was encouraged to reach out to. We (FBI/public safety) are attempting to understand both the UAS capabilities and how they might be used productively by industry, but also as possible threats to Public Safety. It's a fast growing industry with folks like you on the leading edge and many folks in public safety could benefit from your opinions and insights if you might be willing to share them... and as a pilot as well I want to keep our skies open :)

  If you did happen to have a few minutes to chat I would benefit from your ideas and I would like to offer you any resources that you might deem valuable as well.
  If any of this sounds good to you great... please reach out to any of my numbers below (I can also drive out to see you at your convenience as well).. Also, if you'd prefer not to chat, please just let me know as well and I will make a note to not be a bother.

  Thanks again for your time and best wishes, Robin

UAS CHS: Response

- Special Agent Dreeke:

  Just back from fire scar mapping course and catching up. I'm open all afternoon to talk. Feel free to call if time permits.
  Also will pull a couple docs from our DHS programs and email you later today.
  Regards,

- Telephone call then this response:
- Good to talk to you today - be glad to help in any way possible.

  Most recent DHS/FEMA CONOPS (UASA's version - NOT an official DHS program yet) materials attached.

  Will circle back with you in a couple weeks to set up a meeting time.

  Regards,

Robin Dreeke
www.peopleformula.com

The Code of Trust — An American Counter-Intelligence Expert's Five Rules to Lead and Succeed. Robin Dreeke and Cameron Stauth. Foreword by Joe Navarro.

It's Not All About "Me" — The Top Ten Techniques for Building Quick Rapport with Anyone. Robin Dreeke