



Prepared in collaboration with the Trust Alliance, the world's largest group of trust scholars and practitioners, the Trust Alliance Principles (TAP) can be applied and practiced in any organization of any size. By adopting TAP, trust is built one person, team, project and organization at a time.

Trust We are honest and humble — we put the truth ahead of personal or professional gain.

Accountability We hold one another accountable — we each take responsibility without regard to level or role.

Purpose We engage our stakeholders to build shared purpose — we avoid short term “wins” that undermine future success.

Integrity We do what we say — our everyday actions and talk are consistent.

Notice We seek out and listen to diverse perspectives — every voice can matter.

Talent We reward moral character — we hire and promote in alignment with our purpose and values.

Openness We are open and ready to learn — we can be vulnerable and not have all the answers.

Transparency We reject hidden agendas — we are transparent wherever and whenever possible.

Respect We respect each other — we encourage questioning and create a “zero fear “ environment where innovation can thrive.

Understanding We celebrate our successes — we acknowledge and examine our failures with empathy, and learn from both.

Safety We call out unethical behavior or corrupt practices — we make it safe to be honest with no fear of reprisal.

Tracking We define and scorecard our performance against our value and values — we measure both.

TAP is a program of [Trust Across America-Trust Around the World](#) and its global [Trust Alliance](#). For more information contact Barbara Brooks Kimmel, CEO Barbara@trustacrossamerica.com



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Aprovechemos la confianza

Verdad – Somos honestos y francos – anteponeamos la verdad a la ganancia personal o profesional.

Responsabilidad – Somos responsables entre nosotros – asumimos nuestra responsabilidad independientemente de nuestro nivel o función.

Propósito – Comprometemos a los distintos participantes a construir un propósito compartido – evitamos los “triumfos” a corto plazo que puedan socavar el éxito futuro.

Integridad – Hacemos lo que decimos – nuestras palabras y acciones cotidianas son congruentes

Atención – Pedimos y escuchamos distintas perspectivas – las distintas voces pueden tener algo importante que decir

Talento – Recompensamos el carácter moral – la contratación y la promoción están en línea con nuestro propósito y valores

Apertura – Somos abiertos y estamos listos para aprender – podemos ser vulnerables y no tener todas las respuestas.

Transparencia – Rechazamos las agendas ocultas – somos lo más claros posible en todo momento y en todo lugar

Respeto – Nos respetamos mutuamente – fomentamos el debate y creamos una atmósfera de “cero miedos” que propicia la innovación

Comprensión – Celebramos nuestros éxitos – reconocemos y examinamos nuestros fracasos con empatía y aprendemos de ambos.

Seguridad – Denunciamos la conducta poco ética y las prácticas corruptas – procuramos que sea seguro ser honesto sin temor a represalias

Seguimiento – Definimos y medimos nuestro desempeño frente a nuestro valor y nuestros valores – medimos ambos

Translation by Roxana Rohrhirsch Buda with modifications and updates by Virgilia Aguirre

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