

# 30 Day Trust Challenge

## The 30-Day Trust Challenge

### Week 1: Diagnose and Plan

Days 1-2: Complete comprehensive trust assessment with leadership team

Days 3-4: Identify your lowest dimension and specific gap behaviors

Days 5-7: Create improvement plan targeting that specific dimension

### Week 2: Small Promises, Kept Publicly

Make one specific promise daily (small, achievable, visible)

Track each promise publicly where staff can see

Keep every single one—no exceptions

If you must break one, acknowledge immediately and publicly

### Week 3: Systematic Demonstration

Choose one competence demonstration that fits your context

Announce it publicly with specific schedule

Execute without excuse or cancellation

Share what you learned, including failures

### Week 4: Direct Conversations

Identify three people with lowest trust in you

Have rebuild conversations using Tool 3 script

Begin follow-through immediately and visibly

### Measurement Checkpoint:

Reassess trust score using same diagnostic

Typical improvement: 3-5 points in 30 days

## Your Next Action (Choose Based on Your Context)

### If You're in a Small School:

Tomorrow morning: Have coffee with your three most influential staff members. Ask: "What promise could I keep that would show you things are really changing?" Write their answers down. Keep those promises visibly within one week.

### If You're in a Large School:

Tomorrow: Create department-level trust liaisons with actual authority. Give them power to gather trust data monthly and report publicly. Build trust through systems since you can't personally reach everyone.

### If You're in a Suburban School:

Tomorrow: Schedule an open budget meeting for next week. Show exact numbers, constraints, and trade-offs. Ask for prioritization input. Document decisions and reasoning. Transparency breaks through suburban skepticism.

### If You're a Teacher Leader:

Tomorrow: Start your own team Promise Board. Model the trust-building you wish administration would demonstrate. Build trust horizontally with colleagues since you can't mandate it vertically.

### If You're Starting Fresh in a New Position:

Tomorrow: Staff meeting opener: "I know trust has to be earned, not declared. Here are five specific promises I'm making this month. I'll report back on each one." Then track them publicly and keep them all.