



International  
Collaborative  
**LEADERSHIP  
INSTITUTE**

IN GOD WE  
TRUST

# THE STATE OF DISTRUST IN AMERICA

3 min

# DISTRUST IN AMERICA

Senior Executives rate Trust either a 9 or 10 (10 being the highest) in terms of it's importance in any business or personal relationship.



- However, very, very, few have ever taken a ***Course in Trust.***
- When asked: “If you wrote down all you knew about Trust, how much would you write?” the typical Senior Executive states: “About ½ page.”
- *How can this be so? ..... For something so important, it's not taught at any level of school – high school or college.*

# DISTRUST IN AMERICA

**Trust is Broken in America**



- **Our Institutions are Crumbling**
- **Our Youth are Disintegrating**
- **Our Leadership is Failing**
- **We Must Take Action**

# DISTRUST IN AMERICA

- **First:  
the Good News:**

A wooden sign with the word "TRUST" carved into it, set against a background of a wooden sign with the word "DISTRUST" carved into it. The sign in the foreground is slightly tilted and has a soft glow around it, while the sign in the background is slightly out of focus.

- **A Few of Our American Institutions  
are Holding On:**

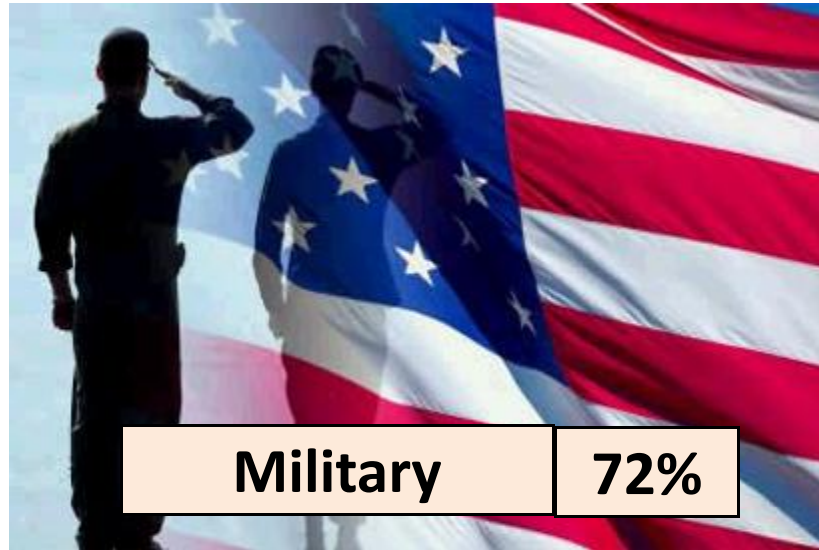


# TRUST IN AMERICA

## *The Most Trusted Institutions*

Here's  
the  
Good  
News:  
News:

*"% Trust all"  
or "Most of  
the time"*



But it  
doesn't  
get  
better...

Source: Gallup Poll Dec 2015

# DISTRUST IN AMERICA



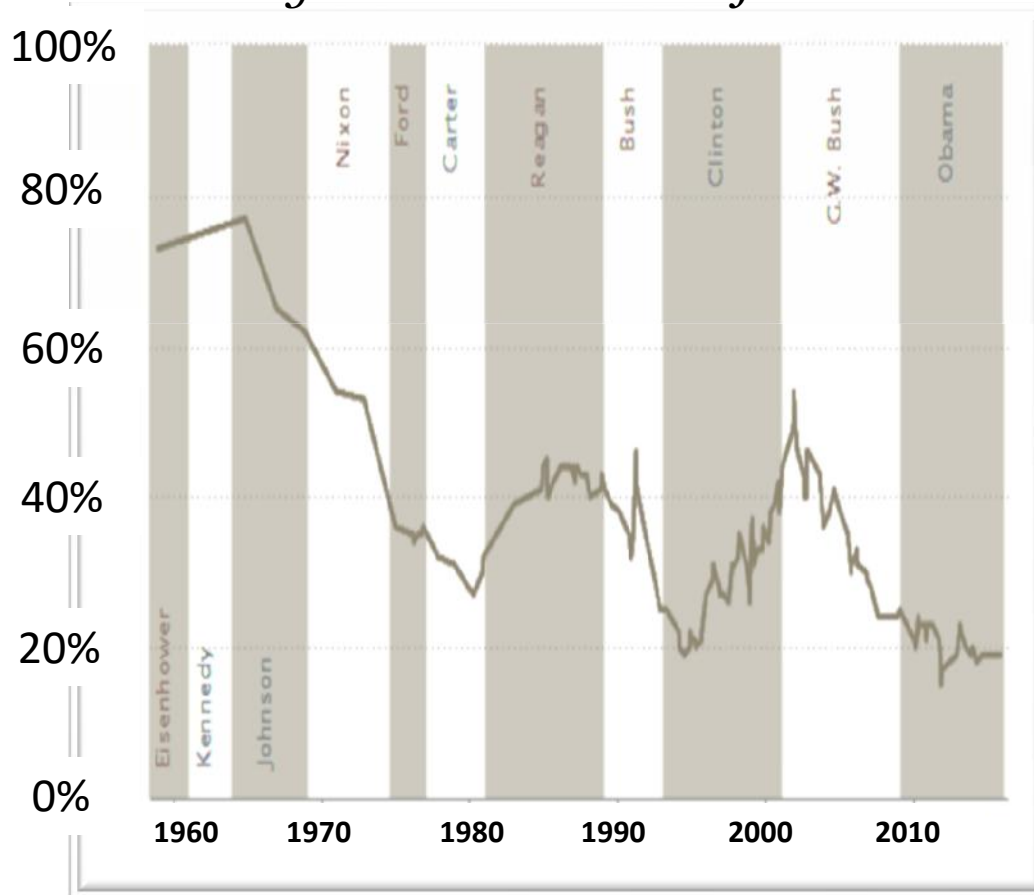
<b>Presidency</b>	<b>33%</b>
<b>Supreme Court</b>	<b>32%</b>
<b>Government</b>	<b>19%</b>
<b>Congress</b>	<b>8%</b>
<b>Used Car Dealers</b>	<b>8%</b>
<b>United Nations</b>	<b>38%</b>



# DISTRUST IN AMERICA

*Was it always this bad.....?*

*% who Trust Government in Washington "Most" or "All of the Time"*



Source: Pew Research Foundation

Note: Canadian Trust in Government stands at 44%, EKOS poll, April 2016



**September 20, 2016 - Final address to the  
United Nations General Assembly:**



**"Our societies are filled with uncertainty and  
unease and strife..... as people lose trust in  
institutions, governing becomes more difficult  
and tensions between nations become more  
quick to surface."**



# DISTRUST IN AMERICA

*How do Local Communities Fare?*

<b>Police</b>	<b>52%</b>	<b>Local</b>
<b>Church/Organized Religion *</b>	<b>42%</b>	
<b>Public Schools</b>	<b>31%</b>	



**IN GOD WE TRUST**

Source: Gallup Poll Dec 2015

\* Organized Religion was the most trusted institution in America during the 1970s & '80s with 66% trust ratings

# DISTRUST IN AMERICA



# DISTRUST IN AMERICA



1/2 min

Source: Gallup Poll Dec 2015



# DISTRUST IN AMERICA

WALL STREET



<b>Big Business</b>	<b>21%</b>
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# DISTRUST IN AMERICA



# *Why is Trust in American Institutions so important?*

*Institutions Transfer the Values, Standards of Excellence, and Knowledge of American Culture from one generation to the next.*





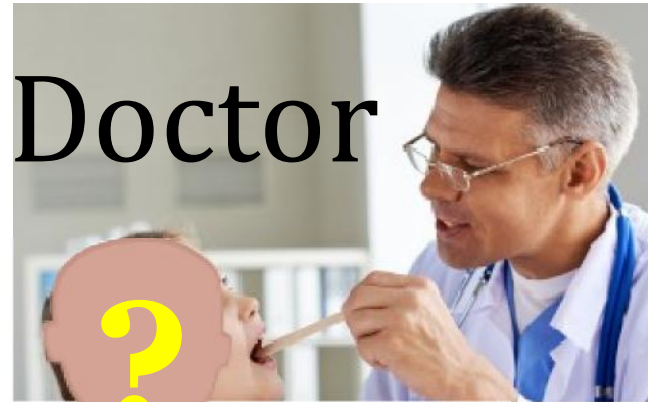
# If you were a



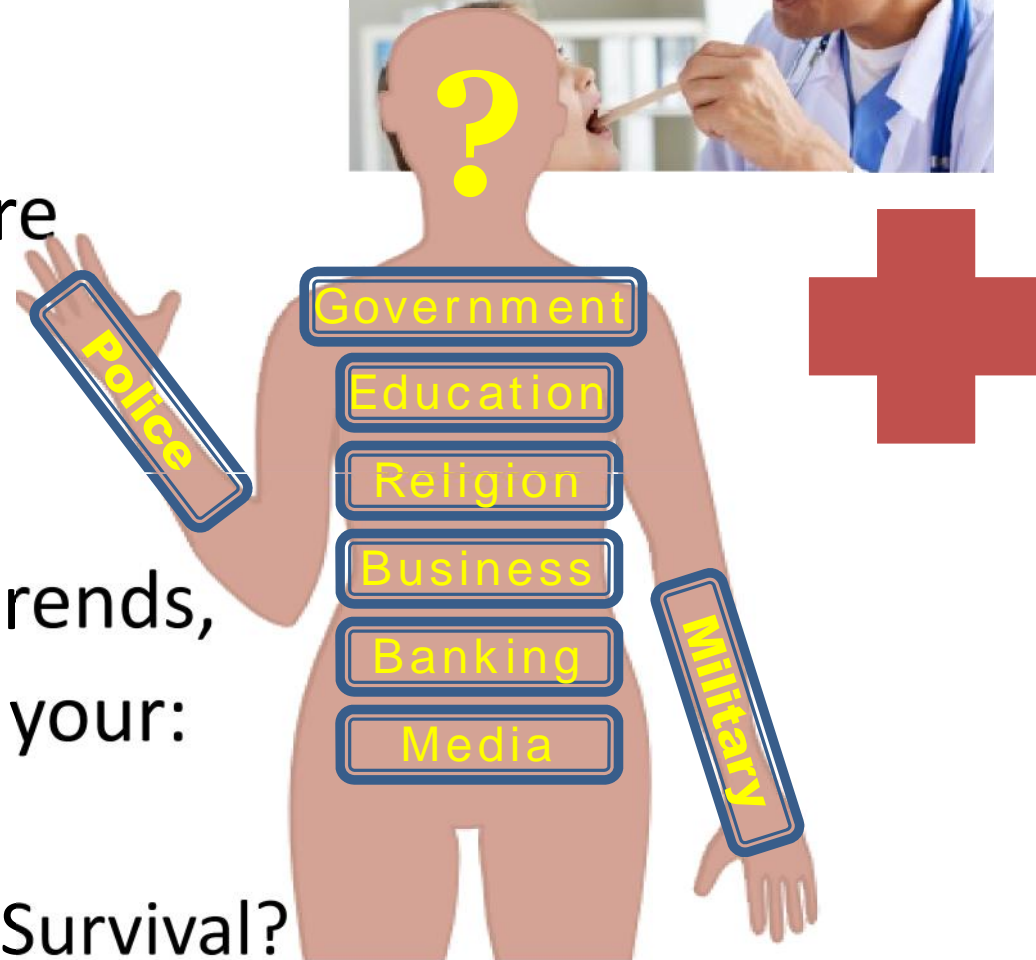
- **Given these indicators.....  
What would you predict for the future?**
  - Smooth Sailing?
  - Rough Waters?
  - Crew Mutiny?
  - Leaks Below the Waterline?
  - Structural Damage?



# If you were a Doctor



- And if National Institutions were Organs in the Human Body, given the trust levels and the trends, what would be your:
  - Diagnosis?
  - Prognosis for Survival?



# “Sentinel Species”

Provide Warning Signs of Toxicity



## Canary in the Coal Mine





# DISTRUST IN AMERICA

## *Sentinel Species -- Youth in Peril*

When Institutions Fail .....

Values Disintegrate & Civilizations Decline

Problem is Pandemic

- Death – Suicide Skyrocketing  
Second leading cause of death
- Depression – No Hope leads to drugs
- Dropouts – 30% No Future
- Destruction – Violence & Gangs
- Drugs – 20% Potential Addiction
- Despair – 50% “American Dream is Dead”

# DISTRUST IN AMERICA

**Our Institutions are Crumbling  
Our Youth are Disintegrating  
Only Leaders Build Trust in Institutions**



1/2 min



# REBUILDING TRUST IN AMERICA

What we can do to change the course of destiny?





# YOUTH PROGRAM



2 min

Time: 40 min



The background of the image features a close-up of the Statue of Liberty's face on the left, looking towards the right. Behind her is a waving American flag with red and white stripes. The text is overlaid on this background.

*REBUILDING*

*TRUST*

*IN*

*AMERICA*

*Leaving Our Nation  
Better than we Found it!*

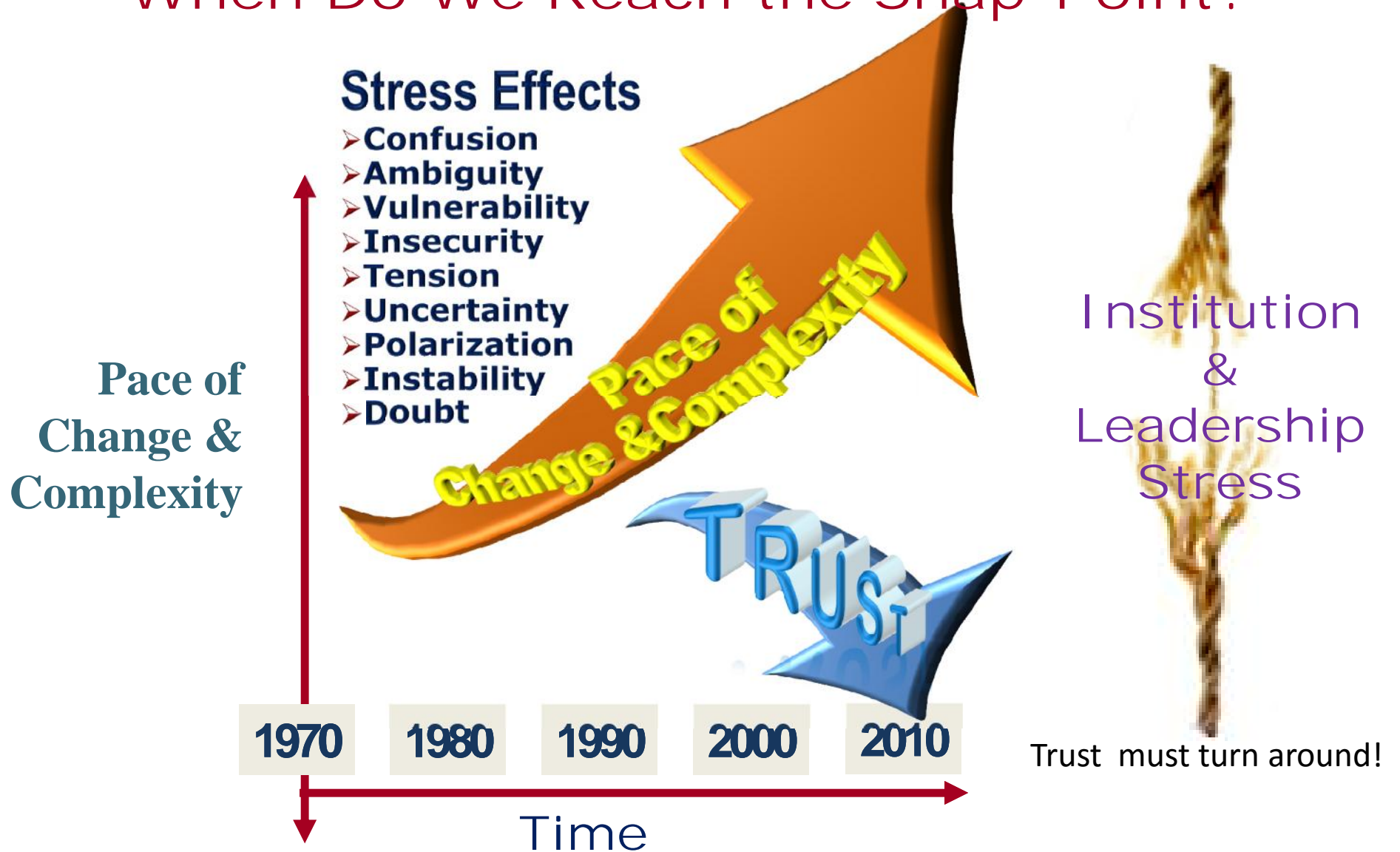


*Committed to Rebuild Trust in America*

Learn more about our strategies and programs at [www.ICLIInstitute.com](http://www.ICLIInstitute.com)



# When Do We Reach the Snap-Point?



# EIGHT TRUST PRINCIPLES

- 1. F**airness & Reciprocity
- 2. A**ccountability & Integrity
- 3. R**espect & Empathy
- 4. T**ruthfulness, Courage
- 5. H**onourable Purpose
- 6. E**thics & Excellence
- 7. S**afety & Security
- 8. T**ransparency & Openness



# Ladder of Trust

