

With this in mind, Kiya Dowdy Frazier and Oscar Frazier, principals at the global crisis

Gaining trust isn't enough
Gaining marketplace trust, building relationships, and even securing leads require radically different approaches in today's post-pandemic world. People have grown weary of misinformation and contradictory statements from those in positions of authority and are perhaps more jaded and doubtful now than ever before. When there is a lack of understanding, or there are credibility concerns, fear and defensiveness take over as the default



operating system and individuals put their guard up. Here is a reframe: The ability to gain trust isn't entirely futile, but rather it's the method of connecting with people that requires change. The first step now begins with "me, too." Far beyond trust, today's

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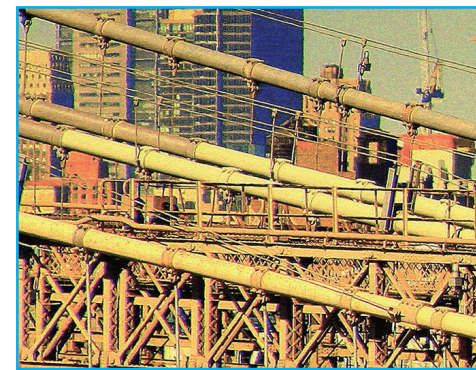
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