

THE LEADERSHIP **TRUST** REPAIR PLAYBOOK

HOW TO REBUILD
CREDIBILITY AND
EARN TRUST AGAIN



OWN THE DAMAGE



HAVE THE CONVERSATION



TAKE RESPONSIBILITY



PROVE THE CHANGE



REBUILD STRONGER



**TRUST ISN'T GIVEN.
IT'S EARNED BACK.**

WHEN TRUST BREAKS, LEADERSHIP GETS TESTED.

Trust is the foundation of leadership.
When it's damaged, everything changes.
Your influence drops. Communication suffers.
People pull back. Momentum slows.
And doubt replaces belief.

The good news?

Broken trust can be repaired.

But it starts with facing the reality
that trust is broken.

SIGNS TRUST HAS BEEN DAMAGED —



People hesitate to speak up
or share bad news



You notice guarded,
short, or surface-level communication



Performance drops
or effort disappears



Decisions get questioned
or challenged more often



Compliance increases,
but commitment disappears



Resentment grows
in silence



**TRUST IS BUILT SLOWLY.
DAMAGED QUICKLY.
AND REPAIRED DELIBERATELY.**



Leadership isn't about having all the answers.
It's about earning the right to lead people
through the unanswered ones.



**REAL LEADERS
DON'T RUN FROM
BROKEN TRUST.
THEY REPAIR IT.**

STEP 1

OWN WHAT HAPPENED

You can't repair what you won't admit.

Ownership is the first real step toward earning trust again.

WHAT OWNING IT LOOKS LIKE



BE CLEAR

Name what happened without minimizing, excusing, or deflecting.



TAKE FULL RESPONSIBILITY

No blaming circumstances, other people, or misunderstandings.



ACKNOWLEDGE THE IMPACT

Recognize how your actions affected trust and the relationship.



EXPRESS REMORSE

A sincere, straightforward apology goes further than perfect words.



INVITE THE RESPONSE

Give them space to share how they see it and what they need.



WHAT OWNING IT IS NOT

- ✗ Making excuses
- ✗ Shifting the blame
- ✗ Saying "I'm sorry, but..."
- ✗ Defending your intentions
- ✗ Trying to move on too fast
- ✗ Waiting for them to bring it up

OWNERSHIP ISN'T EASY.

BUT IT'S WHERE REAL LEADERSHIP BEGINS.



The moment you own it,
you take back your power to repair it.



LEADERSHIP
STARTS WITH
ACCOUNTABILITY.

STEP 2

UNDERSTAND THE DAMAGE

You can't fix what
you won't face.

Clarity about the impact
is what creates the
foundation for real trust.



WHAT UNDERSTANDING LOOKS LIKE



LOOK AT THE REAL IMPACT

Identify how your actions affected trust, connection, and outcomes.



BE HONEST WITH YOURSELF

Drop the ego. Truth is the only way forward.



GO BEYOND THE SURFACE

Find the root issue, not just the obvious mistake.



ACKNOWLEDGE THEIR PAIN

Empathy shows leadership. Avoidance destroys it.



ACCEPT FULL RESPONSIBILITY

The scope of the damage doesn't change the need to own it.



THE DAMAGE YOU MUST FACE

- ✗ Loss of trust
- ✗ Strained relationships
- ✗ Missed opportunities
- ✗ Broken commitments
- ✗ Emotional impact on others
- ✗ Damage to your leadership

THE TRUTH MAY HURT.

BUT IT'S THE ONLY PATH TO HEALING.



The moment you truly see the damage,
you gain the power to change it.



AWARENESS
CREATES CLARITY.
CLARITY CREATES CHANGE.

STEP 3

HAVE THE REPAIR CONVERSATION

Avoiding the conversation keeps the damage alive.

Courage creates the opportunity to rebuild.

WHAT THIS CONVERSATION MUST INCLUDE



SINCERE ACKNOWLEDGMENT

Own what you did and how it affected them.



LISTEN WITHOUT DEFENDING

Give them space to speak. Really listen.



VALIDATE THEIR EXPERIENCE

Their feelings are real, even if you didn't mean harm.



TAKE RESPONSIBILITY

No excuses. No justifications. Just ownership.



SHARE YOUR COMMITMENT

Explain what you're doing differently moving forward.



INVITE THEIR INPUT

Ask what they need from you to rebuild trust.



WHAT TO LEAVE OUT

- ✗ Excuses and explanations
- ✗ Whataboutism
- ✗ Bringing up the past
- ✗ Minimizing their pain
- ✗ Defensiveness
- ✗ Pressuring for forgiveness
- ✗ Expecting a quick fix

THIS CONVERSATION ISN'T ABOUT BEING RIGHT.
IT'S ABOUT MAKING IT RIGHT.



Courage isn't the absence of fear.
It's the decision to repair what you broke.



REAL LEADERS
HAVE HARD CONVERSATIONS.
STRONG LEADERS REPAIR.

STEP 4

MAKE THE REPAIR VISIBLE

Trust is rebuilt by **consistent actions**, not empty words. Make the change real and repeatable.

— WHAT MAKING IT VISIBLE LOOKS LIKE —

**FOLLOW THROUGH**

Do what you said you would do. Every time.

**BE CONSISTENT**

Small daily actions build more trust than big occasional gestures.

**KEEP THEM INFORMED**

Update them. Communicate changes. Transparency builds confidence.

**SHOW UP DIFFERENTLY**

Let your behavior reflect the leader you're becoming.

**CREATE NEW EVIDENCE**

Actions over time prove the repair is real and lasting.

**WHAT THIS IS NOT**

- ⊗ A one-time apology
- ⊗ Saying you're "changed"
- ⊗ Expecting them to trust immediately
- ⊗ Going back to old habits
- ⊗ Performing for validation
- ⊗ Using people to prove a point

ACTIONS TODAY.
TRUST TOMORROW.



People don't care how much you know until they see how much you follow through.



VISIBLE CHANGE
BUILDS LASTING TRUST.
**BE THE LEADER THEY
CAN COUNT ON.**

STEP 5

REBUILD THROUGH CONSISTENCY

Trust doesn't return overnight. It's **earned day by day** through consistent actions and unshakable integrity.



— WHAT CONSISTENCY LOOKS LIKE —

**SHOW UP EVERY DAY**

Be reliable in the small things. They build the big trust.

**KEEP YOUR COMMITMENTS**

Do what you say you'll do, even when no one's watching.

**STAY ACCOUNTABLE**

Own your actions. Adjust and keep moving forward.

**DELIVER CONSISTENT VALUE**

Make yourself and your leadership valuable every day.

**BUILD STRONG RELATIONSHIPS**

Invest in your people. Trust grows in connection.

**THE TRUST REBUILDER MINDSET**

- ✓ I don't expect trust. I earn it.
- ✓ I focus on progress, not perfection.
- ✓ I lead with integrity in every moment.
- ✓ I build systems that reinforce trust.
- ✓ I never stop proving I'm reliable.

CONSISTENCY ISN'T BORING.
IT'S POWERFUL.



You don't restore trust with a talk.
You restore it with your track record.



SMALL ACTIONS.
REPEATED DAILY.
TRUST THAT LASTS.

STEP 6

LET TRUST RETURN AT ITS OWN PACE

You can't rush someone else's healing. All you can do is **stay consistent**, keep proving you're different, and give trust the time it needs to come back on its own.

— WHAT PATIENCE LOOKS LIKE —



GIVE IT TIME

Trust doesn't run on your schedule. It runs on their experience.



STAY THE COURSE

Keep showing up the right way, even when it feels slow.



DON'T TAKE IT PERSONAL

Their hesitation isn't a rejection. It's protection.



KEEP BEING SAFE

Create more positive experiences than negative memories.



LET ACTIONS SPEAK LONGER

Over time, your track record becomes your reputation.



WHAT THIS IS NOT

- ⊗ Pushing for forgiveness
- ⊗ Getting frustrated with their pace
- ⊗ Demanding they trust again
- ⊗ Taking shortcuts
- ⊗ Giving up too soon
- ⊗ Playing the victim

RESPECT THE PROCESS.
TRUST THAT LASTS IS WORTH
THE WAIT.



You didn't break trust in a day. Don't expect it to return in one. Stay steady. Keep proving. Let it grow.



SLOW TRUST.
STRONG FOUNDATION.
UNSHAKABLE FUTURE.

THE RISKY TRUST REPAIR PLAN

Follow this plan consistently.
Trust is rebuilt in steps, **not in speeches**.
Stay the course and earn it back.



STEP 1 GET CLEAR ON WHAT BROKE

Identify your actions. Own the impact.



STEP 2 UNDERSTAND THE DAMAGE

Empathy first. No excuses.



STEP 3 HAVE THE REPAIR CONVERSATION

Approach with humility and courage.



STEP 4 MAKE THE REPAIR VISIBLE

Let your actions show the change.



STEP 5 REBUILD THROUGH CONSISTENCY

Small daily actions. Big long-term trust.



STEP 6 LET TRUST RETURN AT ITS OWN PACE

Be patient. Stay steady. Keep proving.



DAILY REMINDER

The goal is not to look trustworthy.

THE GOAL IS TO BE TRUSTWORTHY.



Time doesn't heal all wounds.
Disciplined actions do.



FOCUS ON WHAT YOU CAN CONTROL.
EXECUTE THE PLAN.
TRUST WILL FOLLOW.

MY COMMITMENT



OWN MY PART

I take full responsibility. _____



MAKE IT RIGHT

I will repair what I broke. _____



BE CONSISTENT

I will show up every day. _____



KEEP COMMUNICATING

I will stay open and honest. _____



EARN IT BACK

I will let my actions speak. _____



TRUST THE PROCESS

I will be patient and persistent. _____

I DON'T EXPECT TRUST.
I EARN IT.

EARN IT BACK 30-DAY TRUST REBUILD COMMITMENT

Thirty days of consistent actions
create the foundation for a lifetime
of restored trust.

This is your commitment.



MY 30-DAY PLAN



WEEK 1 CLARITY & ACKNOWLEDGMENT
Own it. Communicate it.
Set the tone.



WEEK 2 CONSISTENT ACTION
Small daily actions.
Show the change.



WEEK 3 RELIABILITY & FOLLOW THROUGH
Prove you are dependable.
Keep your promises.



WEEK 4 DEEPEN & REINFORCE
Strengthen the connection.
Build new positive experiences.



DAILY CHECK-IN

Did I do what I said I would do?
Consistency is the currency of trust.

MY COMMITMENT

- ☒ I WILL OWN MY PART
No excuses. No blaming. _____
- ☒ I WILL DO THE WORK
Even when it's uncomfortable. _____
- ☒ I WILL STAY CONSISTENT
Every day. No exceptions. _____
- ☒ I WILL KEEP COMMUNICATING
Open, honest, and respectful. _____
- ☒ I WILL EARN IT BACK
With actions, not words. _____
- ☒ I WILL TRUST THE PROCESS
Patient today. Strong tomorrow. _____

I DON'T EXPECT TRUST.
I EARN IT.



The next 30 days can change everything.
Discipline today. Trust tomorrow. Legacy forever.



ONE DECISION.
THIRTY DAYS.
A STRONGER FUTURE.