



# During a Crisis, No One is Looking for a Fiduciary

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3 Elements of Trust

6 Neurological Markers

9 Fiduciary Hacks





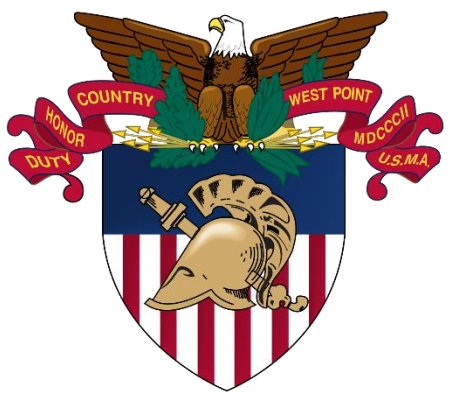
**Katrina – August 29, 2005**

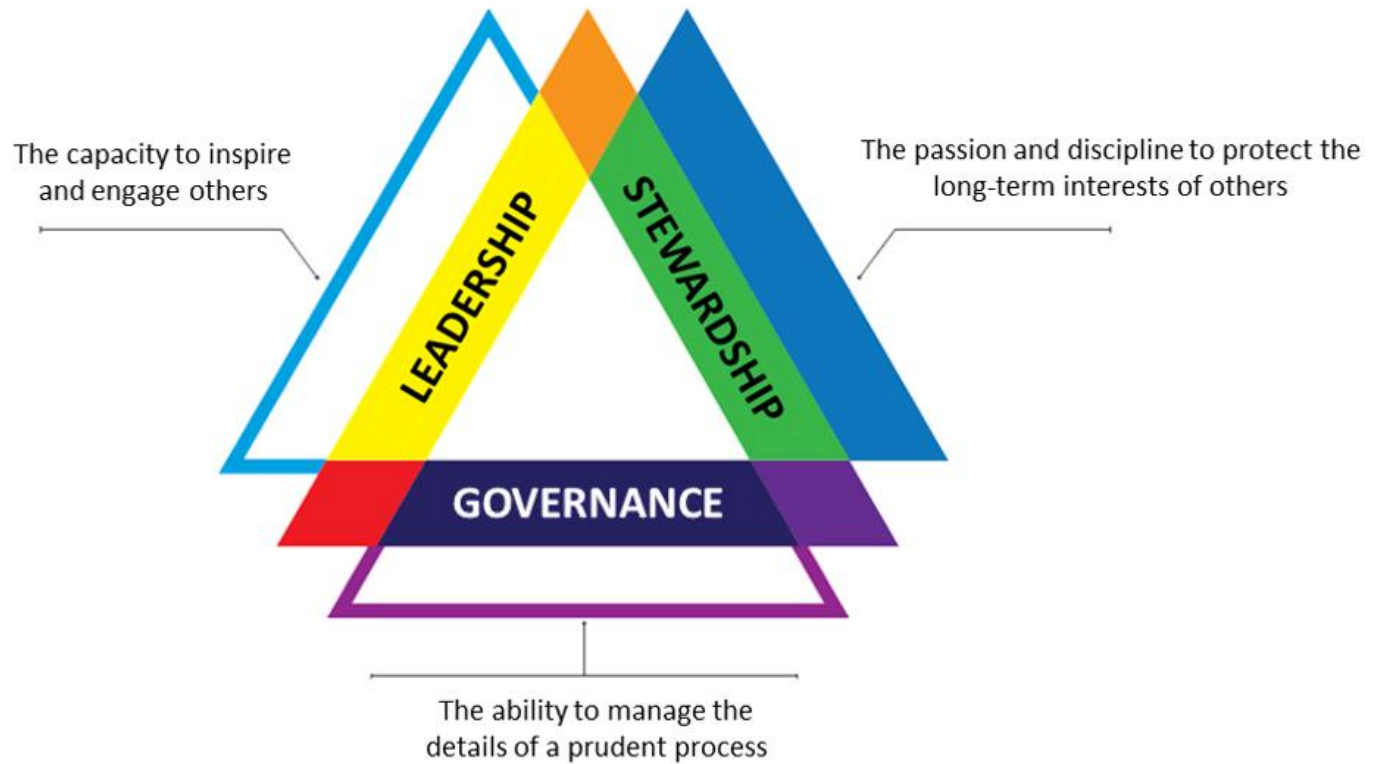
Worst natural disaster in American history



**Deepwater Horizon – April 20, 2010**

Worst environmental disaster in American history

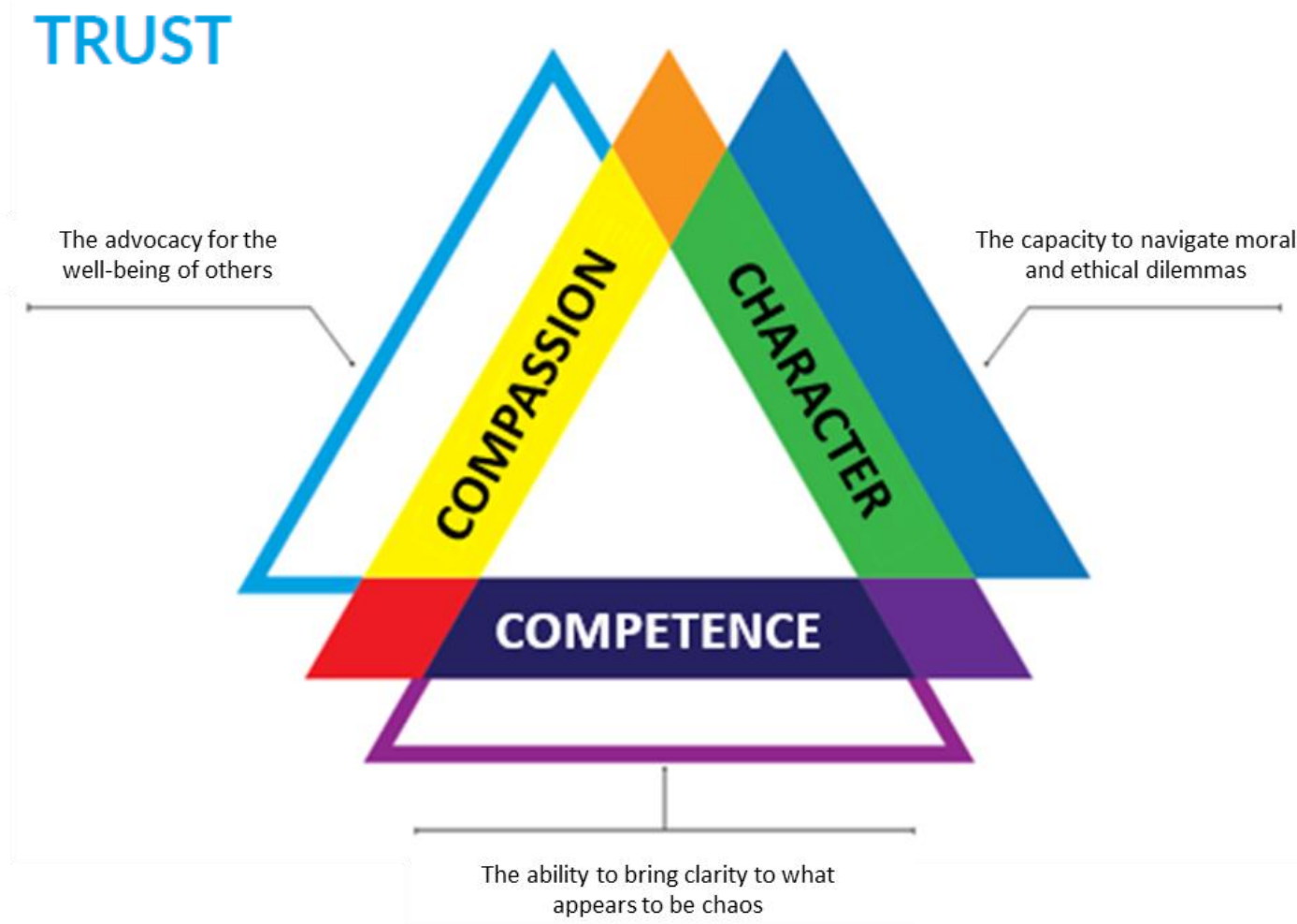




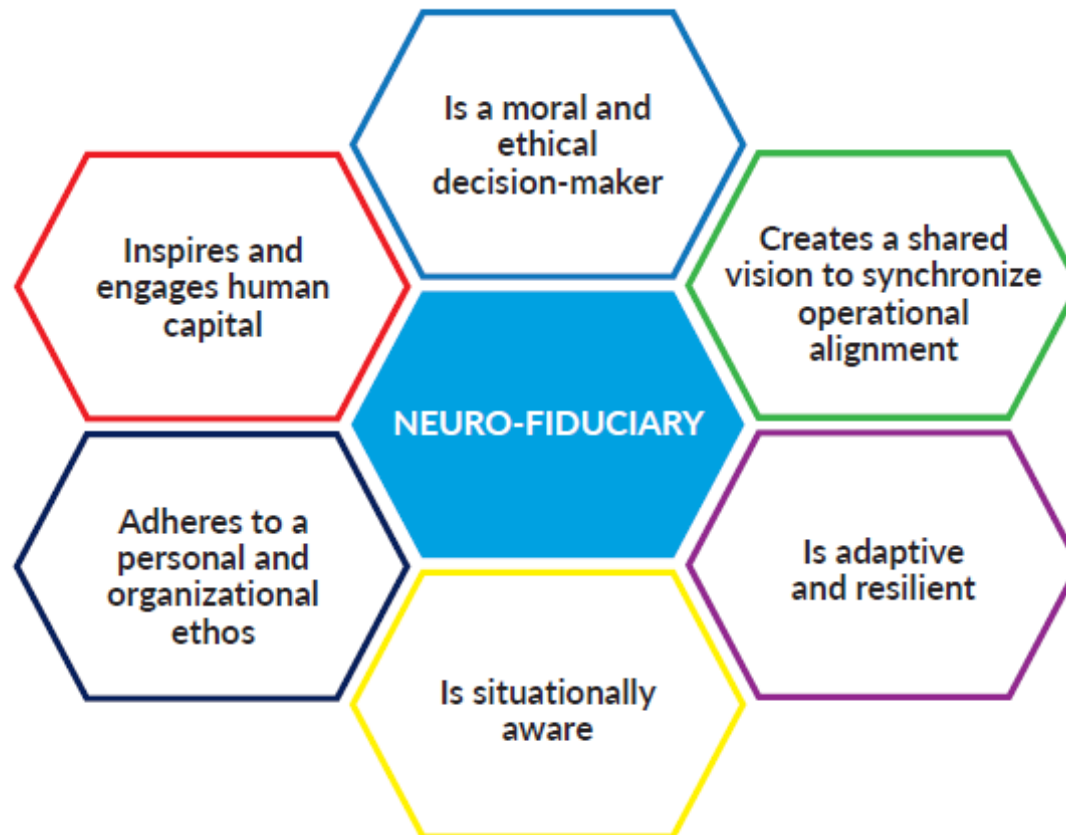
**Behavioral Governance** is the study of the interrelationships between **Leadership**, **Stewardship**, and **Governance**.



*A crisis occurs when there's an erosion of trust.  
During a crises, no one is looking for a fiduciary  
...they're looking for a leader.*

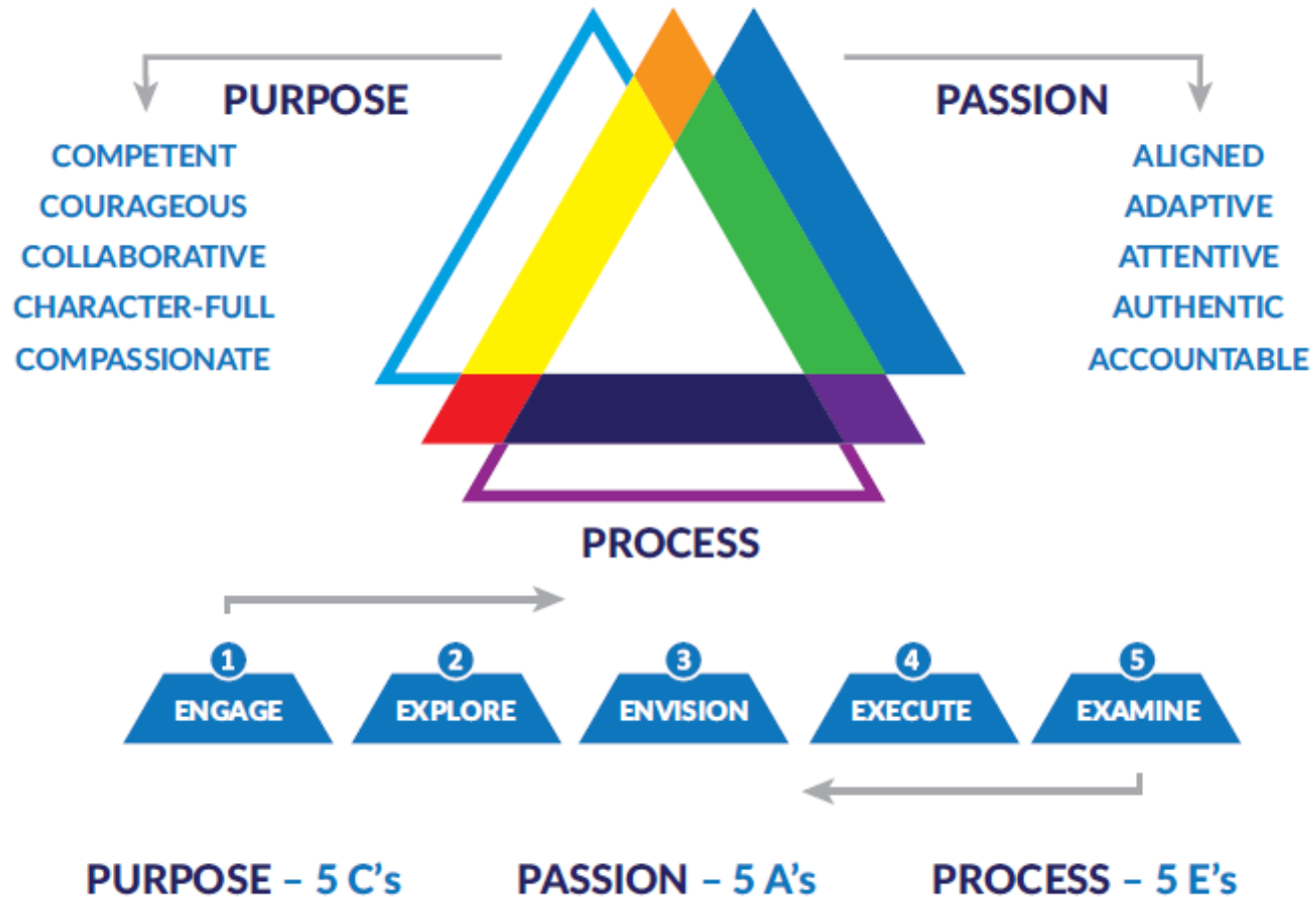


## From Neuro-leadership to Neuro-fiduciary





## FiduciaryMetrics® Framework



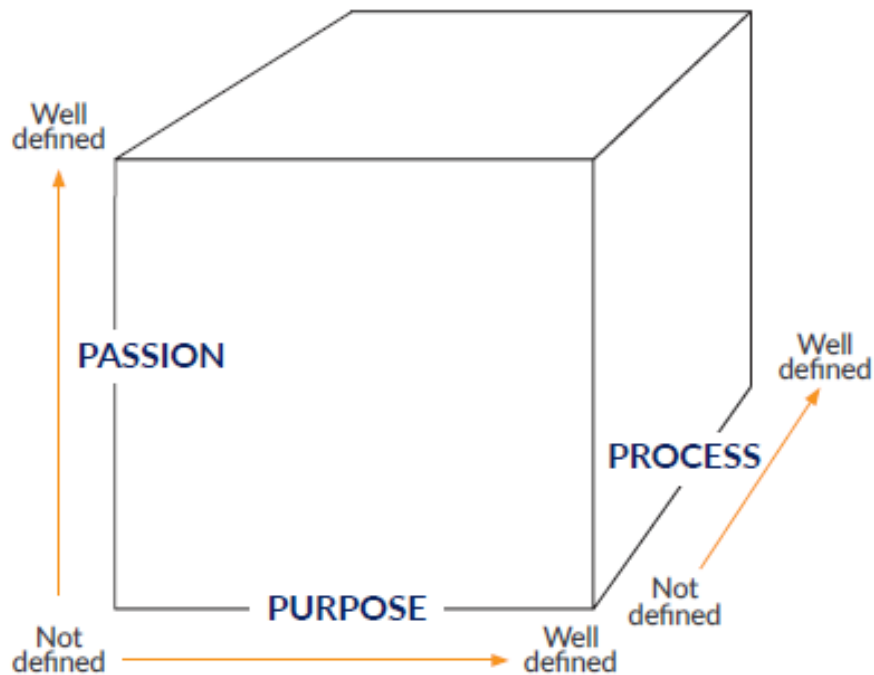
## Neuro-fiduciary Algorithm

Your neurological capacity will **amplify** and **infuse** the quality of your leadership and behaviors;

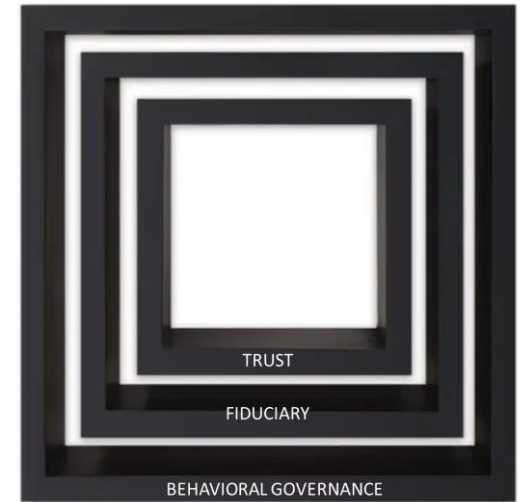
→ Your leadership and stewardship behaviors will **amplify** and **infuse** the quality of your fiduciary governance;

→ Your fiduciary governance will **amplify** and **infuse** the quality of your decision-making outcomes.

# Fiduciary in 3D



# 3 x 3



	X-axis	Y-axis	Z-axis
<b>Trust</b>	Compassion	Character	Competence
<b>Fiduciary</b>	Purpose	Passion	Process
<b>Behavioral Governance</b>	Leadership	Stewardship	Governance

## Law of Decreasing Risk

The risk of not meeting goals and objectives proportionally decreases by the number of fiduciary best practices employed.

$$(N - 1)/N = \text{DECREASED RISK}$$

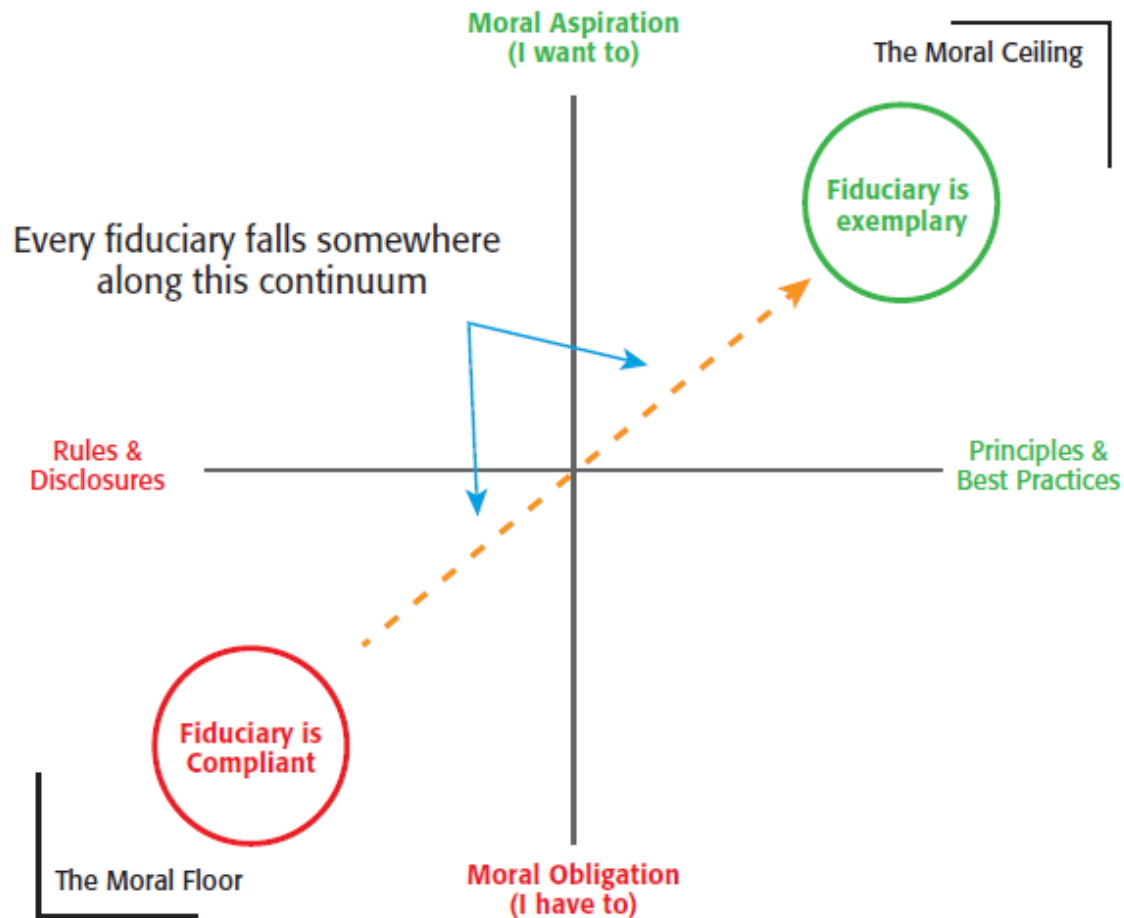
N = Number of fiduciary best practices

**Law of Compounding Risk** - Complexity (risk) increases by double the number of new elements introduced in a business model.

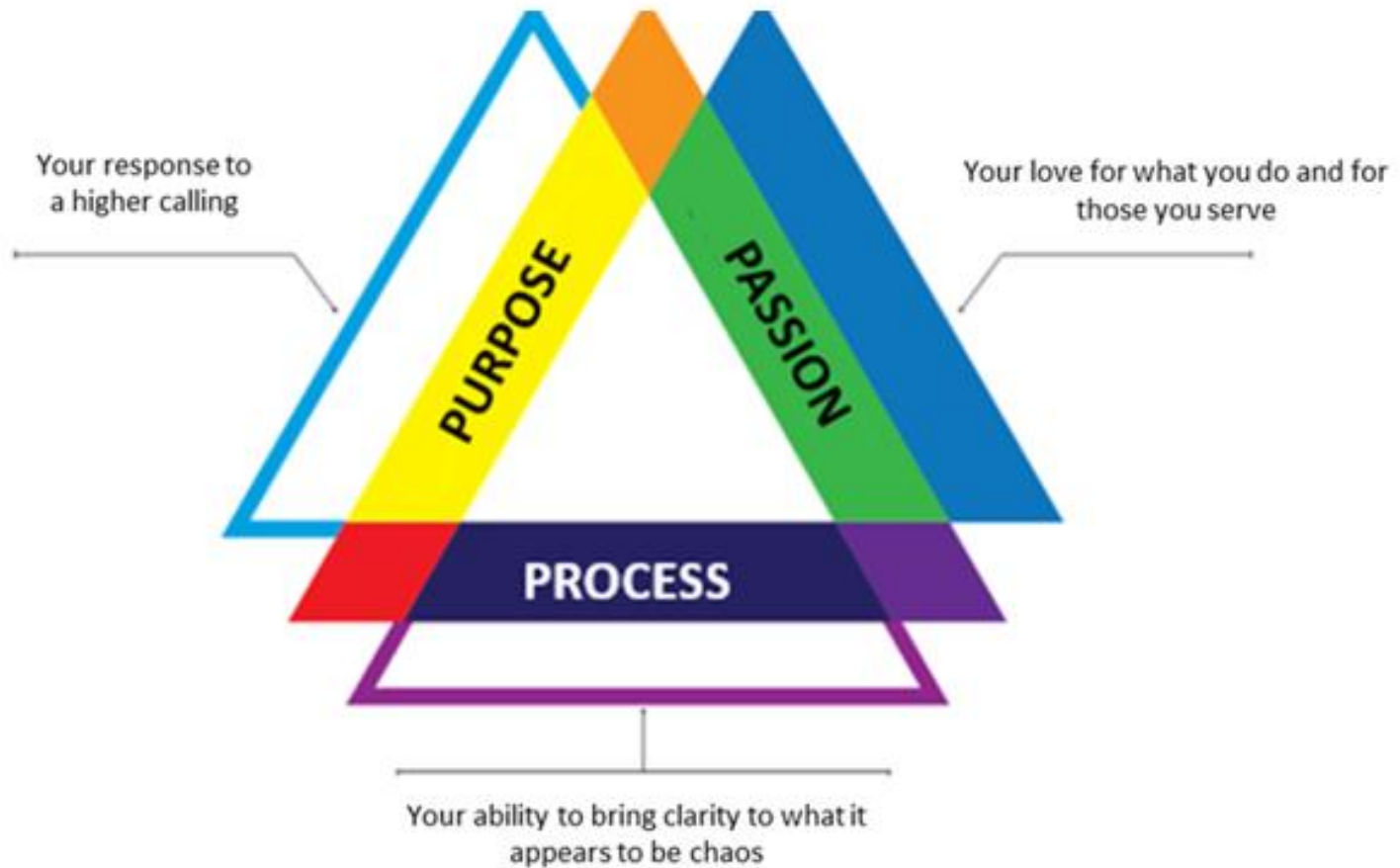
$$(N)(N-1) = \text{compounded risk}$$

**Source: Robert Porter Lynch**

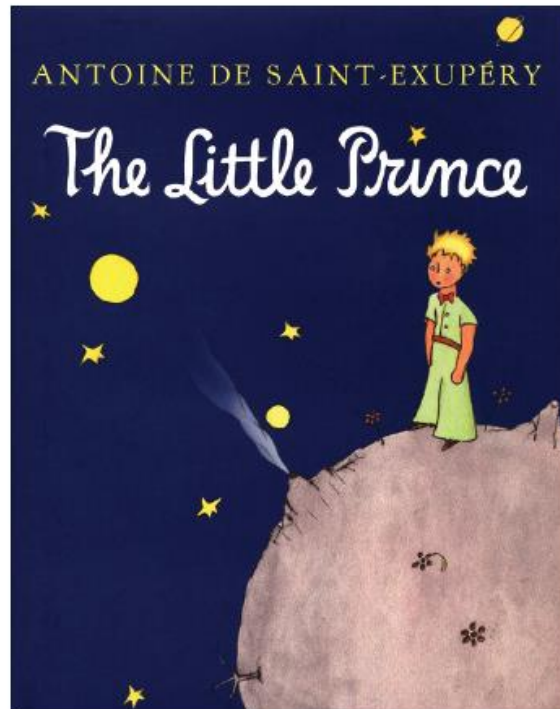
## Moral Aspiration vs. Moral Obligation



## Exemplary Fiduciary



## Be Sensitive to Fiduciary Fatigue



If you want to build a ship, don't drum up the men to gather wood; divide the work and give orders. Teach them to yearn for the vast and endless sea.



## Simple is Preferable to Complex



**Lesson from Katrina and Deepwater Horizon:  
Complex policies and procedures manuals were nearly worthless**

## Find Reasons to Celebrate



*3ethos Challenge Coin*



*CBCF Challenge Coin*





*I've learned that people will  
forget what you said,*

*People will forget what you  
did,*

*But people will never forget  
how you made them feel.*

Maya Angelo



## CBCF Challenge Coin



*...the better angels  
of our nature.*

*A. Lincoln*

## Lead to Serve

Make your work and life meaningful.  
Lead so that you can be of service to others.

Be the point of inspiration for moral, ethical,  
and prudent decision-making.

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