

Believability isn't about what you said. It's about what you've shown people when it actually cost you something.

You made a commitment — to your culture, your customers, your community, your team. You built the program, sent the communications, ran the launch. Believability is the question underneath all of it: have you given people real reason to believe it's true, or does it just look like you have?

Most leadership training on trust starts and ends with communication — say it better, say it more often. Believability starts one layer deeper.

THE COMPOSITION OF BELIEVABILITY

01

COMMITMENT

Was this ever defined clearly enough to check?

02

CONDITIONS

Did we build the budget, authority, and systems to deliver it?

03

PROOF

Did people see real evidence they could verify for themselves?

04

TRUST

Does all of that add up to something people actually believe?

FORMATS

The same core material, scaled to the room and the time you have.

There is no version of this that requires you to have already worked with Compositions.

Keynote

45–60 MINUTES

A single, standalone talk — conference stage, all-hands, leadership offsite. No prerequisite, no follow-up required.

Executive Briefing

60–90 MINUTES

A focused session for a leadership team or board. Closes with what a leader can go examine on their own, starting immediately.

Working Session

HALF-DAY TO FULL-DAY

Full pillar depth, plus your team mapping real commitments live. You leave with a visual picture of where each one stands.

Multi-Day Intensive

1.5–2 DAYS

The complete curriculum applied to a portfolio of real commitments, with a documented practicum and a written plan going forward.

SESSIONS

Believability

KEYNOTE · BRIEFING · WORKING SESSION · INTENSIVE

What actually makes a commitment true. The four-part test, and why some commitments hold while others — made with equally good intentions — quietly don't.

FOR A SPECIFIC PAIN POINT

The Commitment Problem

KEYNOTE · BRIEFING

Why precise promises beat inspiring ones — for leadership teams before a launch, not after.

Funding the Message, Not the Mechanism

BRIEFING · WORKING SESSION

For finance and operating leaders. The costly pattern of paying for a campaign without paying for what it takes to deliver.

Real Work, Invisible Proof

BRIEFING · WORKING SESSION

For people, culture, and communications leaders. Real work done, never shown to the person who needed to see it.

Why You Can't Fix Trust Directly

KEYNOTE · BRIEFING

For executive teams, especially right after a disappointing survey result. What to look at instead of communicating harder.

APPLIED TO YOUR WORLD

When Values Become Wallpaper

MISSION, PURPOSE & VALUES

Why values statements sometimes function as aspiration rather than as something checkable.

The Growth Path Nobody Can Verify

CULTURE & WORKFORCE

Three distinct reasons a genuinely intended workforce promise doesn't land — and how to tell them apart.

The Promise–Practice Gap

BRAND & CUSTOMER PROMISE

How a brand's public promise and an organization's operating capacity quietly drift apart.

Awareness Isn't Authority

STRATEGIC CHANGE & TRANSFORMATION

What separates change initiatives that stick from ones that revert.

Activity Is Not Evidence

SOCIAL IMPACT & COMMUNITY

The difference between activity and evidence that a community actually experienced the benefit.