Human Authority Pre-Assessment

Turn your experience into a clear promise, relevant proof, and a practical next step.

For experienced experts, founders, and creators whose work depends on people understanding their value and having good reasons to trust them.

What you will finish

A one-page Human Authority Map, a claim-to-proof inventory, and one seven-day experiment. You will also identify gaps that a future full Trust Factor Lab program could help you work through.

Work on something real

Choose a current offer, professional role, partnership, or body of work. Use your actual materials and evidence. Your first answer is a starting point to test with people, not a permanent identity.

Set aside about 60 minutes for the initial review. Then run your seven-day experiment. This is a self-guided pre-assessment, not a personalized TFL assessment or a validated behavioral test. It does not award a trust score or certify character.

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Trust Factor Lab
Human Authority for the AI Media Era

Build Trust. Create Outcomes.

Includes principles practiced through the Trust Creator Community Forum: listening, useful challenge, responsible judgment, and visible follow-through.

What makes authority worth trusting?

Human Authority develops when relevant experience and judgment are supported by evidence and accountable behavior. A confident message can invite attention; people still need grounds for deciding how much trust is appropriate in their situation.

Trust Factor Architecture	What to examine
Foundation	Who you help, the problem you take responsibility for, and the limits of your expertise.
Evidence	Work, outcomes, references, and source records that support the claims you make.
Expression	Whether people understand what you mean, why it matters, and what to do next.
Amplification	How useful guidance reaches appropriate people without outrunning its evidence.
Relationships	Listening, reciprocal help, permission, reliable follow-through, and accountability.

Use these principles throughout

Be open with discernment. Ask what evidence and boundaries a particular decision needs. Trust can be limited, contextual, and earned over time.

Listen before advising. Let another person describe their situation before deciding what they need. Accept a no and respect confidential information.

Test through action. Choose a small change, invite useful feedback, and return with evidence. Correct a claim when the evidence does not support it.

Keep responsibility human. AI can help organize and draft. You remain responsible for accuracy, consent, judgment, and commitments.

Forum practice loop: state the outcome; name the barrier; invite honest challenge; choose one action; follow through; return with evidence. Use a trusted peer if you are not participating in a Forum.

A completed example

Fictional teaching example. The person, organization, and observations below illustrate the process; they are not TFL client results.

Map element	Example: Maya, independent media advisor
Audience and situation	Small specialist firms launching an advisory offer that buyers find difficult to understand.
Central problem	The team describes its activities, but prospective buyers cannot identify when the service fits.
A-to-B change	From an unclear service description to a focused offer with relevant examples and an understandable next step.
Promise and boundary	Clarify the offer and connect its claims with evidence. Do not promise sales or assume a messaging change fixes a weak underlying offer.
Relevant proof	Two permitted, redacted before-and-after examples of earlier messaging work. Each identifies Maya's contribution and available feedback.
Priority gap	The current homepage offers a long list of capabilities without explaining a buyer situation.
Seven-day commitment	Rewrite the opening paragraph, add one permitted example, and ask three relevant business owners to explain the offer back.
Human / AI boundary	Use AI to compare draft wording. Maya checks the evidence, removes unsupported claims, and approves the final text.
Illustrative review	Two of the three listeners can identify the buyer situation; one remains unsure about scope. This is an early observation, not proof of revenue impact.
Next action	Clarify the scope and repeat the comprehension test before spending on promotion.

Apply the lesson

Maya learns which part of the message remains unclear. Her next action follows the evidence. She has a concrete starting point for deeper support without needing to invent a breakthrough result.