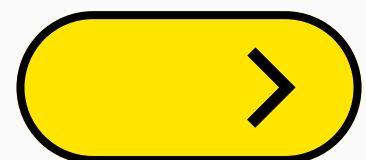


TURNKEY TRAINING

Can Sincerity Be Learned?

WHEN “DOING GOOD” DOESN’T MATCH WHO
WE REALLY ARE AT WORK.



THE CORE QUESTION

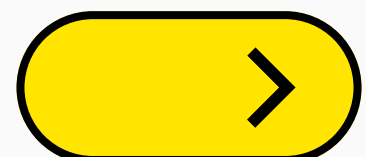


01

We're never 100% transparent at work.

But there's a big difference between
being professional and being fake.

When people sense the gap, trust breaks.



THE COST OF INSINCERITY

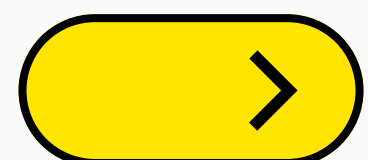
02

When a leader's actions don't match their image:

- Morale drops
- Anger builds
- People feel betrayed

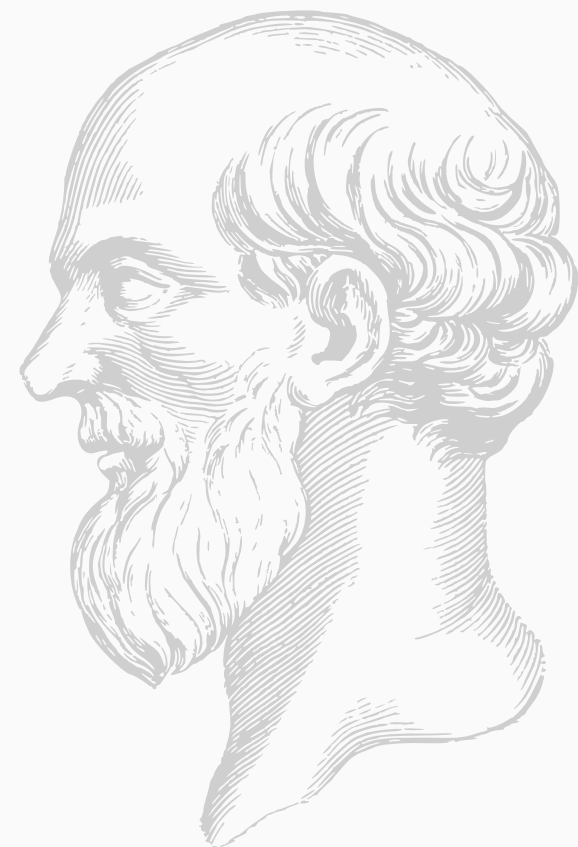
Authenticity isn't optional.

It's cultural oxygen.



WHEN GOODNESS FEELS PERFORMATIVE

03

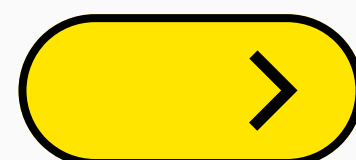


You've seen it online:

- Posting every good deed
- Public generosity
- Constant moral signaling

Looks good on social media...

But what about behind closed doors?



THE REAL PROBLEM

04

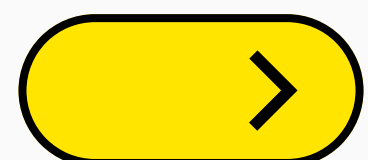
The issue isn't doing good.
It's doing good selectively.

Some people:

- Inspire juniors
- Impress seniors
- Undermine equals

That's not kindness.

That's strategy.



WHEN IMAGE MEETS REALITY

05

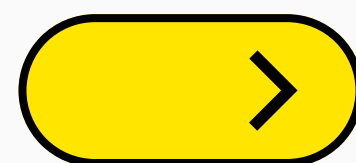


A “do-gooder” who:

- Steals ideas
- Withholds information
- Competes instead of collaborates

Eventually faces one question:

Which version of you is real?

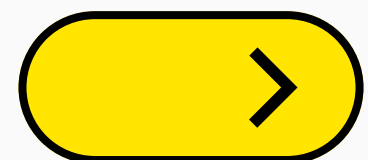


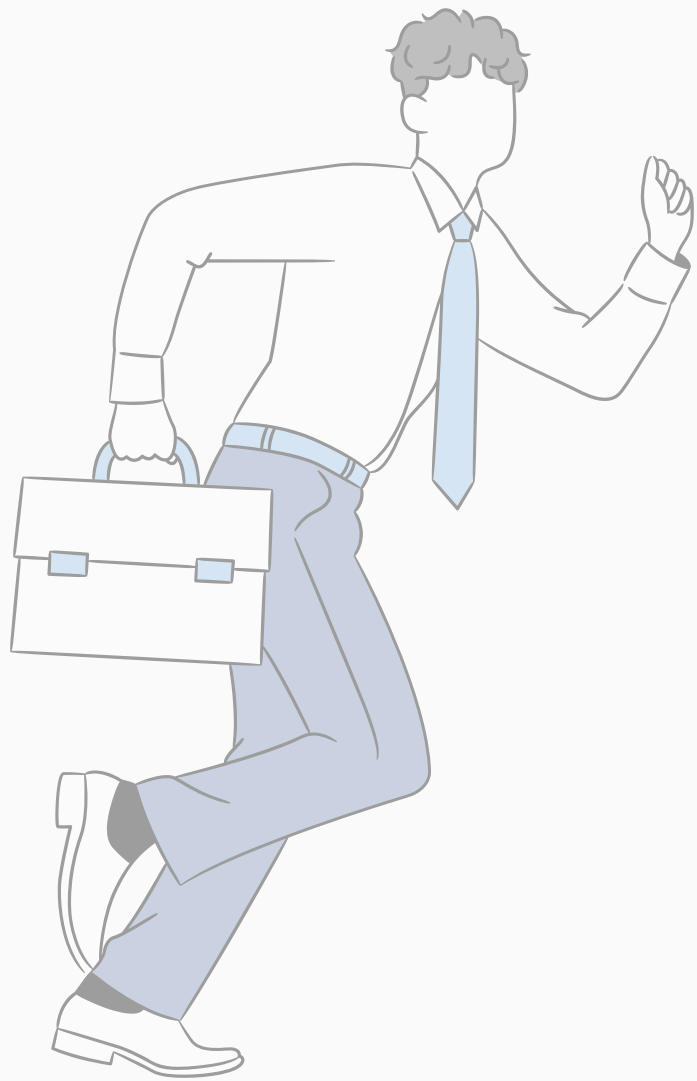
06

Yes—but not through slogans.

It starts with:

- Calling out specific behaviors
- Naming the gap between values and actions
- Making hypocrisy visible (calmly, clearly)





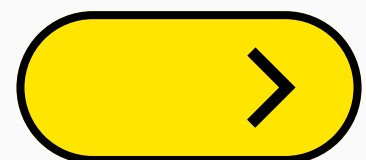
ACTIONS OVER WORDS

07

Sincerity grows when:

- Help is recognized
- Collaboration is rewarded
- Peer feedback actually matters

What gets measured gets lived.





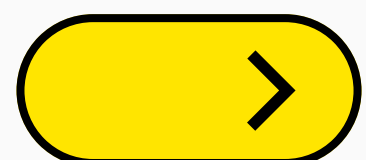
08



Smart organizations:

- Use 360° peer feedback
- Reward team success, not solo wins
- Incentivize shared outcomes

Goodness must be built into the system.





FINAL THOUGHT

Anyone can say:
“How can I help?”

True culture asks:
“How did you help—
consistently?”

Design workplaces where people
must live their words.

