Welcome Clinician Founder

# Turn One Credential Into a Trust Signal

A 20-minute worksheet for making your expertise useful and legible — without reciting your CV or overclaiming.

PRACTICAL FOUNDER RESOURCE

THE NARROW PROBLEM THIS SOLVES

## “My credentials are accurate, but they do not explain why the right person should care.”

Promise: leave with one audience-facing trust statement and one honest proof line you can use in a bio, introduction, offer or resource.

# Start with evidence, not a title

A credential is raw material. Choose one piece of evidence that matters to the person you want to help; leave the rest of the CV out for now.

☐ ROLE OR QUALIFICATION

A relevant role, training path, fellowship or qualification.

What does it help you notice, understand or do? _____

☐ PROXIMITY TO THE PROBLEM

Repeated first-hand exposure to a situation outsiders may miss.

What have you seen close-up, more than once? _____

☐ DELIVERED WORK OR PROOF

A bounded result, shipped asset, useful process or observed outcome.

What changed, and what can you state honestly? _____

☐ RIGOUR OR STANDARD

A safety, ethics, evidence or governance discipline that shapes your work.

What important risk or standard do you take seriously? _____

MY ONE USEFUL SOURCE OF TRUST

_____

_____

# Make the evidence relevant

Do not ask, “How do I sound impressive?” Ask, “What does this evidence help the right person trust me for?”

### 1. THE PERSON

Example: NHS clinicians with an improvement idea that keeps stalling.

Who specifically needs to understand this?

### 2. THE DIFFICULT MOMENT

Example: moving from a useful idea to one safe, bounded first test.

What are they trying to navigate?

### 3. THE USEFUL MOVEMENT

Example: choose one test, one signal and one review date.

What modest change can you help create?

### 4. WHY THIS EVIDENCE MATTERS

Example: rota constraints, governance and the cost of rushed implementation.

What does your background help you understand?

### THE TEST

If the evidence does not change what the audience can reasonably trust you for, choose a more relevant credential, experience or proof point.

# Lead with the change, support it with evidence

Keep the promise separate from the proof. This makes the sentence clearer and reduces the temptation to force your whole career into one line.

TWO-LINE FORMULA

I help [PERSON] move from [DIFFICULT MOMENT] to [USEFUL MOVEMENT].
My experience in [RELEVANT EVIDENCE] means I understand [SPECIFIC REALITY].

ILLUSTRATIVE COMPOSITE — NOT A CLIENT CLAIM

"I help NHS clinicians move from a paused improvement idea to one safe, bounded first test. My experience in clinical improvement means I understand rota disruption, governance and the difference between testing and rushing implementation."

WRITE VERSION 1

KEEP IT HONEST

Use "I help" only for a contribution you can make. Do not imply guaranteed outcomes, formal authority or evidence you do not have.

# Your finished trust signal

Read the statement aloud, pass the five gates, then place it where one relevant person can encounter it.

- ☐ AUDIENCE — A relevant person can tell the sentence is for them.
- ☐ PROBLEM — The difficult moment is concrete, not a broad aspiration.
- ☐ MOVEMENT — The promised movement is useful, modest and understandable.
- ☐ RELEVANCE — The proof line explains why this evidence matters here.
- ☐ HONESTY — Every claim is supportable today; nothing implies a guarantee.

## MY FINAL TWO-LINE TRUST STATEMENT

## COMPLETION CRITERION

Done = one two-line statement passes all five gates and is placed in one real bio, introduction, offer, resource or profile.

Place the statement where one relevant person can encounter it, then record what they understood — not merely whether they liked it.

YOUR NEXT STEP

# Make your expertise easier to trust

Use the statement you completed in one real bio, introduction, resource or conversation this week. Notice what the right person understands, asks about or still finds unclear.

## Want more resources like this? Join the Clinician Founder Membership.

Core Membership provides the community, pathway and practical resources. Actionship adds direct live implementation support when you want help applying the work.

CLINICIANFOUNDER.COM/MEMBERSHIP

Relevant evidence builds trust when it helps the right person understand what you can responsibly help them do.