

Scalto

Trust Architecture *Self-Assessment*

DIAGNOSE WHERE YOUR CREDIBILITY BREAKS
BEFORE YOUR NEXT KEY CONVERSATION.

12 questions across 4 layers to identify where trust breaks — and what to fix first.

12

QUESTIONS

4

DIAGNOSTIC
LAYERS

3

RISK PROFILES

36

MAX POINTS

INSTRUCTIONS

How to use this assessment

Answer based on how things work today, not how they should work.

The goal is not a high score. It's to spot where trust breaks.

1 NOT IN PLACE

Doesn't exist or is not applied consistently

2 PARTIALLY IN PLACE

Exists, but not consistent or scalable

3 FULLY IN PLACE

Clear, documented, and used consistently

TEAM TIP

Use this as a team exercise.
If answers differ, that's the insight.

LAYER 1

Strategic Clarity

Do your conversations lead somewhere?

When clarity is missing,
conversations stall.

Q1. When you finish a meeting with a serious buyer, do you usually leave with a clear next step?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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Q2. After a first meeting, do buyers understand what you offer without needing you to explain it again?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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Q3. Do your materials answer the questions buyers typically ask before they have to ask?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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LAYER 2

Narrative Coherence

Is your message consistent across all touchpoints?

When your message is inconsistent, buyers get confused.

Q4. If someone visited your website today, would they immediately understand what you do and who you help?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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Q5. Does everyone on your team describe what you do the same way when talking to new contacts?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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Q6. Do you get inbound inquiries from people who already know what you do and why they need you?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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LAYER 3

Execution Signals

Do you show the level of credibility your deals require?

Buyers evaluate
your company
before you show up.

Q7. If a buyer looked up your company and your team before the first meeting, would they find signals that build trust?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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Q8. Can your team move deals forward without the founder being involved in every key conversation?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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Q9. Do deals move forward consistently, without depending on specific people?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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LAYER 4

Market Validation

Does the market validate your credibility?

Trust is built before
you engage.

Q10. Do you consistently get referrals and warm introductions from your network?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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Q11. Do new contacts reach out because they already recognize your name?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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Q12. Can buyers verify your credibility through external sources like references, case studies, or press?

1 NOT IN PLACE <input type="radio"/>	2 PARTIALLY IN PLACE <input type="radio"/>	3 FULLY IN PLACE <input type="radio"/>
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RESULTS

Your *total score*

Add your scores across the 4 layers to identify where your credibility breaks.

LAYER 1 — STRATEGIC CLARITY

Add your layer score: _____ / 9

LAYER 2 — NARRATIVE COHERENCE

Add your layer score: _____ / 9

LAYER 3 — EXECUTION SIGNALS

Add your layer score: _____ / 9

LAYER 4 — MARKET VALIDATION

Add your layer score: _____ / 9

TOTAL SCORE

_____ / 36

TAKE YOUR TOTAL SCORE TO THE NEXT PAGE TO IDENTIFY YOUR INSTITUTIONAL CREDIBILITY PROFILE.

DIAGNOSIS

Your *credibility profile*

Find your range and read your institutional architecture profile.

12 – 20

Critical Credibility Gap

Your architecture has structural gaps that institutional buyers detect before you even present. This is not a pitch problem or a timing issue. It's structural. Deals stall before they start.

WHAT'S NEXT FOR YOU

1. Schedule a Strategic Diagnostic to **identify your highest-priority gap** before your next institutional conversation.
2. **Pause outbound** if your narrative is not clear yet.
3. **Focus on your lowest-scoring layer**, that's your entry point.

21 – 29

Fragmented Credibility

You have solid foundations, but your narrative is not consistent across touchpoints.

Buyers receive mixed signals, and in high-stakes decisions, inconsistency reads as risk.

WHAT'S NEXT FOR YOU

1. Audit your key touchpoints (website, deck, executive messaging) for **narrative consistency**.
2. **Identify which layer scored lowest**; that's where the work starts.
3. Book a Strategic Diagnostic to align your positioning before your next enterprise deal.

30 – 36

Strong Market Signal

Your credibility is in place.

Now the question is scale: are the right signals reaching the right buyers, consistently?

WHAT'S NEXT FOR YOU

1. **Map your strongest external validators** and amplify them intentionally.
2. Identify which channels **your buyers trust** and show up there consistently.
3. Use this assessment as a baseline before your next growth or expansion move.

DID YOUR ASSESSMENT REVEAL A CRITICAL GAP?

The next step is a *Strategic Diagnostic.*

A structured working session
to identify your highest-priority credibility gap
and define the first concrete move.

Request your Strategic Diagnostic

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