



Behavioral Science · Culture & Momentum

Whitepaper · January 2026

🕒 ~3 min read

The TrustFlow™ Tsunami Wave Theory

A behavioral-science approach to building unstoppable momentum through Micro-Trust Activations™. Trust isn't a binary event — it's a behaviorally activated flow state, ignited by small acts that ripple outward until they become a wave.

👤 By Jeff Morris, "The High Trust Guy" 📄 DreamSmart Behavioral Solutions

📅 January 2026 · Version 1.0

Powered by Behavioral SuperPowers® • Activated by TrustFlow™ • Led by Coach Jeff ("The High Trust Guy") | DreamSmart Behavioral Solutions

SUMMARY

The TrustFlow™ Tsunami Wave Theory is a behavioral-science approach to building unstoppable momentum through micro-trust activations. Trust, like flow, starts small and builds with consistency, challenge, clarity, and connection. In this model, trust is not a binary event but a behaviorally activated flow state, ignited by micro-habits and consistent actions over time — activations that ripple outward, building from internal alignment to relational synchronization to team momentum to organizational transformation.

⚡ Key takeaways

- ✓ Trust behaves like flow (Csikszentmihalyi, 1990): it starts small and compounds with consistency, challenge, clarity, and connection — all elements already embedded in the 12 Cs of High Trust.
- ✓ **Micro-Trust Activations™ (MTAs)** — showing up when you say you will, owning a mistake without blame, giving credit freely, following through on micro-promises, holding space for a hard conversation — are the entry points into TrustFlow™.
- ✓ MTAs behave like pebbles dropped in still water: one ripple, then another. Repeated, they generate a wave — a behavioral wave that becomes unstoppable: the Trust Tsunami Effect™.
- ✓ Where other *The*) stay at the cognitive or relational level, TrustFlow™ extends trust models *Speed* the concept into behavioral habit loops and team-based (e.g., *of* performance elevation — trust becomes a state of flow, not OVATION, *Trust* just a value or a feeling.
- ✓ The result is what psychologists call an autotelic system (Ryan & Deci, 2000): people engage not for reward but because trust itself becomes the reward.

Introducing flow in the context of trust

Flow, as pioneered by Mihaly Csikszentmihalyi (1990), is the optimal psychological state where individuals are fully immersed, energized, and intrinsically motivated by the task at hand. Trust, like flow, starts small and builds with consistency, challenge, clarity, and connection — all elements already embedded in DreamSmart's 12 Cs of High Trust.

In the TrustFlow™ Wave Theory, trust is not a binary event, but a behaviorally activated flow state, ignited by micro-habits and consistent actions over time. These trust activations ripple outward, building from internal alignment to relational synchronization to team momentum to organizational transformation.

Micro-Trust Activations (MTAs) → the ripple effect

Trust doesn't begin with grand gestures. It begins with:

- Showing up when you say you will
- Owning a mistake without blame
- Giving credit freely
- Following through on micro-promises
- Holding space for a difficult conversation

Each of these is a **Micro-Trust Activation™**. These activations are the "entry points" into TrustFlow™ — small acts with massive compounding effects. They behave like pebbles dropped in still water. One ripple, then another. Eventually, if repeated, these ripples generate a wave — a behavioral wave that becomes unstoppable.

The stages of the wave: from ripple to tsunami

How a single micro-trust activation grows into an organization-wide trust culture.

| Stage | TrustFlow™ state | Dominant trust dimension |
|--------------------|---------------------------------|----------------------------------|
| 1 · Micro-Ripple | Self-awareness | Functional trust |
| 2 · Trust Current | Relational alignment | Relational trust |
| 3 · Momentum Surge | Team synchronization | Behavioral trust |
| 4 · Trust Tsunami | Organization-wide trust culture | Blind trust (high vulnerability) |

Aligning flow conditions to the TrustFlow™ Method

How the classic conditions for flow map onto the TrustFlow™ Method.

| Flow component | How TrustFlow™ aligns |
|----------------------------|--|
| Challenge–skill balance | TrustFlow™ calibrates to a leader's Behavioral SuperPowers — ensuring they're challenged, not overwhelmed. |
| Clear goals & feedback | DreamSmart uses TrustFlow™ Metrics, team charters, and the 12 Cs for immediate alignment feedback. |
| Loss of self-consciousness | When in TrustFlow™, individuals stop posturing and start showing up authentically. |
| Sense of control | Micro-Trust Activations are self-directed, repeatable behaviors that foster autonomy and mastery. |

This creates what psychologists call an autotelic system, in which people engage not for reward but because trust itself becomes the reward (Ryan & Deci, 2000).

DreamSmart's unique framework advantage

The TrustFlow™ Wave Theory differentiates DreamSmart by:

Bridging the gap between intrinsic psychology and applied behavioral trust-building

Turning "trust" from an abstract value into measurable and repeatable actions

Introducing Micro-Trust Activations™ as the new metric of leadership momentum

Creating a Trust Tsunami Effect™ that builds internal culture from the inside out

Where others stop, DreamSmart begins

While other trust models (e.g., OVATION, *The Speed of Trust*; Covey, 2006; Zak, 2017) stay at the cognitive or relational level, TrustFlow™ extends the concept into behavioral habit loops and team-based performance elevation. Trust becomes a state of flow, not just a value or a feeling.

Call to action

Imagine a workplace where trust doesn't need to be mandated; it flows. Welcome to the TrustFlow™ Movement — where trust starts with one ripple and ends with a tsunami that transforms the world. Let's ripple forward.

How to cite this whitepaper

Morris, J. (2026). *The TrustFlow™ Tsunami Wave Theory* (Whitepaper, Version 1.0). DreamSmart Behavioral Solutions.
<https://dreamsmartbehavioralsolutions.com/resources/whitepapers/trustflow-wave-theory>

References

Csikszentmihalyi, M. (1990). *Flow: The psychology of optimal experience*. Harper & Row.

Covey, S. M. R. (2006). *The speed of trust: The one thing that changes everything*. Free Press.

Ryan, R. M., & Deci, E. L. (2000). Intrinsic and extrinsic motivations: Classic definitions and new directions. *Contemporary Educational Psychology*, 25(1), 54–67.
<https://doi.org/10.1006/ceps.1999.1020>

Zak, P. J. (2017). *Trust factor: The science of creating high-performance companies*. AMACOM.

© 2026 DreamSmart Behavioral Solutions. TrustFlow™, the TrustFlow™ Wave Theory, Micro-Trust Activations™, the Trust Tsunami Effect™, the TrustFlow™ Movement, TrustFlow™ Metrics, Behavioral SuperPowers®, and Trust Factor™ are proprietary frameworks of DreamSmart Behavioral Solutions. This whitepaper may be quoted and cited with attribution.

Related research

[WHITEPAPER · NEUROSCIENCE](#)

[The Neuroscience of TrustFlow™](#)

[WHITEPAPER · ACADEMIC EDITION](#)

[The TrustFlow™ Methodology — Academic Edition](#)

[WHITEPAPER · LEADERSHIP](#)

[Trust in Motion: Trust-Based Transformational Leadership](#)

[SOLUTION](#)

[Trust-building workshops](#)