

Trust as a Catalyst for Small Business Growth

This prevailing trust creates a unique opportunity for individuals considering a career change toward entrepreneurship.



A Career Ownership Coach[®] can provide essential support and resources to navigate the entrepreneurial landscape effectively.



Americans and Canadians show a remarkable level of trust in small businesses, with 68% and 73%, respectively.



In stark contrast to the high trust in small businesses, only 12% of Americans and 28% of Canadians express confidence in their government.