

# Trusted Advisor Associates Head to Join the Advisory Board of the Leading Business Relationship Research Firm, Relate

*Noelle is the CEO of Trusted Advisor Associates LLC (TAA) and has been instrumental in writing the curriculum for Relate's generative AI analyst, Sandi.*

BOSTON, MA, USA, April 11, 2024 /EINPresswire.com/ -- Noelle Mykolenko will join Relate

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Working with Sandi, improves my awareness of building trust in every meeting and I am grateful for the curriculum that Noelle helps shape for Sandi.”

*Rowland Hirst, CEO*

Research and Technology Co.'s ("Relate") advisory board on April 1. Noelle is the CEO of Trusted Advisor Associates LLC ([TAA](#)) and has been instrumental in writing the curriculum for Relate's generative AI analyst, Sandi.

Trusted Advisor Associates was founded on the challenge of developing a conceptual framework and analytical method for evaluating and understanding trust. This resulted in ground-breaking books describing The Trust Equation in detail. Over decades, TAA has refined this trust model to ensure that there is an evolving, actionable way

to improve trust and trustworthiness.

Widely followed, the Trust Equation is what Relate measures objectively using Sandi. This effectively removes emotion from internal and external trust evaluations, allowing Sandi users to pivot their behaviors in real time and, more importantly, sustain their trustworthiness to make genuine, lasting changes and impressions on their audiences.

As the leader of the preeminent consulting firm that helps companies build trust in their business relationships, Noelle will continue to help the Relate team refine the objective measurement of trust, whether with customers, investors, staff, the community, regulators, or professional services.

“As a B2B salesperson by background, I knew that being a trusted advisor was critical to winning business from my clients”, said Rowland Hirst, Co-Founder and CEO of Relate. “However, I had no way to objectively measure my progress which meant that business lost could have been prevented. Working with Sandi, improves my awareness of building trust in every meeting and I

am grateful for the curriculum that Noelle helps shape for Sandi.”

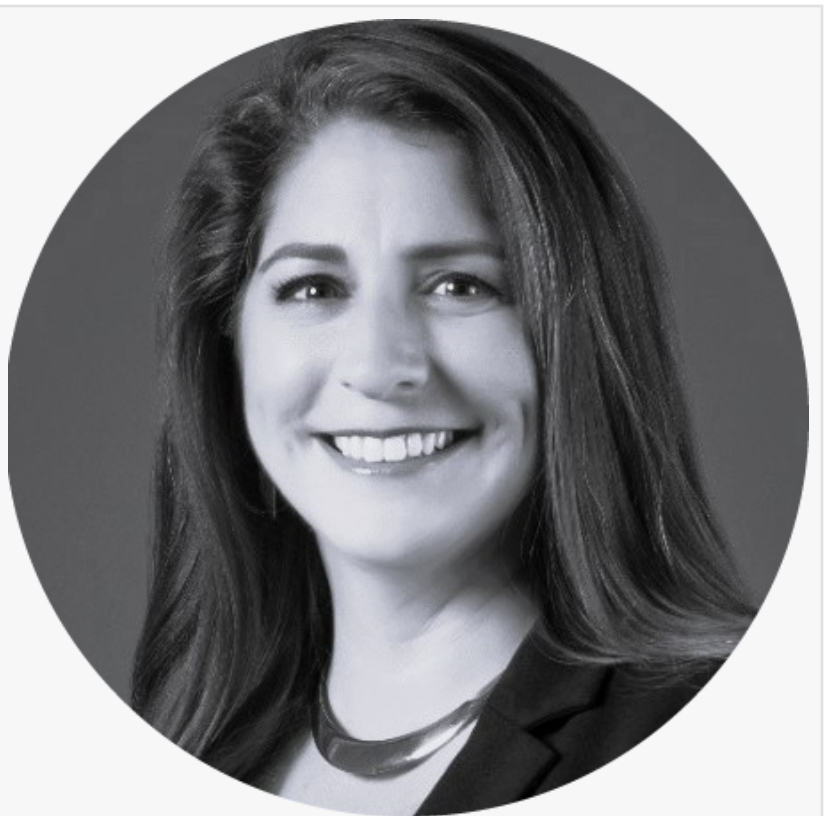
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Noelle Mykolenko, CEO of TAA.

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