

SO WHAT IS TRUST?

- Reliance on the integrity, strength, ability, surety, etc., of a person or thing; confidence. (Dictionary.com)

SO WHY DO WE CARE?

- The Economics of Trust
 - v Trust = v Speed and ^ Costs
 - ^ Trust = ^ Speed and v Costs

THE TRUST TAX

Strategy x Execution = Results
 (Strategy x Execution)Trust = Results

Strategy	Execution	Result	Tax / Dividend	Net Result
10	X	10	= 100	-40% = 60
10	X	10	= 100	-10% = 90
10	x	10	= 100	+20% = 120

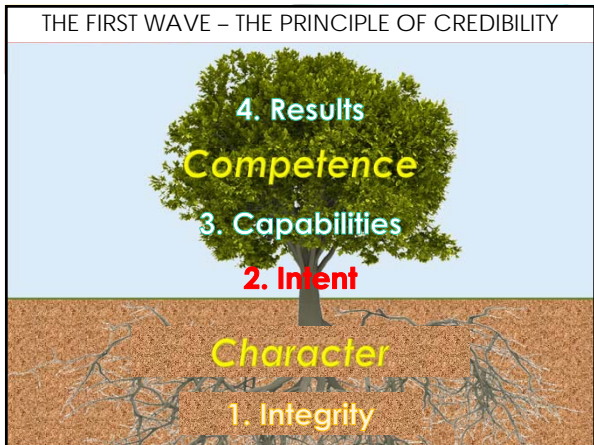
Trust Myths

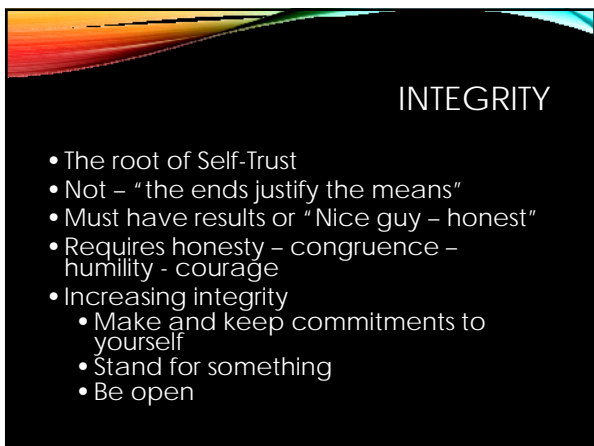
- Trust is soft
- Trust is slow
- Trust is build solely on integrity
- You either have trust or you don't
- Once lost, trust cannot be restored
- You can't teach trust
- Trusting people is too risky
- Trust is established one person at a time.

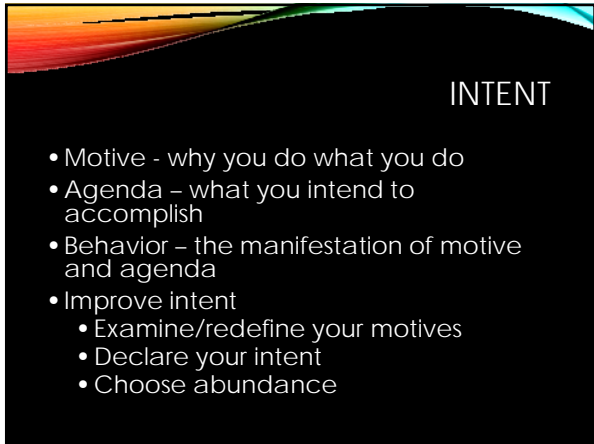
THE 5 WAVES OF TRUST

Self Trust
 Relationship Trust
 Organizational Trust
 Market Trust
 Societal Trust



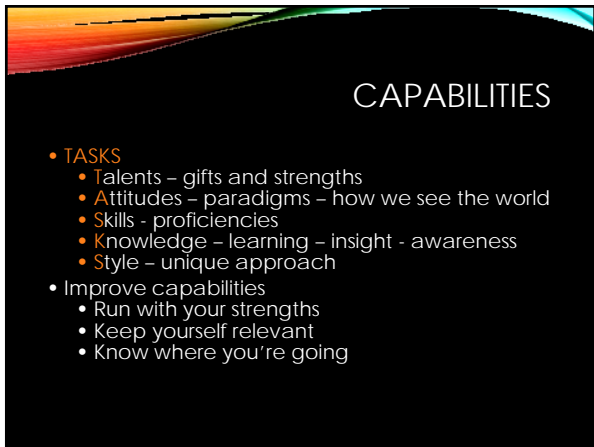






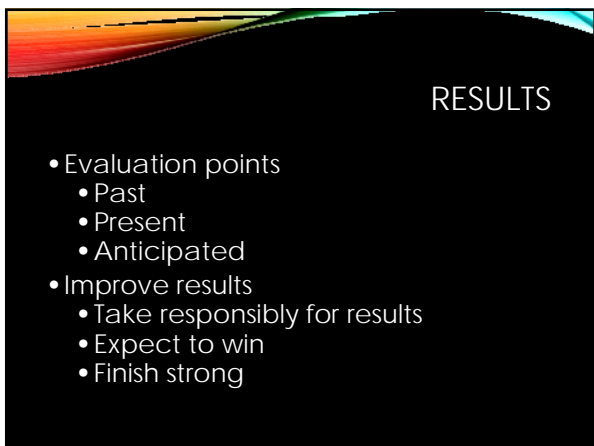
INTENT

- Motive - why you do what you do
- Agenda – what you intend to accomplish
- Behavior – the manifestation of motive and agenda
- Improve intent
 - Examine/redefine your motives
 - Declare your intent
 - Choose abundance



CAPABILITIES

- **TASKS**
 - Talents – gifts and strengths
 - Attitudes – paradigms – how we see the world
 - Skills - proficiencies
 - Knowledge – learning – insight - awareness
 - Style – unique approach
- Improve capabilities
 - Run with your strengths
 - Keep yourself relevant
 - Know where you're going

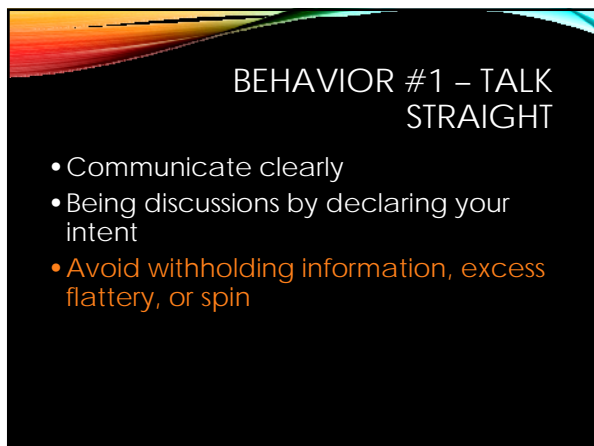


RESULTS

- Evaluation points
 - Past
 - Present
 - Anticipated
- Improve results
 - Take responsibly for results
 - Expect to win
 - Finish strong







BEHAVIOR #2 –
DEMONSTRATE RESPECT

- Exhibit respect, fairness, kindness, love, and **civility**
- Avoid disrespect, fake respect, or respect only for those whom can help you

BEHAVIOR #3 – CREATE
TRANSPARENCY

- Be real and genuine
- **Tell the truth**
- Avoid obfuscation and pretending
- Be open err on the side of disclosure

BEHAVIOR #4 – RIGHT
WRONGS

- **Make restitution instead of just apologizing**
- Demonstrate personal humility

BEHAVIOR #5 – SHOW LOYALTY

- Give credit to others
- **Speak about other as if they were present**
- Don't disclose private information

BEHAVIOR #6 – DELIVER RESULTS

- Take time to define measures up front
- **Make things happen**
 - On time
 - On budget
 - Good Quality
- Avoid making excuses

BEHAVIOR #7 – GET BETTER

- Continuously improve by learning and growing
- **Learn from mistakes**
- Develop formal and informal feedback methods

BEHAVIOR #8 – CONFRONT REALITY

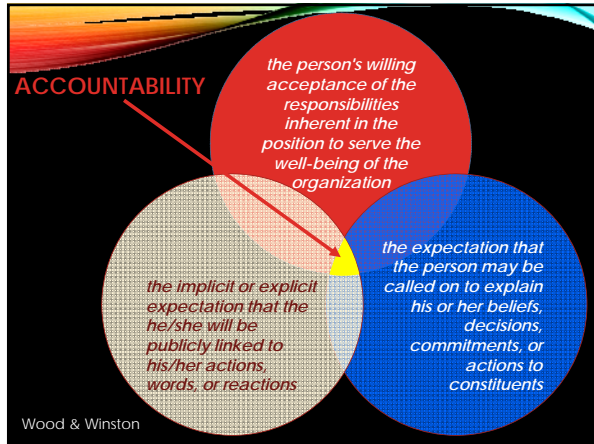
- Take tough issues head-on
- Facilitate open interaction and fast achievement
- Engage others' creativity, capability, and synergy
- Lead courageous discussions

BEHAVIOR #9 – CLARIFY EXPECTATIONS

- Create shared vision and agreement up front
- Consider
 - Quality
 - Speed
 - Cost
- Recognize you can only usually have two
- Don't assume everyone understands expectations
- Renegotiate if needed, but don't violate expectations

BEHAVIOR #10 – PRACTICE ACCOUNTABILITY

- Hold yourself accountable
- Hold others accountable
- Don't shirk responsibility
- Be clear on how to communicate progress.



BEHAVIOR #11 – LISTEN FIRST

- Seek first to understand rather than to be understood
- Use your eye and your gut to hear
- Don't presume you know what matters to others

The slide has a black background with a colorful, abstract wave pattern at the top. The text is white, with the title in a larger font and the bullet points in a smaller font.

BEHAVIOR #12 – KEEP COMMITMENTS

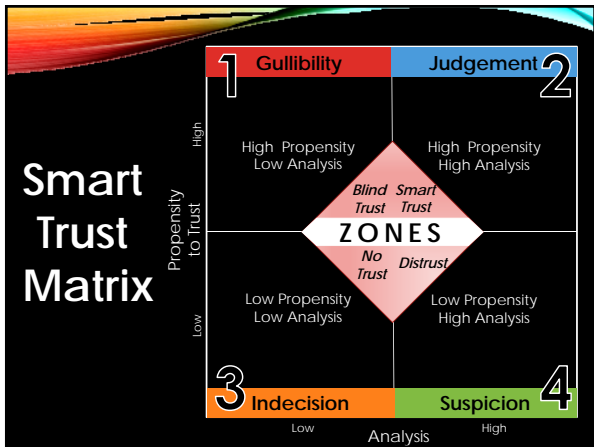
- The quickest way to build trust
- Avoid unreliable or vague commitments
- Keep ALL commitments – including those to family

Do what you say you are going to do.

The slide has a black background with a colorful, abstract wave pattern at the top. The text is white, with the title in a larger font and the bullet points in a smaller font. The final sentence is in a bold, orange font.

BEHAVIOR #13 – EXTEND TRUST

- Shift trust from noun to verb
- Trust others and let them know that you do
- Extend conditionally to those earning trust
- Extend abundantly to those who've earned it



Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships. - Stephen Covey

