

The ROCK #12 - Trust

Characteristics of Trust

Trust Grows

Trust just does not appear, it takes work and effort. There is NO quick fix, it takes time.

Trust is both intellectual and emotional

Intellectual competence is only half of the equation. The emotional bond between two people is more than their individual expertise. Trust is more than logic alone. Trust is based on caring!

Trust is a 2-way relationship

There are all kinds of feelings a person can have without the other person feeling or thinking the same way. The other person must participate and reciprocate.

Trust involves risk

Trust involves the fact that a person is not going to do what they would be capable of, or what they will probably do, but what they are expected to do. Both people know the other person will do the right thing.

Trust is about a trusting relationship

In trust one must lead and one must follow. It is kind of like dancing. However, unlike dancing, these roles can constantly change. This helps the trusting relationship thrive.

Trust is personal

People do not trust stuff, things and institutions. We trust people. Trust requires that people understand each other, and act on that understanding. Trust is about relationships. Trust is about caring. Trust is about helping each other.

Showing That You Are Trustworthy

- Do what you say you are going to do.
- Behave in a consistent way.
- Make sure people know what to expect of you.
- Have people see you living your values.
- Show people that they can count on you.

Trust Is About How You Talk to People

When you talk, be authentic.

*To appear authentic, **Be** authentic
To appear honest, **Be** honest*

When You Talk- It Is About Your Audience

Their fears - Not yours

Their needs -Not yours

Their concerns - Not yours

Their need for truth and information

Their need to find someone they can trust, not someone who says "trust me"

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When you talk-LISTEN

- Acknowledge your weaknesses
- Admit what you do not know
- Talk about how you have learned from your mistakes
- Talk about how you are trying to improve
- Do not dismiss other people's opinions
- Acknowledge the opinions of others
- Talk about what you have in common
- Talk about their opinions being important
- Talk about facts you both agree on
- Create a two-way conversation

Factors That Contribute to Trustworthiness

- How long someone has known you
- Your reputation as a person that keeps your word
- Past experiences people have had with you
- What others say about you
- The fact that you do not harbor any ulterior motives
- Give trust before you receive trust

Demonstrating Your Trustworthiness

- Act in accordance with your values
- Treat people with respect
- Behave with honesty
- Demonstrate integrity
- Follow through on promises
- Aim for mutual benefits

Build Trust By...

- Being honest, loyal, and respectful
- Getting to know people, being curious about them, and seeking to support them
- Listening to and acting on what people tell you in ways that are beneficial to all
- Recognizing people's accomplishments and making them feel good about themselves

Five Principle to Develop Trust

1. Show people that you interested in them. Listen-Listen-Listen
2. Demonstrate concern for others. Put others first and always first.
3. Deliver on your promises. "A promise made is a promise kept". Follow up-Follow up-Follow up!
4. Be consistent and honest. Be reliable and dependable.
5. Communicate frequently, clearly, and openly. Be forthright. Communicate often, and in person.

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Steps to Develop Trust

- ❖ Connection - It is about the other person
 - Ask questions
 - Be interested in them
 - Discover common ground

- ❖ Understanding - Each person understands the others interests and goals
 - Listen to each other
 - Understand each person's ideas
 - Acknowledge each person's value

- ❖ Identification- Clearly defined how each person can help each other
 - Explain to each other the steps to help each person
 - Identify problems and weaknesses
 - Identify strengths of each person

- ❖ Goals - What each person could accomplish together
 - Objectives of each person
 - Objectives you have in common
 - Purpose for each person
 - Purpose you have in common
 - Role of each person
 - Role you have together

- ❖ Commitment - What it's going to take to reach joint goals
 - What it takes to do it
 - Whether you have the will to do it
 - Whether you are willing to take action

8 Tips to Gain Trust

1. Treat everyone you meet as a close friend or family member
2. Work on the connection and relationship before you focus on anything else
3. Make a friend - Be likable, agreeable, and above all, get along
4. Focus completely on the other person - "It's about them"
5. Treat each person as if he or she were the most interesting person in the world
6. Have friendly relaxed conversations - Put people at ease
7. Make sure everything about you sends the right message
8. Trust the person first and then they will trust you

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Demonstrating Trust

- Respect confidentiality - keep information confidential and do not share it with others
- Be generous - volunteer and share your talents
- Be humble - admit when you wrong and show humility
- Be honest - "You are only as good as your word"
- Put others first - Help them with their goals, projects, and endeavors
- Be empathic - Be understanding and patient with others. Be sensitive to their feelings.
- Be organized - Be on time and return calls. Keep appointments.
- Be dependable - Do what you say you will. Keep your promises and follow through.
- Be open about yourself - Let people know what you are thinking, what you are feeling, and what you are doing.
- Be open-minded - Remember, "everyone is right, and no one is wrong."

Promises

- Promises are often easier to make than to keep.
- Following through with promises is one way to build trust.
- Consider carefully your promises before you make them.
- If you struggle to follow through on promises, make the process easier on you. Train yourself on that process and keep those promises.
- "Under promise and over deliver!"

What Is the Solution If You Fail to Keep A Promise?

- Tell the other person as soon as possible that you failed to keep the promise
- Do not worry yourself to death over the situation! Be up front with the person and move on. Next time, with the same person, follow through, or don't promise.
- Apologize for your failure to follow through. Face up to your failure and people will know you are willing to take responsibility.
- Don't blame someone else, because it will make you look even worse.
- Don't pretend you never made the promise. Don't pretend there is nothing wrong.
- Attempt to reframe the promise in a different way and then follow through.
- Extend the timing of the follow-through of the promise to gain time to succeed before you follow through.
- When you revise your promises, be humble. If you are, people will tend to give you a chance to solve the problem.

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Admitting a Mistake is an Opportunity to Gain Loyalty and Trust

- It is a tough thing to do, but admit you are wrong.
- Admit you are wrong as soon as possible.
- Reduce the drama.
- Find out what you are going to do about it.
- Identify how it happened.
- Do not blame others.
- If others are at fault, try to prevent the situation from re-occurring through information and training.
- Find out how to avoid the mistake in the future.
- Resolve that it will not occur in the future.
- Explain everything to the injured party and explain the steps that you are taking to ensure that it will not happen again.

*If you handle the mistake this way, it will reinforce that you are a trustworthy person.
People remember how you handled a mistake, not what the mistake was.
How you make a mistake right can be an opportunity to
show your integrity and trustworthiness.*

Trust Through Humor

- Humor shows your positive aspects and allows people to relate to you.
- You do not have to tell a joke to be funny.
- Discuss the human condition in personal terms, and it's funny.
- Humor and disarming tends to eliminate skepticism.
- Have your humor show your intelligence. Tell people how smart you are in a funny way. Make sure your humor shows optimism.
- Have your humor show empathy not sympathy.
- Have humor show things you have in common, or a shared experience with the other person.
- Be creative in your humor.
- Don't make fun of other people, pick on yourself.
- Spontaneous humor is authentic humor.

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What Humor Does

- Relieves the tension of both people
- Helps prevent the blame game
- Helps eliminate bias and prejudices
- Lowers the stress level of both people
- Keeps things less emotional and more logical
- Allows the talents of individuals to flourish
- Make people more empathic
- Allows people to be less defensive
- People like to laugh!
- People are attracted to funny people
- People are more open to ideas
- "Laughter is the Best Medicine"

*"If you say trust me - You are selling.
If people trust you---They are buying."
"People want to buy and not be sold."
"Trust happens when they buy you!"*