


# The Trust Equation



trust

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# Areas to explore

- What is trust?
- How do we build trust?
- How do we know it's there?
- What impact does trust have in our teams?
- What happens when we lose trust in others?
- What options do we have?



# Trust me I'm a...

<b>Nurse / Doctor</b>	<b>&gt;93%</b>
<b>Teacher</b>	<b>89%</b>
<b>Scientist</b>	<b>84%</b>
<b>Judge</b>	<b>81%</b>
<b>Police officer</b>	<b>76%</b>
<b>Ordinary person in the street</b>	<b>65%</b>
<b>Civil servant</b>	<b>65%</b>
<b>Clergyman/priest</b>	<b>64%</b>
<b>Banker</b>	<b>43%</b>
<b>Business Leader</b>	<b>35%</b>
<b>Estate agents</b>	<b>30%</b>
<b>Journalist</b>	<b>26%</b>
<b>Government Ministers</b>	<b>17%</b>
<b>Politicians generally</b>	<b>14%</b>

*Percentage of people who would generally trust someone of this profession to tell the truth*



# Definition of trust

“firm belief in the reliability, truth, or ability of someone or something”

– *OED*



# Your experience of trust

- How do you know if it's there or not?  
*(see, hear, feel)*
- Where are your “trust levels”?  
*(Your responses to the questionnaire may give you a clue!)*



# Levels of trust

- Explore high and low trust in later conversations
- Scoring in questionnaire can help us see our view of trust
  - cautious or risk-taking
  - giver, must be earned, skeptical
  - past can affect our responses



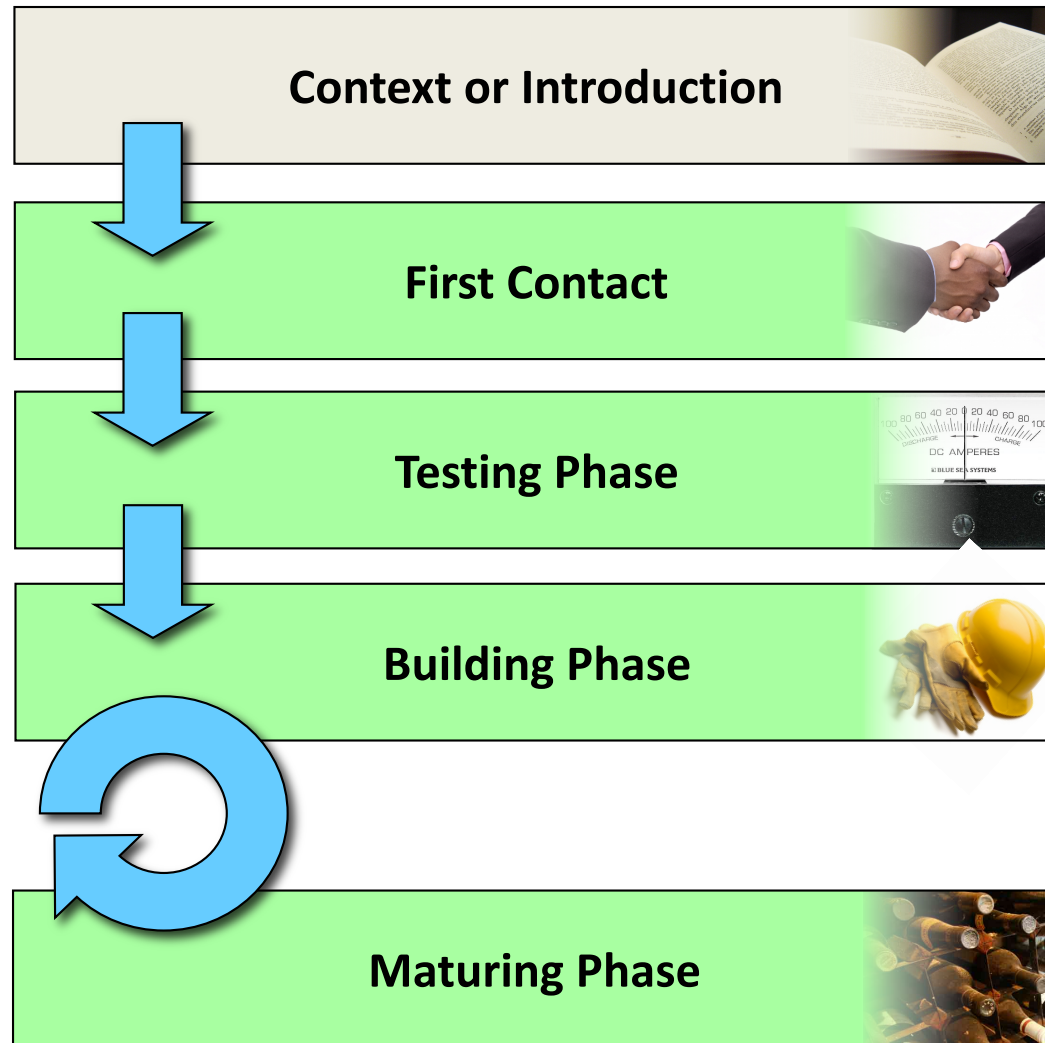
# Components of Trust

$$\text{Trust} = \frac{\text{Rapport} + \text{Credibility} + \text{Dependability} + \text{Intimacy}}{\text{Self-interest}}$$

<b>Rapport</b>	<b>= my connection with who you are</b>
<b>Credibility</b>	<b>= believability of what you say</b>
<b>Dependability</b>	<b>= reliability of what you do</b>
<b>Intimacy</b>	<b>= strength/closeness of relationship</b>
<b>Self-interest</b>	<b>= own agenda</b>



# Process of Creating Trust







# Your experience

- Aspects of high trust environments
  - Benefits of high trust



# Behaviours that Build Trust

- Clarify expectations
- Be accountable
- Keep commitments
- Deliver results
- Put things right
- Create visibility
- Make the undiscussable discussable
- Set realistic deadlines
- Loyalty
- Say what you mean
- Listen first
- Show respect
- Extend trust to others
- Continually improve



# Your experience

- Aspects of low trust environments
  - Impact of low trust



# Factors that Inhibit Trust

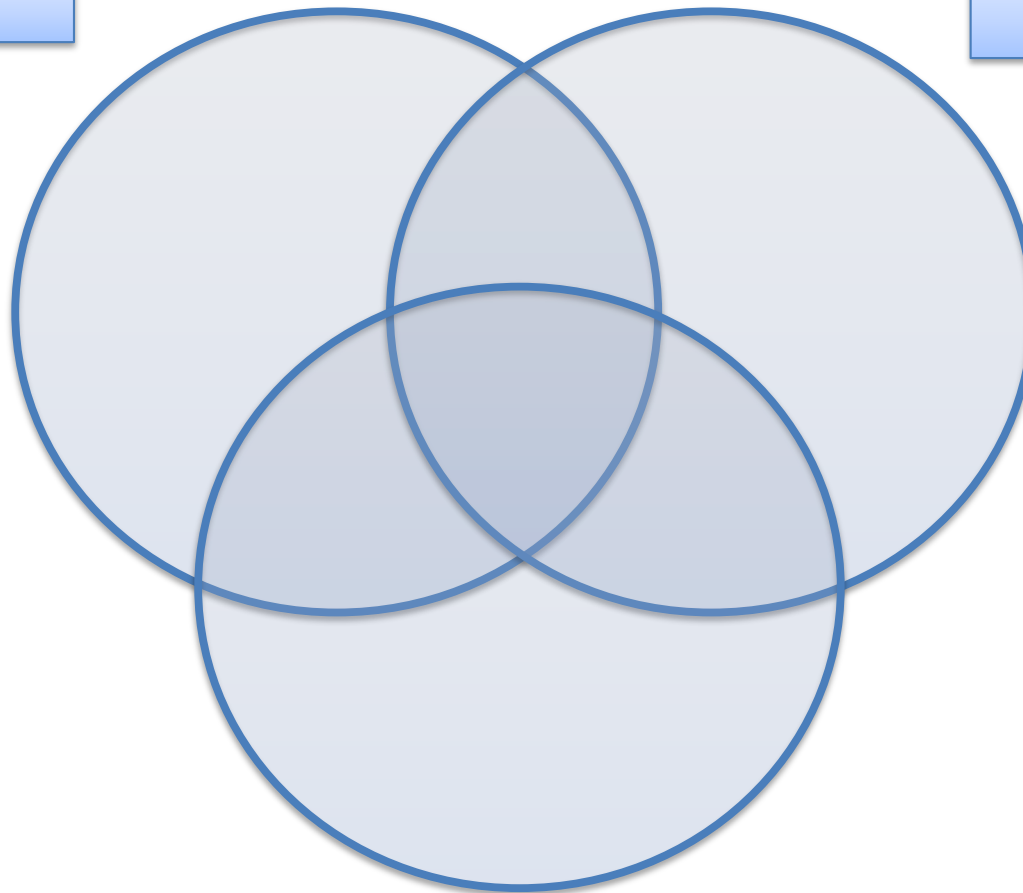
- Unclear expectations
- Blaming others
- Not keeping commitments
- Not delivering results
- Inability to say sorry
- Being secretive
- Avoiding the issues
- Fear
- Insecurity
- Unawareness of others needs
- Being disrespectful
- Attitude to risk
- Doing what you can get away with



# Factors affecting trust

Competency

Capacity



Confidence

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# Consider the 3 C's

**What impacts your trust levels the most?**

**Think of a specific situation**

**Poll 1: about yourself?**

**Poll 2: someone else?**

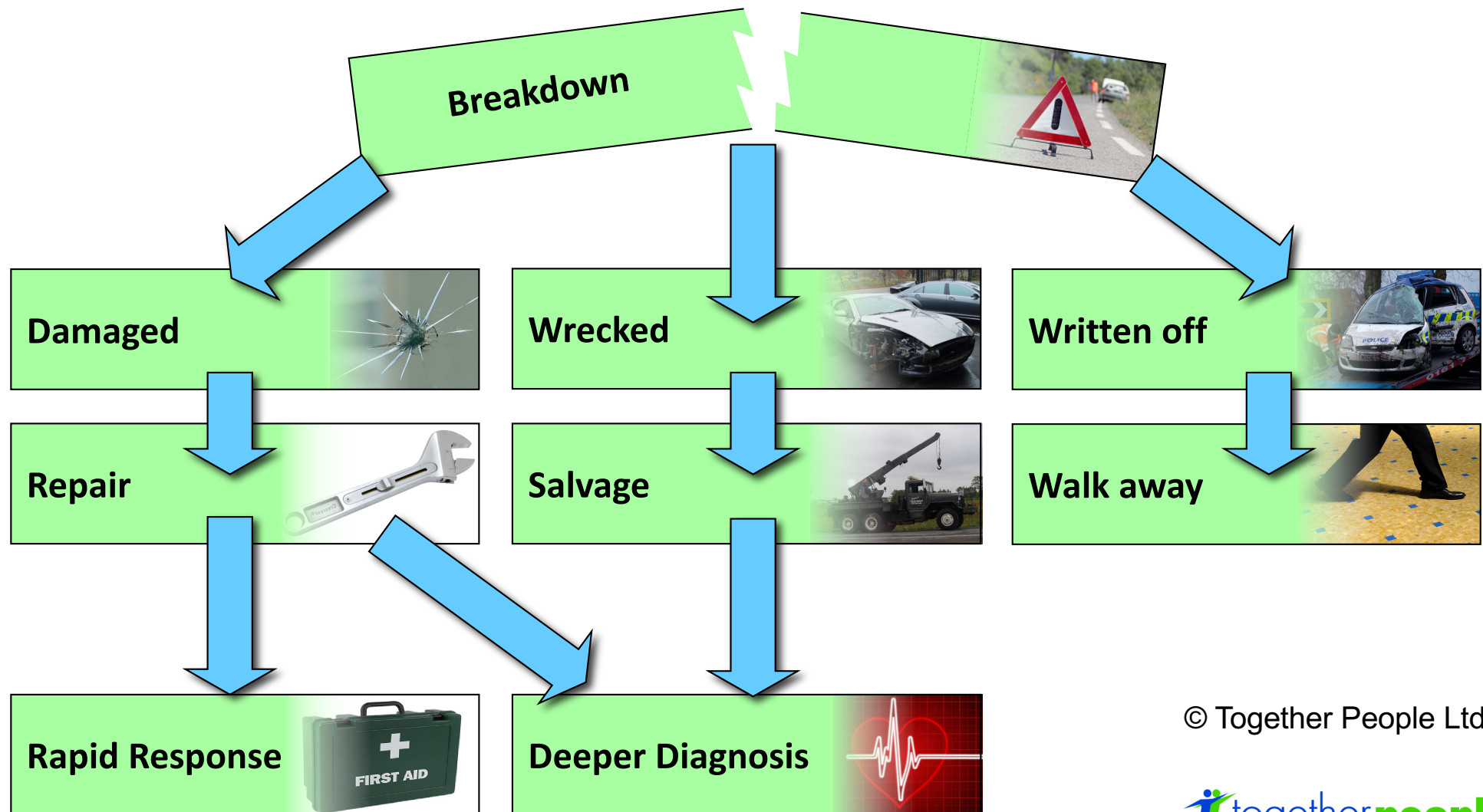
**Not enough capacity (emotional, mental, physical)**

**Not enough competence (skill, experience, knowledge)**

**Not enough confidence (person, outcome, situation)**



# Breakdown of Trust

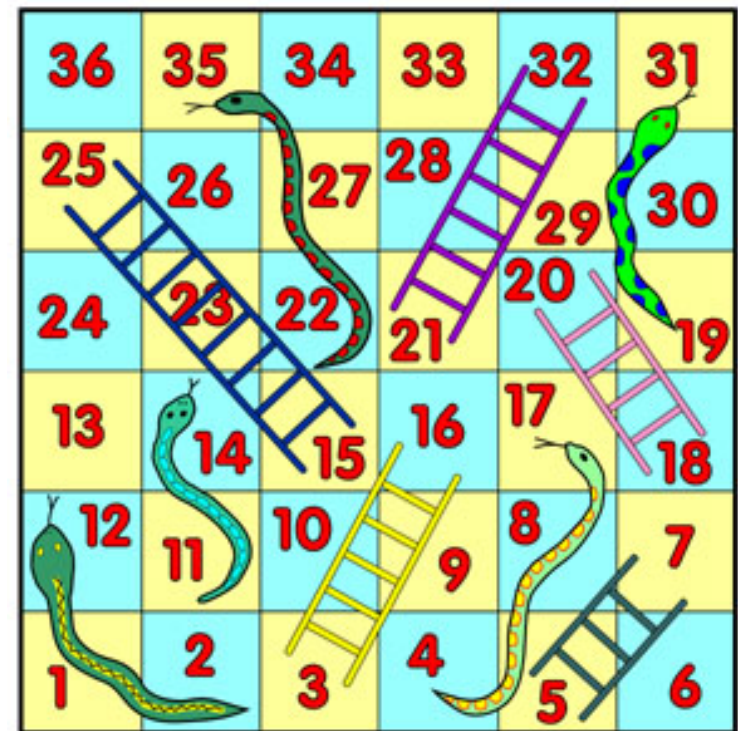


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# Snakes & Ladders

- Build step by step
- Nice surprises
- Destroyed in one fell swoop
- Didn't see it coming
- Life happens
- Personal responsibility
- Always a choice







# Your experience

- What are your snakes & ladders?
- What would make you walk away?



# What's next for you?

- What might you do differently?
- Where might you want to build more trust?

***Thank you for joining us today and  
contributing to the session!***

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