

# Skills for Building Trust

**Trust...** "assured reliance on the character, ability, strength, or truth of someone or something."

(Webster's Dictionary)

Why is it important to have **trust** in working relationships?

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**“trust forms the foundation for effective communication, associate retention, motivation, and contributions of discretionary energy”. - Heathfield**

### **Trust-Building Skills:**

**- Propriety...Do the customer’s (or other person’s) perceptions and experiences “match” the identity associated with you (or the identity you have communicated)?**

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**- Credibility...”believability” ...What “education”, knowledge, skills, etc. let’s the customer (or other person) be open to your assistance or your needs?**

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**- Competence...”the ability to do...”**

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**- Commonality...What do you and the other person have in “common”?**

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**- Empathy...”I see”, “I understand”...”try and imagine the situation of the other person” and, communicate this ‘understanding’.**

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**-Intent/Purpose...proactively communicate the “reason” or “purpose” you need/want to achieve.**

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## **8 Pillars of Trust**

from David Horsager's "The Trust Edge"

1. Clarity: People trust the clear and mistrust the ambiguous.
2. Compassion: People put faith in those who care beyond themselves.
3. Character: People notice those who do what is right over what is easy.
4. Competency: People have confidence in those who stay fresh, relevant, and capable.
5. Commitment: People believe in those who stand through adversity.
6. Connection: People want to follow, buy from, and be around friends.
7. Contribution: People immediately respond to results.
8. Consistency: People love to see the little things done consistently.

When leaders learn how to implement these pillars, they enjoy better relationships, reputations, retention, revenue, and results.

An environment of trust leads to greater innovation, morale, and productivity.

Trust, not money, is the currency of business and life.