

## Building Trusted Relationships



By Bob Lambert

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## Agenda - Trust

- What is trust
- What we know about the current state of trust
- Pearls of wisdom from Captain Jack Sparrow
- How do you trust
- Four cores of trusted relationships
- 13 key behaviors to building trust
- Demonstrate trustworthiness

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## Definition of Trust

*Firm reliance on the integrity, ability, or charter of a person or thing.*

*"You can have all of the facts and figures, all the supporting evidence, all the endorsements that you want; but if you don't command trust, you won't get anywhere." - Naill Fitzgerald (Former Chairman of Unilever)*

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## Key Ingredient - Trust

### We Know:

- Trust now trumps everything when it comes to getting results.

### Fact:

- Only 34 percent of Americans believe that other people can be trusted.
- British sociologist David Halpern study 2006

### Only...

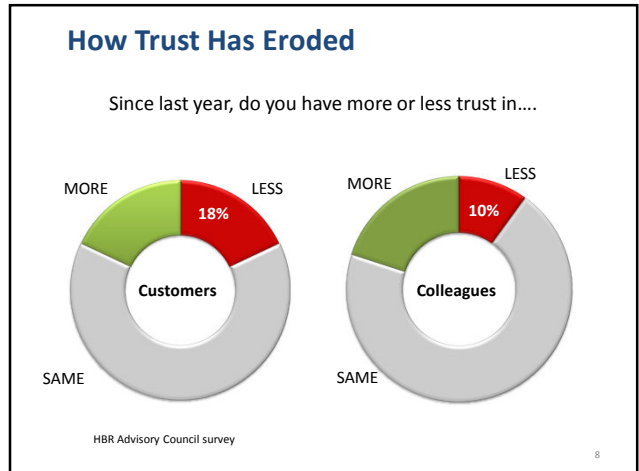
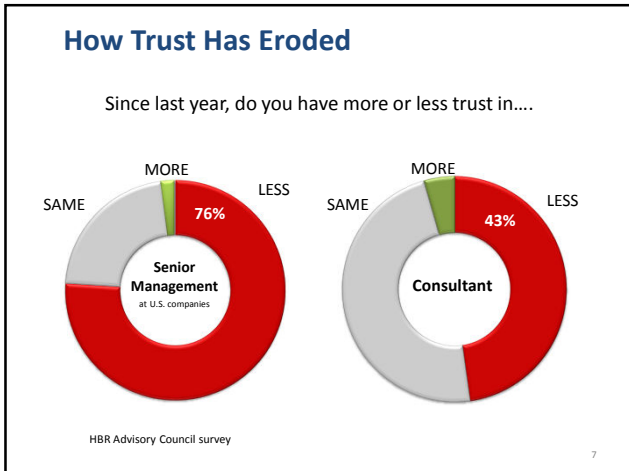
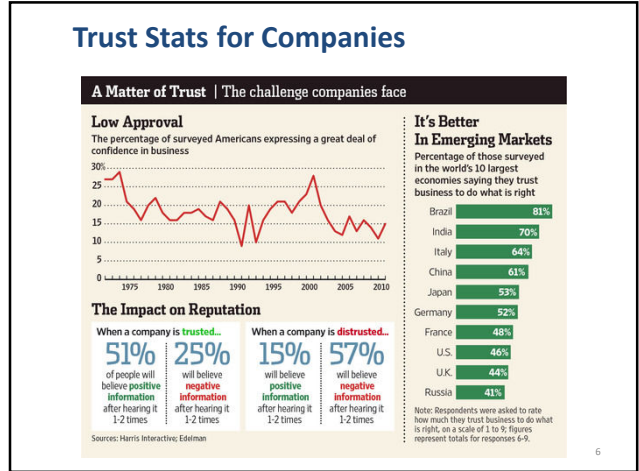
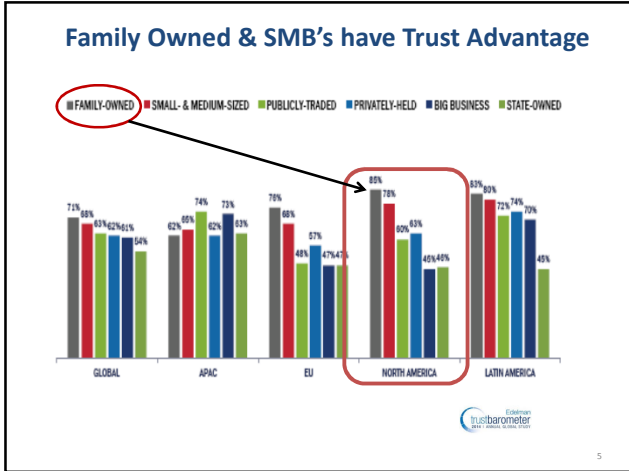
- 22% trust the media
- 8% trust political parties
- 27% trust the government
- 12% trust big companies

— Harris U.S. poll



*People will ONLY make decisions with the people they trust or believe will get the job done.*

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"I'm dishonest, and a dishonest man you can always trust to be dishonest... honestly. It's the honest ones you want to watch out for because you can never predict when they're going to do something incredibly stupid," Captain Jack Sparrow, Pirates of the Caribbean.

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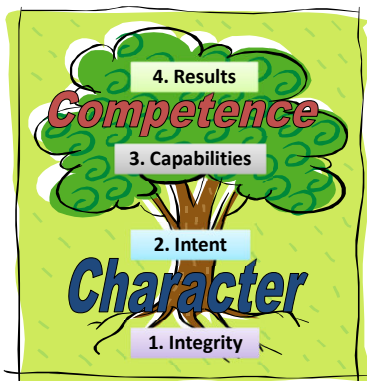
### How do you Trust?

- What is the criteria you use to trust?
- What are the degrees of trust to you?
- Who are you most likely to trust?
- Why should people trust you?
- What have you done to earn someone's trust?

"Self-trust is the first secret of success... the essence of heroism." Ralph Waldo Emerson

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### The 4 Cores of Trusted Relationships



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### 13 Key Behaviors of Building Trust

- |                        |                             |
|------------------------|-----------------------------|
| 1. Talk Straight       | 8. Confront Reality         |
| 2. Demonstrate Respect | 9. Clarify Expectations     |
| 3. Create Transparency | 10. Practice Accountability |
| 4. Right Wrongs        | 11. Listen First            |
| 5. Show Loyalty        | 12. Keep Commitments        |
| 6. Deliver Results     | 13. Extend Trust            |
| 7. Get Better          |                             |

"The moment there is suspicion about a person's motives, everything he does becomes tainted." - Mahatma Gandhi

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## Trusted Behavior Action Plan

Behavior	Current Performance	Opposite/Counterfeit
+	_ _ _ _ _ _ _	-



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<b>C</b>	Take Straight	_ _ _ _ _ _ _	Lie, spin, tell half-truths, double-talk, flatter
<b>H</b>	Demonstrate	_ _ _ _ _ _ _	Don't care or don't show you care; show disrespect or show respect only to those who can do something for you
<b>A</b>	Respect	_ _ _ _ _ _ _	
<b>R</b>	Create Transparency	_ _ _ _ _ _ _	Withhold information, keep secrets, create illusions, pretend
<b>A</b>	Right Wrongs	_ _ _ _ _ _ _	Don't admit or repair mistakes; cover up mistakes
<b>T</b>	Show Loyalty	_ _ _ _ _ _ _	Self others out, take the credit yourself, sweet talk people to their faces and backmouth them behind their backs
<b>E</b>	Deliver Results	_ _ _ _ _ _ _	Fail to deliver, deliver on activities, not results
<b>C</b>	Get Better	_ _ _ _ _ _ _	Defensive; don't invest in improvement, force every problem into your one solution
<b>O</b>	Confront Reality	_ _ _ _ _ _ _	Bury your head in the sand, focus on busywork while skirting the real issues
<b>M</b>	Clarify Expectations	_ _ _ _ _ _ _	Assume expectations or don't disclose them, create vague and shifting expectations
<b>P</b>	Practice Accountability	_ _ _ _ _ _ _	Don't take responsibility, "It's not my fault", don't hold others accountable
<b>E</b>	Listen First	_ _ _ _ _ _ _	Don't listen, speak first, listen last, pretend listen, listen without understanding
<b>B</b>	Keep Commitments	_ _ _ _ _ _ _	Break commitments, violate promises, make vague and elusive commitments or don't make any commitments
<b>O</b>	Extend Trust	_ _ _ _ _ _ _	Withhold trust, fake trust and then snoop/espion, give responsibility without authority

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## Behaviors of Low Trust Organizations

1. People manipulate or distort facts
2. Getting the credit is very important
3. People spin the truth to their advantage
4. New ideas are openly resisted and stifled
5. Mistakes are covered up or covered over
6. Most people are involved in a blame game
8. People overpromise and under deliver
9. A lot of violated expectations, which people make excuses
10. People pretend bad things aren't happening or are in denial
11. The energy level is low
12. People often feel unproductive tension—sometimes even fear



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## Behaviors of High Trust Organizations

1. Information is shared openly
2. Mistakes tolerated and encouraged as way of learning
3. The culture is innovative & creative
4. People talk straight & confront real issues
5. There is real communication & collaboration
6. People share credit abundantly
7. Transparency is a practiced value
8. People are candid and authentic
9. There is a high degree of accountability
10. There is vitality and energy people can feel the positive momentum

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### Demonstrate Trustworthiness



**Networking**      Off/on line

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### Demonstrate Trustworthiness





**Professional Alliances**      Leverage

**Networking**      Off/on line

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### Demonstrate Trustworthiness



**QI**      Trust

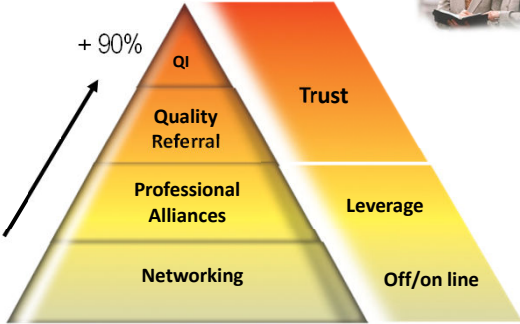

**Quality Referral**

**Professional Alliances**      Leverage

**Networking**      Off/on line

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### Trust Pyramid



**+ 90%**

**QI**      Trust

**Quality Referral**

**Professional Alliances**      Leverage

**Networking**      Off/on line

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**Building Trusted Relationship Summary**

**1**



**Show that your interests are the same**

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**2**

**Demonstrate concern for others**

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**3**

**Deliver on your promises**

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**4**

**Be consistent and honest**

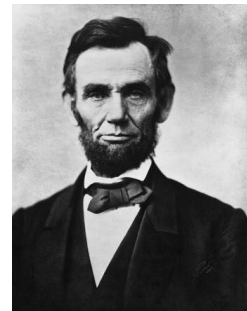
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**Communicate frequently,  
clearly and openly**

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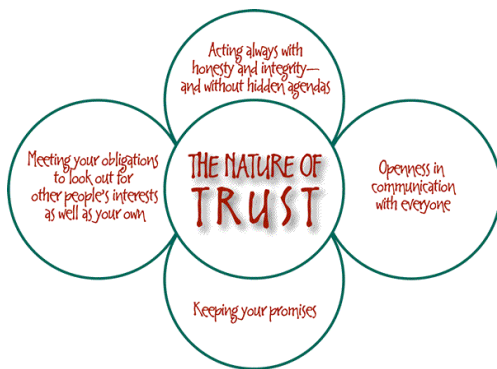
**Key Concept TRUST is a MUST**



*"You can't fool all the people all the time" – Abe Lincoln*

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**Summary**

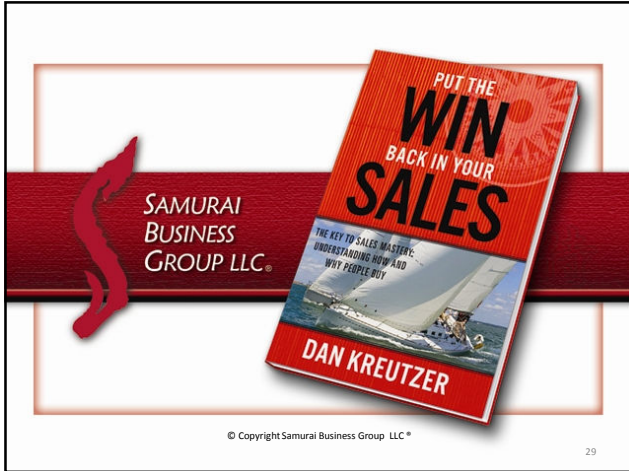


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**Lessons  
Learned**



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