

# importance of trust

## 1. Trust Needs Nurturing

Trust is one of the Invisibles. You don't see it like a skill, a piece of equipment or a written document. But without it, none of those things that are visible work as well as they could. Take great care to nurture this essential ingredient for success.



## 2. Know The Three C's

People trust you (and you trust them) when three elements are in place. First, you need to be a person of character - honest, sincere, respectful. Second, you need to be competent. You may be a person of character, but if I'm bringing my car to you to fix you better be competent, too, if I'm going to trust you. Last, you need to be consistent; over time, and across situations. Can people trust you?

## 3. Extend Trust

In any situation, the person with the most power has the greatest responsibility to extend trust to others. When trust is extended it can be returned. If you withhold trust, others will do the same.



## 4. Know the Risks

Trust contains within it, the seeds of its opposite, betrayal. Whenever you extend trust you simultaneously risk betrayal. You cannot know one without knowing the other.



## 5. Honor Trust

If trust is broken, there is no guarantee that it can ever be restored. Think carefully about the consequences of lost trust before you say or do something that you know could damage your trust with someone.



## 6. Trust Yourself

It is difficult to trust someone else if you don't trust yourself. How do you rate with yourself? Can you trust yourself to follow-through on commitments you make to yourself? Can you trust yourself to take care of yourself - emotionally, physically, spiritually and financially?



## 7. Monitor Control

When trust breaks down, it is usually replaced with control. Control is an expensive alternative, both emotionally and financially.



## 8. Trust in Others

You can deepen your trust with others when you make a conscious decision to do so. What choices are you making daily to build the trust you have with family members, coworkers and friends?



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