

Building Trust with the Trust Equation





Goals for today:

1.

Leave with a deeper appreciation for the importance of trust in business

2.

Become a Trusted Advisor in your

3.

Hear from leaders in State Government on how they build trust

A Manifesto:

The things we think and
do not say

Fewer clients, More personal attention

Protect clients on and off the field

Take care of clients in health and injury



You are my
ambassador of
Kwan





The Trust Equation

The Trust equation is an analytical model of the components of Trustworthiness

$$\text{T} = \frac{\text{C}_{\text{redibility}} + \text{R}_{\text{eliability}} + \text{I}_{\text{ntimacy}}}{\text{S}_{\text{elf-Orientation}}}$$

Trustworthiness



The Trust Equation

Trustworthiness=

Credibility

+


Reliability

+

Intimacy


=

Self-Orientation




Words

- Credentials
- Honesty
- Experience
- Accuracy
- Completeness
- Content expertise + presence



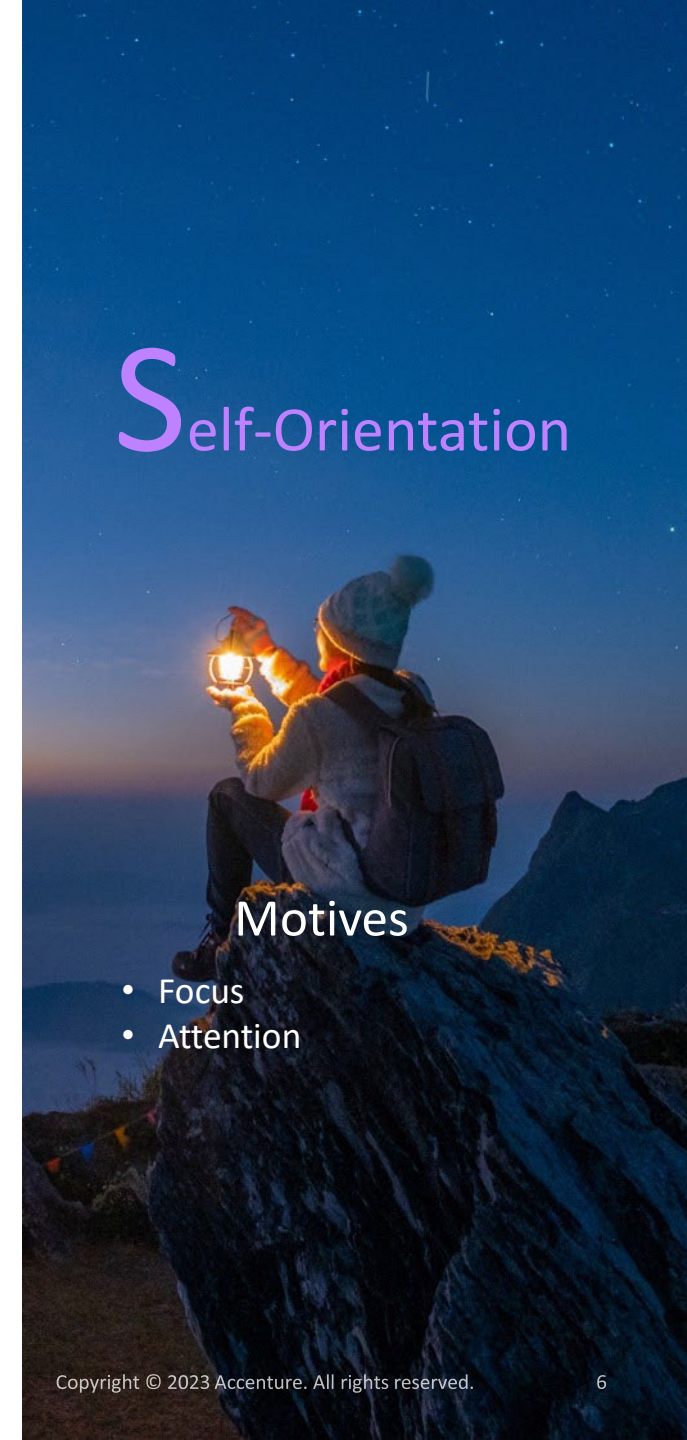
Actions

- Dependability
- Predictability
- Consistency



Emotions

- Discretion
- Empathy
- Risk taking



Credibility

Is both Rational + Emotional



Rational: Accuracy, facts, logic

Emotional: Perception of honesty,
avoid hyperbole



Get your
content right



Convey
Honesty



Be willing to say you
don't know the
answer



Reliability

Is Action Oriented

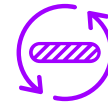


Rational: due dates, quality levels, how long it takes to return an email, how often do you cancel meetings

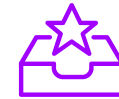
Emotional: feelings of dependability, confidence, relatability



Make promises
+ Deliver



Deliver on the
small things
consistently



Create opportunities
to show your
reliability

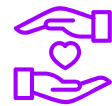


Intimacy

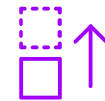
Is the most effective part of the Trust Equation

Intimacy in business means:

- Trust in confiding private or personal information
- Discretion (a safe haven for tough issues)
- A willingness to take risks



Engage with empathy



Take (small) risks to establish intimacy, when timing is right



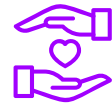
Be willing to talk about the hard things

Self Orientation



Self orientation:

- At the most basic level, this is the level of self-interest
- It can also show up as: the need to be right, the need to be seen as intelligent, fear of not knowing the right answers



Pay Intense
Personal
Attention



Make your
environment one
where low self
orientation comes
naturally



Use Reflective
Listening

The Trust Equation

Write down your two highest scoring variables

What are your Highest Scoring Variables?

Reliability + Intimacy

Intimacy + Low Self orientation

Credibility + Intimacy

Credibility + Reliability

Reliability + Low Self Orientation

Credibility + Low Self Orientation



The Trust Equation

Your Trust Temperament

Trust Temperament	Highest Scoring Variables
The Doer	Reliability + Intimacy
The Connector	Intimacy + Low Self orientation
The Catalyst	Credibility + Intimacy
The Expert	Credibility + Reliability
The Steward	Reliability + Low Self Orientation
The Professor	Credibility + Low Self Orientation



The Trust Equation

Your Trust Temperament

Trust Temperament	Highest Scoring Variables	Frequency of occurrence	Ranked by effectiveness
The Doer	Reliability + Intimacy	17%	1
The Connector	Intimacy + Low Self orientation	9%	2
The Catalyst	Credibility + Intimacy	8%	3
The Expert	Credibility + Reliability	38%	4/5 (tie)
The Steward	Reliability + Low Self Orientation	21%	4/5 (tie)
The Professor	Credibility + Low Self Orientation	7%	6



Additional Resources



The Trusted Advisor

David H. Maister, Robert M. Galford
and Charles H. Green

The Trusted Advisor Field book

Charles H. Green and Andrea P.
Howe

Barbara Brooks Kimmel

Trust Inc.



Fireside Chat



Mike Arismendez
Executive Director,
Texas Department of Licensing
and Regulation



Suzy Whittenton
Chief Financial Officer,
Department of Public Safety