



Trustworthy - build trust in you – deliberately

When will people listen to you? Follow you?

When they trust you!

'How?' you ask?

'The Trust Equation' is a great tool as it is easy to apply in everyday situations.

With only 4 variables, 'Credibility', 'Reliability', and 'Intimacy', divided by 'Self-orientation' you quickly gauge how you can change language or behavior to more effectively build trust.

Recently, I coached a client on how to use 'The Trust Equation'. Since I happen to know one of his suppliers, I had the knowledge of how my client's trust had suffered in the eyes of the supplier.

With this insight, we broke down my client's emails and meetings to see where not enough focus had been given to building 'Credibility', 'Reliability', and 'Intimacy'. And where my client had acted overly 'Self-oriented' as this is detrimental to any kind of collaboration, sales or trust in general.

Learning from everyday events is important, and to deliberately build a good habit you combine this with 'The Habit Tracker' which is available here: <https://bit.ly/GetYourHabitTracker>

So if you want people to follow you, to listen you - first give them a reason to trust you.

Adopting anything new requires training! A lot of training.

Stick with it