

# Build Trust and Assess Trustworthiness

Trust is hard won and easily lost. It's a two-way engagement and the foundation for better relationships and collaboration.

## Lack of trust is still a growing concern.

Trustworthiness is essential for effective leadership and engagement. The challenge is how to evaluate and assess how well your trust is.

Without the proper framework for evaluating, there's no actionable way to improve trustworthiness.



### Trust plays a key role in:

- Productive Collaboration
- Knowledge Sharing
- Decision Making
- Engagement

## Introducing the Trust Equation

First introduced in 2000 by author David Maister. The framework uses four variables to measure trustworthiness. The three numerators on top are **credibility, reliability and intimacy**. We want to increase these to increase trust. The denominator is **self-orientation**, which we want to reduce to increase trust.

### Trustworthiness =



Credibility



Reliability



Intimacy



Self Orientation

## Use the following questions to gauge which factors are likely to impact decision making and your ability to win your team's trust

### CREDIBILITY

Relates to your words and is revealed in your credentials and honesty.

- Do you bring high levels of knowledge and experience?
- Are your credentials/experience viewed positively by others?
- Are you willing to say if you don't know something?
- Are you willing to admit to mistakes?
- Do you avoid exaggerating or fabricating the truth?

### RELIABILITY

Relates to your actions and is revealed through keeping your commitments

- Do you deliver on your commitments?
- Do you deliver on time?
- Is your behaviour consistent?
- Do you walk the talk?
- How consistent are you in your actions and behaviours?

### INTIMACY

Relates to your emotions; people feel safe talking to you about difficult topics.

- Do you listen and try to understand?
- Are you likely to talk openly about difficult topics?
- Are you willing to share your concerns about issues?
- Are you willing to give sufficient time to each conversation?
- Are you able to expand the bounds of acceptable topics while maintaining mutual respect?

### SELF ORIENTATION

Relates to who you really care about, yourself or others.

- Are you focused on own agenda?
- Do you feel the need to appear clever, witty, bright etc?
- Are you curious about the interests of others?
- Do you ask open-ended questions without distractions?
- Do you acknowledge others' feelings?
- Do you share credit with others for success, take your share of responsibility for mistakes

## How Trustworthy are you?

### Consistent across all components



- **Balanced**
- **Whole**
- **Synced**
- **Complete**

### Inconsistent across all components lacks



- **Coherence**
- **Consistency**
- **Balance**

Living the four trust values is the best way to increase your trustworthiness. The Trust Equation helps assess where to make adjustments or changes to improve going forward.