

# Building Blocks of Trust

**Clarity:** People trust the clear and mistrust or distrust the ambiguous. Be clear about your mission, purpose, expectations, and daily activities. When a leader is clear about expectations, she will likely get what she wants. When we are clear about priorities on a daily basis, we become productive and effective.

**Compassion:** People put faith in those who care beyond themselves. Think beyond yourself, and never underestimate the power of sincerely caring about another person. People are often skeptical about whether someone really has their best interests in mind. Show people you care by getting to know their interest, passion, skills, and knowledge.

**Character:** People see what you do more than hear what you say. People notice those who do what is right ahead of what is easy. Do you do what needs to be done, whether you like to or not? Leaders who are viewed as trustworthy do what needs to be done—not what they would like to be done.

**Contribution:** Few things build trust quicker than actual results. At the end of the day, people need to see outcomes. You can have compassion and character, but without the results you promised, people won't trust you. Do others view you as delivering real results?

**Competency:** People have confidence in those who stay fresh, relevant, and capable. The humble and teachable person keeps learning new ways of doing things and stays current on ideas and trends. Trust comes when others perceive the leader as humble and a lifelong learner.

**Connection:** Trust is all about relationships, and relationships are best built by establishing genuine connection. Ask questions, listen, and above all, show gratitude—it's the primary trait of truly talented connectors. Grateful people are not entitled, they do not complain, and they do not gossip. Develop the trait of gratitude, and you will be a magnet.

**Commitment:** People believe in those who stand through adversity. Great leaders were trusted because of their commitments and sacrifice. Commitment builds trust.

**Consistency:** In every area of life, it's the little things—done consistently—that make the big difference. Example: Recovery from a knee surgery can decrease the range of motion for the leg. This makes difficult to pedal an entire revolution on a bicycle. Practicing going forward part of the way then reversing this motion time after time improves the range of motion so that eventually the leg is able to make a complete revolution. The little things done consistently make for a higher level of trust and better results. The great leaders consistently do the small but most important things first. They make that call and write that thank you note. Do the little things, consistently.