

TRUST =

CREDIBILITY + RELIABILITY + INTIMACY

SELF-ORIENTATION

CREDIBILITY	I CAN do what I say I can do (competency)	1	2	3	4	5
RELIABILITY	I WILL do what I say I will do (consistency)	1	2	3	4	5
EMPATHY	I can SEE the world from another person's perspective and FEEL what it must be like to "walk in their shoes"	1	2	3	4	5
SELF-ORIENTATION	I am MOTIVATED by my own self-interest	1	2	3	4	5