

## TRUST EQUATION

Fundamental to developing trust in a relationship is a mindset shift away from viewing others through a lens of transactional interactions, toward transparent communication that seeks to engender deeper trust. The key is to create an intention (or mindset) that deepens and expands the trust in the relationship as a result of the interaction. By holding this as the orienting intention, conversations will by nature become more authentic.

In “The Trusted Advisor” by Charles Green, David Maister, and Robert Galford we find a helpful model called The Trust Equation.

$$\text{TRUST} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}^*}{\text{Self-Orientation}}$$

\* Intimacy is comprised of two components: Empathy and Transparency. Empathy is the willingness and ability to take and understand another’s perspective to such an extent that they feel heard and understood. Transparency is the willingness to let another in on my thoughts, feelings, and intentions in this moment.

<b><i>Component</i></b>	<b><i>Realm</i></b>	<b><i>Example</i></b>	<b><i>Poor marks characterized as:</i></b>
<b>Credibility</b>	<b>Words</b>	<b>I can trust what he says about...</b>	<b>Windbags</b>
<b>Reliability</b>	<b>Actions</b>	<b>I can trust her to...</b>	<b>Irresponsible</b>
<b>Intimacy</b>	<b>Emotions</b>	<b>I feel comfortable discussing this...</b>	<b>Technicians</b>
<b>Self-orientation</b>	<b>Motives</b>	<b>I can trust that he cares about...</b>	<b>Devious</b>

**TRUST EQUATION WORKSHEET**

Use the worksheet to diagnose potential issues with the important relationships in your life, both personal and professional. Consider the trust in the relationship from three perspectives: the other, yourself, and the other's view of you.

**Scoring**

**Credibility, Reliability, Intimacy: 5 = High, 1 = Low**

**Self-Orientation: 5 = Very self-oriented, 1 = Very client-oriented**

Name \_\_\_\_\_

(Other)

**How trustworthy are you?**

Credibility [ ? ] + Reliability [ ? ] + Intimacy [ ? ] = ?

Self-Orientation [ ? ]

**How trustworthy is the other person from your perspective?**

Credibility [ ? ] + Reliability [ ? ] + Intimacy [ ? ] = ?

Self-Orientation [ ? ]

**What do think their perception of your trustworthiness might be?**

Credibility [ ? ] + Reliability [ ? ] + Intimacy [ ? ] = ?

Self-Orientation [ ? ]

**Key questions:**

1. What kind of experience do you want to have in this relationship?
  
2. What kind of experience do you want the other person to have of and with you in this relationship?
  
3. What would have to happen for both of you to have this experience?

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