

$$\text{TRUST} = \frac{\text{CREDIBILITY} + \text{RELIABILITY} + \text{INTIMACY}}{\text{SELF-ORIENTATION}}$$

		Not True		Neutral		Very True
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
INTIMACY	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