

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 |
| 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 |