

INSTILLS TRUST

OFFICIAL DEFINITION

Gaining the _____ and trust of others through honesty, integrity, and _____.

SKILLED

- Follows through on commitments.
- Is seen as direct and truthful.
- Keeps confidences.
- Practices what he/she preaches.
- Shows consistency between words and actions.

LESS SKILLED

- Lacks consistent follow-through on commitments.
- Betrays confidences and covers up mistakes.
- Misrepresents facts for personal gain.
- Has trouble keeping confidences.
- Makes promises but doesn't always keep them.

THREE WAYS TO INSTILL TRUST

1. **EARN TRUST** — Give people reasons to trust me.
2. **BE VULNERABLE** — Be willing to be vulnerable with others.
3. **REPAIR TRUST** — Respond when trust has been weakened.

What is required of me to instill trust now?

PART 1: EARN TRUST: ABCD TRUST MODEL

What evidence am I giving people that they can trust me?

ABLE

People have confidence that I can get the job done.

Do I demonstrate competence?

- Make sound decisions.
- Solve problems.
- Achieve results.

BELIEVABLE

I act with integrity.

Do I act with honesty and integrity?

- Tell the truth when it's difficult.
- Be transparent about what you can and cannot share.
- Treat people according to your principles.

CONNECTED

I care about others.

Do I demonstrate care and concern?

- See people.
- Listen to people.
- Let people see you.
- Be direct and kind.

Instills Trust

DEPENDABLE

I honor commitments.

Do I do what I say I'll do?

- Make clear commitments.
- Follow through.
- Communicate when things change.

Trust is shaped by what people consistently experience from us.

APPLY ABCD TO MY RELATIONSHIP

MY TRUST RELATIONSHIP

The person I'm thinking about:

ABLE

What do they need confidence in my ability to do?

BELIEVABLE

What might they be experiencing that strengthens—or weakens—their confidence in my integrity?

CONNECTED

What might they need more of from me?

DEPENDABLE

What are they currently counting on me for?

Instills Trust

ABCD TRUST SCAN

Where am I strongest?

Where might this person have reason to hesitate?

Which dimension most needs my attention?

What is required of me to instill trust now?

PART 2: BE VULNERABLE

Vulnerability-based trust is being willing to be open and honest about my mistakes, weaknesses, uncertainties, and need for help.

VULNERABILITY-BASED TRUST SOUNDS LIKE:

- I was wrong.
- I made a mistake.
- I need help.
- I'm not sure.
- You are better than I am at that.
- I am sorry.
- What else? _____

WHY WE HOLD BACK

- | | |
|---|--|
| ☐ I don't want to be a burden. | ☐ I fear losing control. |
| ☐ I fear disapproval. | ☐ I don't want to appear incompetent. |

Instills Trust

Which one gets in my way most often?

What do I tend to do when that gets triggered?

One healthy trust habit I want to practice:

PART 3: REPAIR TRUST

WHEN I DAMAGED TRUST

OWN IT: What happened? What's my part?

ADDRESS IT: What needs to be acknowledged, discussed, apologized for, or repaired?

PROVE IT: What does this person need to experience from me going forward?

Trust isn't repaired by what I promise next. It's repaired by what you experience next.

WHEN SOMEONE HAS DAMAGED MY TRUST

ADDRESS IT: Put what happened and its impact into the conversation.

GET CURIOUS: Hear their perspective.

BE CLEAR ABOUT WHAT YOU NEED: What needs to be different?

ALLOW NEW EVIDENCE TO MATTER: Let changed behavior count.

Repairing trust doesn't mean pretending nothing happened. It means being willing to let what happens next matter too.

Instills Trust

WHEN TRUST IS DAMAGED BETWEEN PEOPLE I LEAD

You can't repair trust for two other people. But you can help them have the conversation that makes repair possible.

SURFACE IT: Name what you're observing and how it is affecting the work.

HELP THEM TALK TO EACH OTHER: When appropriate, help them talk with each other rather than through you.

FOCUS ON BEHAVIOR AND IMPACT

- What happened?
- What was the impact?
- What does each person see differently?
- What does each person need the other to understand?

CLARIFY WHAT NEEDS TO CHANGE: What do you need from each other going forward in order to work effectively together?

FOLLOW UP: Come back to the agreements and pay attention to what they're experiencing from each other.

AVOID: Taking sides too quickly • Becoming the messenger • Telling them to “just move on” • Forcing an apology • Demanding trust • Assuming one conversation fixed it

TRUST COACHING**Partner Instructions**

Your job is to help your partner think through the relationship they have been considering today.

Don't solve the situation for them. Ask the questions below, listen, and help them get clearer.

EARN TRUST

- What does this person need to be able to trust you for?
- What are they currently experiencing from you?
- Which ABCD dimension deserves more attention?

Instills Trust

BE VULNERABLE

- Is there something you need to say, ask, admit, or acknowledge?
- What's making that difficult?

REPAIR TRUST

- Is there anything that needs to be addressed or repaired?
- What would this person need to experience differently from you?

Finish by asking: What is required of you to instill trust now?

Your Response

After your coaching conversation, take a few minutes on your own to make your response concrete.

What will I do?

What will I say or ask?

What will I do consistently afterward?

Instills Trust

TAKEAWAYS

One insight from today that challenged or changed my thinking about trust:

One thing from today I want to take back to my team:

What will I do to instill trust?

ABOUT MARK | KEYNOTE SPEAKER

Mark Kenny helps organizations align people, priorities, and execution so they can move forward as one team.

Through highly interactive keynotes and leadership experiences, he uses the Uncommon Collaboration™ framework to help teams overcome the fragmentation that pulls people apart, slows momentum, and gets in the way of execution.

CONNECT WITH MARK

mark@markskenny.com

(615) 656-0465

LinkedIn profile: markskenny