

## 13 Steps to Create Trust

Relationship trust is about consistent behavior. The first five behaviors = character, next 5 = competence and the last 3 are a combination of character and competence.

- 1. Talk straight**  
Communicate clearly so that you can't be misunderstood.
- 2. Demonstrate respect**  
This is based on the principles of respect, kindness, love and fairness.
- 3. Create transparency**  
Be open and authentic.
- 4. Right wrongs**  
Instead of just apologizing, take action to right the wrong.
- 5. Show loyalty**  
Give credit to others and speak as if they are present. Show integrity.
- 6. Deliver results**  
Establish a track record of making the right things happen, i.e. reaching budget, being on time.
- 7. Get better**  
Continuous improvements. Don't be afraid to make mistakes, but learn from them.
- 8. Confront reality**  
Take the tough issues head-on. Lead courageously.
- 9. Clarify expectations**  
Create shared vision and agreement up front. Discuss and reveal expectations.
- 10. Practice accountability**  
Hold yourself and others accountable.
- 11. Listen first**  
Genuinely understand another person's thoughts and feelings before trying to diagnose or advice.
- 12. Keep commitments**  
The quickest way to create trust in a relationship!
- 13. Extend trust**  
Become a more trusting leader.