



ENGAGE:  
Rapidly Establish 3 Forms of Trust  
Through Network Interactions

## THE IDEA

# Interact to Inspire Trust in Your Abilities and Intentions



Establishing trust is often a blind spot. If you believe you are trustworthy, it is easy to assume others do, too.

Without trust, you are left out of the networks you need to accomplish work, shape your role and achieve high performance.

- Trust is the foundation for how work gets done via networks. Build it quickly.
- Reservations fall away, information flows efficiently, people are enthused to support you in your new role.
- Others focus on the work and don't worry about your abilities or intentions.

# FOSTER 3 DIMENSIONS OF TRUST



To speed entry into networks, take steps to build three forms of trust: *competence*, *benevolence* and *integrity*.

**Establish competence-based trust by showing you are capable and have expertise or knowledge you claim.**

Be direct and transparent about your abilities—and candid about areas in which you do *not* claim as strengths.

**Instill benevolence-based trust by letting others know you have their interests in mind.** Be generous with your time, resources, insight, information or referrals. Show interest in people beyond their work. Encourage others to improve your ideas rather than pushing your agenda or plan.

# FOSTER 3 DIMENSIONS OF TRUST



## **Earn integrity-based trust by being consistent in word and deed.**

- Be clear about your values and priorities and reflect them consistently.
- Do what you say you will do.
- Do the right thing even when it doesn't benefit you or causes additional work.
- Always show discretion, keeping confidential or revealing information to yourself.

# TAKE ACTION

## Establish Trust to Speed Entry into Networks



- **Learn practices** that promote the 3 important dimensions of trust in networks.
- With a current project, team or person in mind, commit to improving trust by **focusing on 2-3** practices or behaviors.
- **Ask for feedback** from others about how well you have established trust and what you could do better. Ask about specific interactions or behaviors.