

abundance actions agenda areas behaviors benevolent capabilities demonstrate enhance  
including integrity intent involve knowledge leaders motives  
others reinforced requisite results succeed things  
trust trustworthiness values

## Trustworthiness

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We all want to be seen as trustworthy. When in a leadership role it becomes essential. In order to be held as trustworthy there are things that you must exude, radiate, emit; and there are things that you must do. Further, the aspects that others see in you and your behaviors will very likely to change over time. For example: Trust relationships are most often initiated via intent or benevolence which then is reinforced with perspectives of integrity and capability. Your trustworthiness will be viewed if you are exhibiting behaviors are seen as 'good' and then reinforced by bringing the right people together in collaboration and finally producing the desired results.

Your self-trust ought to be seen in:

**Integrity:** telling the truth and leaving the right impression, congruence, humility, courage. Integrity is decency, fairness, and reliability.

**Intent:** has to do with motive and agenda – it is a matter of the heart – it is where others see your values – what you believe and your benevolent essence. It is a sincere want to do what is right for self and others, knowing abundance (non-zero sum gaming), working with clear motives and a willingness to declare them without hidden agendas. It exudes authentic self-orientation and an intimacy with self.

**Capabilities:** do you have what it takes... are you relevant? Are you staying relevant? Capabilities include the knowledge and trust in your talents, attitudes, skills, knowledge, style, and position.

Trustworthiness is demonstrated through:

**Behaviors:** are your actions, doing the right thing, exhibiting activity that is consistent with your perceived integrity, intent, and capability. Ensuring that your demeanor is consistent with your beliefs and values – that your actions are authentic.

**Collaborations:** is including the necessary people, developing those in need, and living synergy. You involve yourself with others to produce more than the group of individuals could do independently – you work interdependently. The win-win that you (plural) achieve reinforces abundance and recognizes all of the stakeholders.

**Results:** Results matter. Leaders demonstrate knowing what the necessary results are and lead the management to achieve these results. Meeting and exceeding expectations in getting results is a clear indication that you, the leader can be trusted.

These are six (6) areas of trustworthiness to which leaders must attend. It has been my experience (which is supported by research) that *intent* is the primary – the first – area to building trust. Leaders who are seen as benevolent, caring, holding others interests in mind, without hidden agendas are deemed to be trustworthy. Secondly from my experience, getting *results* play a large role in whether or not a leader is seen as trustworthy. The other areas are important, and any one of them when seen as lacking can dramatically reduce your trustworthiness in the eyes of others.

Perhaps you could ask yourself a set of questions designed to be a quick check of trustworthiness.

### **Are you seen as trustworthy?**

#### **Integrity**

- Do I make and keep commitment to myself?
- Do I stand for something?
- Is there congruency in my actions?
- Am I humble?
- Am I open?

#### **Intent**

- Are my motives pure?
- Do I share my complete agenda?
- Do I declare my intent?
- Am I really seeking the best interests of others?
- Am I choosing abundance (the reality that there is enough for everybody)?

#### **Capabilities**

- Do I have the requisite attitude to succeed in this task?
- Do I have the requisite talents to succeed?
- Do I have the requisite skills to succeed?
- Do I have the requisite knowledge to succeed?
- Do I have the requisite style to succeed?

### **Do you demonstrate trustworthiness?**

#### **Behaviors**

- Am I doing the right things do enhance my integrity?
- Am I doing the right things to enhance my intent?
- Am I doing the right things given my capacities?
- Am I doing the rights things to enhance the success of others (enhancing their integrity, intent, and capabilities)?
- Do all of my behaviors match my intent?

#### **Collaborations**

- Am I including others in planning?
- Am I including others decision making?
- Am I including others in evaluating (assigning value)?
- Do I have sufficient trust in others?

- Do I recognize all others involved in the process?

### **Results**

- Am I assuming responsibility for results?
- Do I expect completed results (success)?
- Do I communicate all results?
- Am I finishing strong (results are about finishing)?
- Do I celebrate the results?

To ponder these questions is a good start. If you would like to know more we would be happy to involve you in our Trust Research initiative. Visit [www.WeMeasureTrust.com](http://www.WeMeasureTrust.com) for more information, or contact me. I am looking forward to a continuing conversation with you.