



Working at the
SPEED OF **TRUST**

FOR ASSOCIATES

TM

“Nothing is as fast as the speed of trust.” —Stephen M. R. Covey

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ADVANCE
TRANSFORMING POTENTIAL INTO PERFORMANCE

An HR&A Initiative to invest in people development, workforce engagement and talent management for the delivery of high-quality healthcare, benefits and other services to Veterans and their families.

 **Department of
Veterans Affairs**

What Is Trust?

Trust is both a noun and a verb and can have several meanings. Our definition is:

*“Confidence born of the **character** and the **competence** of a person or an organization.”*

The opposite of trust is suspicion.

The 5 Waves of Trust



“Trust is indispensable at the Self Trust wave, and as that trust is manifest in each successive wave, the effect of trust becomes cumulative and exponential.”

—Stephen M. R. Covey

Our Goal

Our goal is to build trust in all 5 Waves:

1. **Self Trust:** Increase your personal credibility.
2. **Relationship Trust:** Build “Trust Accounts” with others.
3. **Organizational Trust:** Help create a “pit crew” mentality on your team.
4. **Market Trust:** Build your reputation as a model of customer service.
5. **Societal Trust:** Understand what you can do to help your organization give back to society.

The 13 Behaviors of High Trust

1. Talk Straight	
2. Demonstrate Respect	
3. Create Transparency	
4. Right Wrongs	
5. Show Loyalty	
6. Deliver Results	
7. Get Better	
8. Confront Reality	
9. Clarify Expectations	
10. Practice Accountability	
11. Listen First	
12. Keep Commitments	
13. Extend Trust	

Relationship Trust