

Establish Trust

Question

*How long will it take for a partner agency to trust me?
How can I build credibility - quickly?*



Key Message

Trust is a **process**; it does not happen overnight. We start off being recognised as a subject matter expert and gradually, in a partner agency's eyes, we become a valuable resource and, eventually, a Trusted Adviser. Trust **grows, rather than just appears**. It is **both rational and emotional**. It presumes a highly personal **two-way relationship** and is based on each party's **perception of risk**.

Part A - Building Trust

Use this template to track the *upward growth* of trust in your Trusted Adviser relationship by reflecting on how easily you can adopt each of The 5 Mindsets below with a Partner Agency. Start at the bottom and work upwards:

The 5 mindsets

5. Inclusive professionalism

"Assume, acknowledge and engage the professionalism of others"

4. Ego strength

"It is amazing what you can achieve if you are not fixated on who gets the credit"
(Ricardo Semler)

3. Curiosity

"Focus not on what you know, but on what you don't yet know"
(David Maister)

2. Self-confidence

"Be sufficiently confident to NOT offer immediate solutions"

1. Focus on the other person

"The only way to influence someone is to find out what they want and show them how to get it"
(Dale Carnegie)



Part B - Building Credibility

Credibility isn't just content or process expertise. It's *content knowledge plus 'presence'*: how we look, speak, act and behave about our content. Remember that most programs or initiatives with partner agencies are '*sold*' on the basis of *technical competence*, while most programs are '*bought*' on the basis on *emotion*.

