
TOOL

Trust Tool

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THE
GLENBROOKGROUP, INC.
Unlocking Potential

Print this document and fill it out.

1. IDENTIFY KEY STAKEHOLDERS:

- a. List your most important stakeholders.. Think about about them above you, lateral to you, and below you.
- b. Of the stakeholders you have listed, who are the most critical? While they are all important, some of them are instrumental to delivering your key priorities. Put an asterisk next to your top 2-3.

Top 2-3	List your most important stakeholders:

2. ASSESS THE 4 ELEMENTS OF TRUST:

Using your #1 person, begin the assessment. You can use the same steps for the rest of your stakeholders.

- a. Rate your stakeholder according to the four criteria (as referenced in my article). For each of the four elements, put a + if they are high, a - if they are low, and a ? if you are unsure. (If you are unsure, that often signals it is low).
- b. Rate yourself as best as you can from their point of view: how would they assess you on the four elements? In other words, where are you low in being trustworthy with them?

	Competence (+/-/?)	Reliability (+/-/?)	Authenticity (+/-/?)	Care (+/-/?)
Rate your #1 Stakeholder				
Rate yourself				

3. NEXT STEPS:

a. Overall:

- i. Where is trust high? _____.
- ii. Where is trust low? _____.
- iii. Think about this at a meta level of them with you, and you with them.

b. In each element where trust is low or is a question:

- i. What is the overall perception you have about them that has you rate them low? _____
_____.
- ii. What behaviors do they do (or do not do) that have you rate this low? _____
_____.
- iii. Think about the behaviors or actions you are taking (or not taking) with them. _____
_____.

c. Tangible Actions:

- i. What request do you want to make to them in order to strengthen the relationship? _____
_____.
- ii. What behavior can you shift and/or message can you send to increase their trust in you? _____
_____.
- iii. Have a conversation to get on the same page. Have a conversation to get on the same page. What would you have to do to ensure you have a positive conversation with them?
_____.

Trust is the foundation of your leadership in all areas of your life. When you view it as a precious resource and are mindful to focus on key relationships, it has the capacity to significantly improve your ability to deliver, your leadership brand and influence and the quality of your life. Focusing on how you assess trust in others and remembering to focus on how they might perceive you to be high and low in trust as well is a leadership tool you can practice today, and everyday for the rest of your life.

If you would like to have a free breakthrough conversation on how you can build trust, feel free to reach out directly by [clicking here](#).

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