

The 4 Distinctions of Trust

Adapted from “The Thin Book of Trust” by Charles Feltman

Care



Action

Consider other people's interests, along with your own, when making decisions and taking action

Result

People will feel as though you are in the situation together and trust you to make decisions that benefit everyone

Reliability



Action

Follow through on the commitments and promises you make to others

Result

People will know they can count on you to deliver on your commitments and trust you to follow through

TRUST

Sincerity



Action

Be honest, say what you mean and mean what you say, and align your actions with your words

Result

People will understand the meaning of your words and will trust both your words and your actions

Competence



Action

Accurately assess what you can and can't do effectively and represent your competency accurately to others

Result

People will believe you can do what you say you'll do and will trust you are capable of completing your tasks

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Care



- Consider other people’s interests, along with your own, when making decisions and taking action

Reliability



- Follow through on your commitments
- Keep your promises

TRUST

Sincerity



- Be honest
- Say what you mean and mean what you say
- Align your actions with your words

Competence



- Accurately assess what you can do effectively and what you need to learn how to do