

# Personal Development E-Book 9: Building Trust



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## Disclaimer

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## How to Earn Trust

Are you attempting to earn the trust of someone and not getting very far? The reason for this could be that you don't even trust yourself. The way you portray yourself to others has a lot to do with trust, respect and sincerity.

If you were to ask someone about trust they would tell you that it is a quality that needs to be earned. People don't freely give out trust, do you? So if you want to earn trust from someone you need to work on earning their respect first.

It takes several things to earn a person's trust. First it means showing people that you actually do as you say. Examples of this include promising to give someone a ride and picking them up on time. It means taking the time to listen to someone even if you are in a rush. As a person begins to see that they can depend on you, their trust level increases.

As we mentioned earlier, it is important that you trust yourself. You must trust your emotions and act on them. One of the best ways to earn trust is to open the lines of communications. This can be difficult for some people. They just don't like to show their emotions at all. This can lead to someone thinking that you don't care, when you really do.

If you have trouble sharing your feelings then think about how you can "show" instead of "tell" someone that you care about them. Sometimes it is these little actions that can speak volumes. Try buying that someone special a gift for no reason at all. Be there without question when they are feeling down.

When you learn to trust your own feelings then other people will view you as a more honest and open person. This immediately makes a huge difference when it comes to earning trust.

Remember that no-one is perfect, we all have flaws and we all have things that upset us. When you show this side to others they see you as more approachable, and not standoffish.

As relationships develop the level of trust should increase. If you tell your partner or spouse that you will be late for dinner, they should accept this without question. If they start wondering what you are doing and why then this is a signal that you are not communicating enough.

Always keep in mind that trust must be earned and it can take a long time to form that type of bond. However, once it is in place, cherish it and don't let your levels of communication drop.

## Easy Ways to Build Trust

Building trust in certain situations can be tricky. While you may be looking to trust people, have you thought about how people view you when it comes to trust? Use the following, easy ways, to build trust in both yourself and in others.

1. Keep to your word and follow through with your actions.
2. Learn how to communicate effectively with others. This is usually the main reason why relationships fall apart, because of bad communication skills.
3. It takes time to build and earn trust. Learning to trust someone should be viewed as a daily activity.
4. Take time when making decisions and think before acting too quickly.
5. Value those relationships you have and don't take them for granted.
6. Treat your customers well and thank them for their business.
7. Develop solid business principles.
8. Work on developing customer loyalty.
9. Develop your team skills and participate openly.
10. Always be honest.
11. Help people whenever you can. If you enjoy this, look at becoming a coach or mentor to others.
12. Don't hide your feelings – this one can be tough. But when people know you care about them they will quickly learn how to trust you.
13. Don't always self-promote. Think about others.
14. Learn to always do the right thing – another toughie for sure, but definitely worth it.
15. Admit your mistakes and share what you have learnt from it. Showing your vulnerable side helps to build trust with others.

While the above ways are all relatively easy to use, putting them into play may be difficult for some people. If you have been hurt or deceived in the past, learning to trust again can take a long, long time. But don't give up on trusting people again, there are plenty of good, trustworthy people in this world.

One of the best pieces of advice that we can give you is to look at the way you view trust first. Go through the above list and see if you can honestly say that you do all of those things. If not, select one or two and work on improving them first.

Another idea is to ask a good friend how you do in the trust department. If you don't like what you hear, take steps to change this viewpoint of you.

Next look at someone that you don't quite trust yet. Figure out the reasons why and see what you can do to improve the situation or relationship.

## Do Your Customers Trust You?

As a business owner it is important for you to build trust with your customers, clients, employees and other business acquaintances. Trust takes a long time to build but can be broken in mere seconds. When trust is destroyed you open yourself and your business to bad vibes, game-playing and other underhanded tactics.

If you haven't placed much stock on trust in your current business, you should take a step back and look at this issue. How trustworthy do you think you are, and how much trust do your customers place in you?

Use the following points to improve your trust ranking and build better relationships in your business. They can also be used to regain trust too.

- Understanding and Empathy – try to look for things that you have in common with people and then build trust from there.
- Being Honest and Open – don't be scared to show your true emotions and viewpoints. Of course be receptive to other people's opinions too.
- Be Genuine – show people that you care.
- Have Respect – you need to respect yourself and others and treat people as equal. Do not blame or criticize anyone or make them feel guilty.
- Listening – really pay attention to what someone is saying and demonstrate that you understand them. All it takes is a quick nod in agreement to achieve this and trust will quickly build.
- Best Interests – learn how to take other people's interests into account, not just your own. Look for solutions so that everyone becomes a winner.
- Being Reliable – when you promise to do something, follow through and get the task done. Don't make promises that you have no intention of keeping.

Think about how you can take these principles and apply them to your business practices. If you promised to look into something for a customer, actually follow through and do so. Even if you don't locate what it was they were looking for, at least you made the effort and tried. This will no doubt be totally appreciated by them and helps build trust and respect.

Sometimes mistakes happen or you sell or refer a product that isn't suitable. When this happens be honest and tell your customers or clients that you made a mistake. This helps demonstrate solid business practices along with trust.

If you truly want to run a business with honesty, integrity and trust then take steps to build relationships with everyone you meet on a day to day basis.

## Building Trust with Your Child

A baby or toddler always trusts their parent, but as your child grows they may not seem to trust your decisions and judgement anymore. It is a sad fact that some children seem to love their parents less as they get older. The best remedy for you, as the parent, is to lay new foundations for trust.

Let's look at how you can build trust with a child of any age.

Children learn from their parents, so it makes sense to actually show your child what trust means, along with how to earn it. There is no point in getting mad at your young child when they won't eat their broccoli, when you don't eat it either. All this manages to do is just send the wrong message.

Next on your list is to ask yourself if you are really listening to what your child is trying to tell you. Do you interrupt them before they finish talking? Do you sympathize with their situation and show them that you understand and care? The minute your child knows that you listen and care, they will feel more comfortable when it comes to discussing more personal details with you.

Always be honest with your child. This will help you form a bond with them that will last a lifetime. If you are a single parent, tell them why and where their parent is. Don't make up stories and half-truths, they will only come back to haunt you at some point. Take the time to explain things in a way that is appropriate to their age, you don't want to scare them either.

Next you should never break your promises to your child. This isn't as always quite as easy as it sounds though. Life does get in the way and even the best laid plans need to be changed. When this happens, explain the reason why to them and then reschedule your time or activity together.

If you start promising to attend their school sports event and then don't. Your child will eventually stop asking you to come. As you always break your promise.

Of course you will need to discipline your child. These days that could mean taking away their cell phone, not allowing them to play video games or chat online. When you take something away, or even if you threaten too, then it is vital that you follow through. Sticking to what you have said helps build trust with your child.

Parenting is not an easy job at all, the best way to be a good one is to work hard at developing your child's trust and respect.



## Building Trust in a Relationship

Building trust in your relationship can be extremely difficult to do. Most people have been hurt at some point, by someone they have loved and trusted. This might be your spouse, a friend, or another family member.

Just take a look at the newsstands and you will see news of celebrities cheating on each other, having arguments and filing for divorce. When you think about it, all these messages are doing, is showing people the negative side of a relationship. Why don't they show the good side instead?

It is very possible to develop a loving, caring and trusting close relationship with someone. All it takes is a little common sense so that you don't become blinded by love.

While love is something that we all want in our lives, rushing blindly into a relationship is not always healthy. It is very easy to be swept away by someone. You just love all the attention you are suddenly getting and this makes you feel like you are living on cloud nine.

If you find yourself attracted to someone strongly, then you should take the time to understand the reason for it. Is it because you are just lonely and so glad to have company? Or is there something about this person that stirs emotions in you that you have never experienced before? Or you might be being showered with gifts and trips and could be more attracted to those than the actual person.

In order to really trust this new person in your life you should find out all you can about them. This doesn't involve snooping behind their backs. It involves having heart to heart talks and discovering each other's past, likes and dislikes. If the person isn't forthcoming, this could be a warning sign.

It is important to keep your eyes open and truly see what is in front of you. Hunches and intuition play a part in this. You don't want to end up falling for someone who has no intention of entering into a serious relationship.

You should also keep in mind that some people do have a hard time openly sharing their feelings. If your partner doesn't want to share certain things or doesn't say those words you want to hear, don't give up. Look to see what their actions are instead. Quite often actions do speak louder than words.

To build trust you have to be open as well, trust really is a two way street. Plus it can take time to learn how trust, especially if you have been hurt before.

## The Foundations of Trust

Whether you are attempting to build a business relationship, or a personal one, there is one building block that acts as your foundation that is the block of trust. Without trust any relationship will be filled with suspicion and a lack of respect.

There are certain steps that you need to take in order to build a solid relationship based upon trust. First you need to remember that it takes time to develop trust in any type of relationship, so don't expect trust to be earned overnight.

Once you can see that trust levels are being built, don't ruin them. If you are in a personal relationship this means not cheating on your partner. It also means not being overly concerned if they don't want to share their past with you yet. In time, as their trust of you grows, they will reveal more to you.

Trust is a two way-street so start off any new relationship by demonstrating that you are trustworthy. Be open and honest by sharing something with this person, let them get to know you on a personal level. Some of the best business partnerships have been based on friendship and getting to know each other first.

Keeping secrets only brands you as an untrustworthy person. While you don't have to completely open up, share one or two things that not everyone knows. Maybe you are terrified of flying or have a fear of the dark. When you confide in someone they will start to do the same.

One of the worst things you can do in a relationship when trying to build trust is to make rash decisions. For example if you suddenly cancel your date with no good reason, this is going to spur suspicions. Life does get in the way sometimes so be honest about the reason for canceling.

Another trait that you want to demonstrate is that of keeping to your word. If you promise a co-worker that you will cover their shift, then follow through. Don't suddenly decide not to and let them down. All this will do is break any small amount of trust that may have been there and ruin a possible friendship.

Think about what trust means to you, what is it that you expect people to do to earn your trust? Then simply follow these steps when starting a new relationship. This way you will not be disappointed by them and vice versa.

## The Importance of Building Trust as a Team

If you work with a team of people it is important that everyone trusts each other. Otherwise this makes working together extremely difficult. If members aren't open to sharing their work, or sharing new information the team will never see awesome results.

As trust between people builds so do their results. A strong, trusting team can really achieve new heights and hold huge potential. It takes a leader to help build and develop trust in any team setting. Let's look at how you can do this.

Trust in the workplace is important as it can help define characters, builds strength and helps people's true potential shine through.

Just as in your personal relationship, trust means that you have to rely on someone else to make the right moves and actions. When you trust your fellow team members you will notice that you feel safe around them. You can easily discuss your problems and issues with them, without feeling self-conscious or embarrassed.

When team members lack in trust they are prone to spending more time thinking of how to protect themselves, instead of thinking about how they can help the team as a whole.

Think about this for a minute. How easily do you share your own knowledge with people you trust? Fairly easily especially when compared to those you don't trust yet.

As a team leader you will need to be the first person to demonstrate that you trust each member. You are setting an example to everyone else, and they will follow suit.

One of the easiest ways to build trust in a team setting is by communicating effectively with everyone.

A good example of this is to hold a team meeting where everyone can introduce themselves. This can really help to break the ice and get people talking to each other. Don't even discuss the project at hand during this session, instead present it as a meet and greet session, maybe even over a lunch.

It can also be helpful to discuss the actual issue of trust. This is very true if the project requires specific input in certain areas. Allow members to voice any concerns over trust. They may be worried about security issues and confidentiality issues. Deal with any areas of concern as they are brought up.

Creating a great functioning team can be a fantastic achievement, for you as the leader. But without trust the team potential is drastically reduced.

## The Power of Love and Trust

How much credence do you put into trust in your everyday dealings? For such a small word, trust is extremely powerful. It can build or break relationships that are beyond repair.

When it comes to your family love and trust go hand in hand. All children love their parents from birth. The trust aspect isn't always so easy to maintain. When your child's trust is lost their love begins to wain too.

If you want to maintain a healthy relationship not just with your child, but with your family, you need to know that they trust you. Think about the consequences this might have as they turn from children into adults. If they can't trust their own parents how can they trust and respect what the world has to offer them?

One thing you need to keep in mind is that a child's understanding of the word "trust" may be different to yours. To instill trust in your child you need to show them that they can trust you, no matter what.

Always talk with your children in an open manner, don't try to sneak around just to see what they are doing. Sneaky and suspicious parents are only going to raise sneaky and suspicious children.

Your young toddler is going to trust that you are there to pick them up when they fall, while learning to walk. They trust that you will feed them and change them. This means that even from such an early age your child unconditionally loves and trust you, so why does this change?

Things change as your child grows because of the actions they see and hear around them. If you constantly break promises and don't keep your word, your child will do the same. For example if you told your child they can't have a cookie because they didn't pick up their toys. Then 10 minutes later you relent. You have just shown your child that you don't keep to your word. Repeating this pattern regularly will break the bond of trust.

Not lying to your children is another important factor. While sometimes it is necessary to cover up something small, for their own sake, telling outright lies is not going to help your relationship.

Always be an approachable parent. Don't be the type that always gets mad over the smallest mishap. If you do then your child won't trust that they can confide in you or ask your advice. If you constantly get mad then your child just won't bother you anymore.

Children learn from their parents, which is why it is vital that you always keep to your word, are honest, calm and understanding. This is the best approach for growing that bond of love and trust between you.

## Using Stories and Reviews to Build Trust in Your Business

Building a solid business reputation takes time and energy. If you want your business to prosper and survive then building trust with your customers is extremely important. This is very true for online businesses today as they often lack in the physical customer/owner relationship.

With so many businesses going online you don't get many salesmen knocking on your door anymore. Instead customers shop online and have to know whether or not they are ordering from a reputable business owner.

So what can you do to improve your reputation and build trust with your online customers? One way to do this is by demonstrating that there is a human face and personality to your online store.

You can do this by telling stories about yourself, how you came to be in business and more. A great place to do this is by creating an About Page on your website.

As a business owner your goal is to have lots of customers, especially repeat buyers. In order for this to happen your potential customers need to know, like and trust you. In other words you must work at building a relationship with them.

When people shop online they are usually looking for a solution to a specific problem and they want to buy from someone they trust.

Starting off with your story is a wonderful idea. Then as you get customers ask them for their honest reviews and opinions. Many customers are more than happy to write a review, they just don't always offer to do so. Get into the habit of asking for reviews and comments. Even if you get a bad comment look into it and see what steps you need to take to remedy it.

Depending upon your business you may want to create a Facebook or Google+ page. This is the perfect medium for connecting with your customers and attracting new ones.

Social pages are run live, so customer's comments are posted as they are written. This can be a great thing as it shows your pages are active, this invites other people to come and visit and see what all the noise is about.

On these pages share your story, daily activities, what you do for your business and more. You can even offer to showcase customer's that have used your products or services in a certain way. Your goal here is to build a fun community. This will only help develop your trust and help increase your business.

## What is Trust?

Do you really know what trust is? Trust is one of those words that is short and yet can mean so much, it could literally hold your life in balance for you. The Merriam Webster dictionary defines trust as the following:

Noun:

- Belief that someone or something is reliable, good, honest, effective, etc.
- An arrangement in which someone's property or money is legally held or managed by someone else or by an organization (such as a bank) for usually a set period of time
- An organization that results from the creation of a trust

Let's take a look at some examples of trust.

Relationships – any relationship is based upon love and trust. The trust in any relationship is probably the most common example today. When you are in a good relationship you trust the person explicitly. This trust goes as deep as knowing that they will make the right decisions for you, if you suddenly get sick or are involved in an accident.

Relationships can be destroyed and shattered by a lack of trust. This can happen if you discover you have been lied to or you find your partner has cheated on you with someone else.

Other types of trust include having faith in certain things. You may not trust to do your banking online. Or you may not totally trust the person trying to sell you a second hand car.

If you are using a certain piece of equipment you need to trust that it will work correctly for you. If you are mountain climbing you have to trust in your equipment.

Trust in the financial world deals with things like trust funds, holding money or a property in trust for a child until they reach a certain age. If you give someone a loan you are trusting that they will repay it.

Trust comes into play in your life every day. You need to trust your co-workers in order to work effectively together. You trust your child's school to take care of them all day long. You trust that your car will get you to and from work safely. And you trust that your family will all be together each night at home.

You may not think about trust that often, you might be at a point where you take trust for granted in your life. While this is great in your relationship, be careful about over trusting anything that might seem a little too good to be true, it probably is.



# THANK YOU

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