CreativeHuddle

SCORECARD

TIME 15 minutes

GROUP On your own

Teamwork

Trust Equation Scorecard

Score yourself privately on the four parts of trust, and choose one thing to grow each one.

THE IDEA

How far people trust you comes down to four things. Credibility, reliability and intimacy add up, and self-orientation divides the total. Score each part, read your score off the grid, then write one thing you could do to grow each part. Focus on others has the biggest effect, because it divides everything else.

Materials. This sheet and a pen, or fill it in on screen. Your answers are for you alone.

1 Credibility

People can believe what you say.

"People believe what I tell them, and I say so when I'm not sure."

RARELY 1 2 3 4 5 ALMOST ALWAYS

One thing I could do START HERE ☐

2 Reliability

People can count on what you do.

"I do what I say I'll do, when I said I'd do it."

RARELY 1 2 3 4 5 ALMOST ALWAYS

One thing I could do START HERE ☐

3 Intimacy

People feel safe sharing with you.

"People feel comfortable telling me what's really on their mind."

RARELY 1 2 3 4 5 ALMOST ALWAYS

One thing I could do START HERE ☐

4 Focus on others

Your attention is on the other person.

"In conversations, my attention is on the other person and what they need."

RARELY 1 2 3 4 5 ALMOST ALWAYS

Your self-orientation is 6 minus this score.

One thing I could do START HERE ☐

5 Your score

1. Add your scores for credibility, reliability and intimacy. ☐
2. Note your score for focus on others. ☐
3. Read your score where the two meet. ☐

FIRST THREE / FOCUS ON OTHERS

	1	2	3	4	5
3	0.6	0.8	1	1.5	3
4	0.8	1	1.3	2	4
5	1	1.2	1.7	2.5	5
6	1.2	1.5	2	3	6
7	1.4	1.8	2.3	3.5	7
8	1.6	2	2.7	4	8
9	1.8	2.2	3	4.5	9
10	2	2.5	3.3	5	10
11	2.2	2.8	3.7	5.5	11
12	2.4	3	4	6	12
13	2.6	3.2	4.3	6.5	13
14	2.8	3.5	4.7	7	14
15	3	3.8	5	7.5	15

Higher is better. Run your finger along your row to see how far your score rises as focus on others goes up.

The Trust Equation comes from *The Trusted Advisor* (2000) by David Maister, Charles Green and Robert Galford.

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WORKED EXAMPLE

TIME 15 minutes

GROUP On your own

Teamwork

Trust Equation Scorecard

Score yourself privately on the four parts of trust, and choose one thing to grow each one.

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How far people trust you comes down to four things. Credibility, reliability and intimacy add up, and self-orientation divides the total. Score each part, read your score off the grid, then write one thing you could do to grow each part. Focus on others has the biggest effect, because it divides everything else.

Materials. This sheet and a pen, or fill it in on screen. Your answers are for you alone.

1 Credibility

People can believe what you say.

"People believe what I tell them, and I say so when I'm not sure."

RARELY 1 2 3 **4** 5 ALMOST ALWAYS

One thing I could do START HERE ☐

Say "I'll check and come back to you" when I'm not sure.

2 Reliability

People can count on what you do.

"I do what I say I'll do, when I said I'd do it."

RARELY 1 2 3 4 **5** ALMOST ALWAYS

One thing I could do START HERE ☐

Put every promise in my diary the moment I make it.

3 Intimacy

People feel safe sharing with you.

"People feel comfortable telling me what's really on their mind."

RARELY 1 2 **3** 4 5 ALMOST ALWAYS

One thing I could do START HERE ☐

Ask Priya how her week is really going in our one-to-one.

4 Focus on others

Your attention is on the other person.

"In conversations, my attention is on the other person and what they need."

RARELY 1 **2** 3 4 5 ALMOST ALWAYS

Your self-orientation is 6 minus this score.

One thing I could do START HERE ☑

Ask two questions before I share my own view.

5 Your score

1. Add your scores for credibility, reliability and intimacy. **12**
2. Note your score for focus on others. **2**
3. Read your score where the two meet. **3**

FIRST THREE / FOCUS ON OTHERS

	1	2	3	4	5
3	0.6	0.8	1	1.5	3
4	0.8	1	1.3	2	4
5	1	1.2	1.7	2.5	5
6	1.2	1.5	2	3	6
7	1.4	1.8	2.3	3.5	7
8	1.6	2	2.7	4	8
9	1.8	2.2	3	4.5	9
10	2	2.5	3.3	5	10
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