

# The Trust Equation

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## Reliability

- Do they do what they say they'll do and admit when they cannot?
- Do they help create a secondary plan if they are unable to follow through?
- Do they do this in a timely manner?

## Credibility

- Do they have the knowledge and experience related to the topic?
- Do they admit if they do not have this knowledge or experience?

## Approachability

- Do they listen to your stories and validate your experiences?
- Do they connect with your story without filling in their experiences?

## Self-Orientation

- Do they tend to talk more about themselves and discount your experiences?
- Do they invalidate your feelings or ignore your needs in communication?

Reliability 1(poor) — — — — — — — — 10(excellent)

Credibility 1(poor) — — — — — — — — 10(excellent)

Approachability 1(poor) — — — — — — — — 10(excellent)

Self-orientation 1(excellent) — — — — — — — — 10(poor)

Reliability \_\_\_\_\_  
Credibility + \_\_\_\_\_  
Approachability + \_\_\_\_\_  
Total \_\_\_\_\_

Total \_\_\_\_\_ / self orientation \_\_\_\_\_ = (trust score)

$$\text{Trust} = \frac{\text{Reliability} + \text{Credibility} + \text{Approachability}}{\text{Self-Orientation}}$$

Highest Score = 30 — — Lowest score = 0.30