The Trust Equation

Created by Charles H. Green

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?

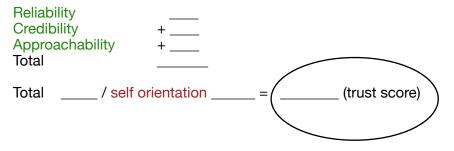
Approachability

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)



Highest Score = 30 - - Lowest score = 0.30