The 4 Distinctions of Trust

from The Thin Book of Trust

1 **SINCERITY** – is the assessment that you are honest, that you say what you mean and mean what you say; you can be believed and taken seriously. It also means when you express an opinion it is valid, useful, and is backed up by sound thinking and evidence. Finally, it means that your actions will align with your words.

2 **RELIABILITY** – is the assessment that you meet the commitments you make, that you keep your promises.

3 **COMPETENCE** – is the assessment that you have the ability to do what you are doing or propose to do. In the workplace this usually means the other person believes you have the requisite capacity, skill, knowledge, and resources to do a particular task or job.

4 **CARE** – is the assessment that you have the other person's interests in mind as well as your own when you make decisions and take actions. Of the four assessments of trustworthiness, care is in some ways the most important for building lasting trust. When people believe you are only concerned with your self-interest and don't consider their interests as well, they may trust your sincerity, reliability and competence, but they will tend to limit their trust of you to specific situations or transactions. On the other hand, when people believe you hold their interest in mind, they will extend their trust more broadly to you.

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