



13 Behaviors to Build Trust

Review this list of 13 behaviors that build trust. These components of trust were identified by Stephen M.R. Covey The Speed of Trust: The One Thing That Changes Everything. Rate yourself or the person you’re evaluating on a scale of 1 to 4, where 1 means the person you are evaluating (you or someone else) rarely exhibits that leadership attribute and 4 means the person you are evaluating almost always exhibits that leadership attribute.

- **Talks straight** – uses candor and honesty in their communications and tells it like they see it, doesn’t beat around the bush, allow for ambiguity or avoid difficult subjects _____
- **Shows respect** – shows deference and clearly cares about the dignity and well-being of others in their communications and interactions _____
- **Creates transparency** – finds ways to share information with others, is open and willing to share the bad and the good of a situation with other people, _____
- **Rights wrongs** – seeks opportunities to rectify matters or outcomes that are unfair, inaccurate or mistaken, openly admits mistakes and apologizes when appropriate _____
- **Shows loyalty** – demonstrates care and concern for others, the willingness to stick with a situation even when it’s tough, stands up for others, doesn’t talk poorly of others _____
- **Delivers results** – produces committed or expected outcomes, drives to achieve the goals of their teams or entity, can be counted on to make it happen _____
- **Gets better** – committed to improve, open to feedback, willing to admit short-comings of self, takes steps to enhance skills or abilities, willing to change _____
- **Confronts reality** – faces and admits short-comings in self, others, and entity, acknowledges mistakes or challenges, identifies threats and works to mitigate them, drives change when it’s needed, even when it’s painful _____
- **Clarifies expectations** – clearly communicates needs and expectations, documents requirements and ensures others are well aware of what they need to do to succeed or contribute, resets expectations when they change _____
- **Practices accountability** – follows through on commitments, can be counted on, takes responsibility when their “things” are not going as planned, holds others accountable _____



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- **Listens first** – allows others to input to strategies, share their ideas, and express their concerns and collaborate, does not act on conclusions or assumptions without first asking and listening to affected stakeholders _____
- **Keeps commitments** – does not over-commit and under-deliver, resets expectations when commitments cannot be kept, stops at nothing to keep commitments whenever possible, is a person of his or her word _____
- **Extends trust first** – doesn't wait to have trust proven, assumes the best in others, delegates well and empowers others _____

Which one behavior do you consider your biggest strengths?

Which one behavior do you consider your biggest weaknesses?

What changes will you make or what new behaviors will you develop to foster trust?

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