

The Trust Equation

Credibility + Reliability + Intimacy

Self Orientation

- **CREDIBILITY** has to do with the words we speak. In a sentence we might say, “I can trust what she says about intellectual property; she’s very credible on the subject.”
- **RELIABILITY** has to do with actions. We might say, “If he says he’ll deliver the product tomorrow, I trust him, because he’s dependable.”
- **INTIMACY** refers to the safety or security that we feel when entrusting someone with something. We might say, “I can trust her with that information; she’s never violated my confidentiality before, and she would never embarrass me.”
- **SELF-ORIENTATION** refers to the person’s focus. In particular, whether the person’s focus is primarily on him or herself, or on the other person. We might say, “I can’t trust him on this deal — I don’t think he cares enough about me, he’s focused on what he gets out of it.” Or more commonly, “I don’t trust him — I think he’s too concerned about how he’s appearing, so he’s not really paying attention.”

[video clip on the Trust Equation](#)

Obstacle Analysis Grid (Michael Neil 2000)

Information I don't know what to do and I don't know where to find out	Skill I don't have the skills to succeed in this area	Belief/Possibility This will never happen. Others may be able to do it but it's unlikely for me
Wellbeing /Health/Energy I am too stressed/tired/ill to deal with this	Other People Other people/groups make it difficult for me	Motivation I can't get started/ I don't care enough
Time There isn't enough time in the day	Money I/we can't afford to do it	Fear I feel sick at the thought of it



A tool to help you explore what's stopping you from succeeding and to consider actions to move you forward.