

# 27 Ways to Build Trust in Business and in Life

Created by Sheila Holt and derived from the book *Trust is the New Currency* by Sheila Holt and Fredrik Sandvall

## Tuned in

1. Trust your gut instinct and follow it
2. Tune in to other people by remaining attentive, open and curious
3. Listen and hear what is being communicated
4. Ask questions to aid your understanding
5. Be authentic and let others see who you truly are
6. Tune in and pay attention to the whole person when building trust. It's more than the words they speak
7. Treat others as you would like to be treated
8. You must build or earn trust so connect with people who have similar values to your own
9. Trust your inner knowledge and let it guide you

## Third Party

10. Take notice of opportunities presented to you by others
11. Open, honest two-way communication between all parties is key to growth
12. Third-party recommendations can come from direct or indirect contacts. Listen carefully to what others have to say
13. Do your research. Use digital resources to explore and find people who have been recommended by others you trust
14. Always maintain your digital profile effectively. Keep details current and ensure your presence is available on various platforms
15. Good-quality referrals are the lifeblood of any business – secure positive testimonials whenever you can
16. Enter awards in order to receive validation by others which will help to raise your profile
17. Being a preferred partner of one organisation gives you massive credibility
18. A solid introduction is key. Establish common goals and interests to move the relationship forward

## Time

19. For some people, trust takes time to build. Allow time, make time and spend time with others
20. Allow people to experience you in different contexts. It's more than just business
21. Be sociable and open. This connection and likeability factor are the foundations for relationships to prosper
22. Over time, communicate clearly and stay in touch
23. Demonstrate consistency and reliability. Keep your word
24. Act with integrity, repeatedly
25. Be transparent. Share your success and your failures
26. Over time fairness and balance are important in any relationship to establish trust
27. Manage your expectations realistically, be adaptable to change and embrace new opportunities