



Building Trust

Trust is one of the most important and valuable assets in any relationship. Working with people you do not trust can leave you anxious and paranoid. People tend to underestimate the power of trust, but trust is the single most important asset in any relationship.

With trust comes respect, honesty, and communication. Trust is difficult to build and easy to destroy. When choosing people to work on a project, people will often pick the people they trust versus the people with the best skill set.

The question becomes, when creating connections, how do we build trust? And how do we do so quickly? It is actually quite easy. The easiest way to build trust is to give trust first. Show you trust and value a person, ask their opinion, value their input, and invest before you make an ask. Make sure you follow through on your promises, show gratitude and always ask what the other person needs first. Look for ways to add value to the relationship. Can you make a needed introduction? Do you have a skill they need and can borrow? Do you know someone looking for a great new employee?

Connecting online is even trickier. We are bombarded daily with emails and messages asking for us to connect with people who promise to have the answer to some unasked need we supposedly have. This is when I think it is best if we remember we should focus on quality connections not the number of connections we have. It is vital we are specific on why we want to connect with someone, share a similar like or profession and create a relationship. While working to do this, be sure to ask more than you talk, seek ways to connect, give and build trust. From these steps your connections will soon be bursting with trust and providing you with quality referrals and work as well as a well-defined professional circle.