

The Trust Meter*

Trust Behaviors	Rating	Description
Talk Straight	— — —	Be honest Let people know where you stand Don't spin the truth
Demonstrate Respect	— — —	Show you care Respect every person's dignity Show kindness in the little things
Create Transparency	— — —	Be open and authentic Don't hide information No hidden agendas
Right Wrongs	— — —	Admit mistakes Don't cover things up Take action to recover
Show Loyalty	— — —	Give credit freely Don't bad mouth people not present Don't disclose private information
Deliver Results	— — —	Get the right things done Don't overpromise and under deliver No excuses for lack of results
Get Better	— — —	Continuously improve Act on feedback Be a constant learner
Confront Reality	— — —	See the unvarnished truth Don't skirt the real issues Address the tough stuff directly
Clarify Expectations	— — —	Discuss expectations honestly Don't assume expectations are clear Make expectations tangible
Practice Accountability	— — —	Take responsibility for results Hold yourself accountable Don't blame others if things go wrong
Listen First	— — —	Don't assume, listen before speaking Listen for understanding Show real interest in what others say
Keep Commitments	— — —	Share trust when earned Show propensity to trust, not disbelieve Don't withhold trust because of risk
Extend Trust	— — —	Share trust when earned Show propensity to trust, not disbelieve Don't withhold trust because of risk

* Based extensively on Stephen Covey "The Speed of Trust" Free Press, 2006