

The Importance of Trust

There is either a **HIGH** level of trust or a **LOW** level.
There is no middle ground.

TRUST IMPACTS ON

PERCEPTIONS

People are seen as...

Honest...**or not!**

Valuing and supporting others...**or not!**

Having the best interests of the company/individuals/clients in mind...**or not!**

Showing fairness and a lack of bias...**or not!**

Having integrity...**or not!**

Being consistent and predictable...**or not!**

FEELINGS

People either feel...

Valued...**or not!**

Supported...**or not!**

Trusted...**or not!**

Protected...**or not!**

Able to learn from mistakes...**or not!**

ACTIONS

People are able to be...

Comfortable to give their best...**or not!**

Not distracted by feelings of insecurity...**or not!**

Part of a supportive team...**or not!**

Able to innovate and take risks...**or not!**

REPUTATION

The outside world sees you as...

Caring...**or not!**

A good company/individual...**or not!**

Having happy employees/clients...**or not!**

Worth recommending/talking positively about...**or not!**

A respected, ethical company/individual...**or not!**



www.dumondeducation.com

