



TRUST ME

55 WAYS TO BUILD TRUST AND CREDIBILITY

1. *It takes many years to become an overnight success.*
2. *Good intentions are just the beginning.*
3. *Your reputation is their first impression.*
4. *Show people that you care about their needs.*
5. *A promise should be as binding as a contract.*
6. *Never sacrifice a long-term relationship for a short-term gain.*
7. *Don't expect people to look up to you if you look down on them.*
8. *Give credit where credit is due.*
9. *The danger of shooting from the hip is hitting yourself in the foot.*
10. *Be knowledgeable and remain current in your field.*
11. *Follow through on every commitment that you make.*
12. *Take the time to provide the rationale behind your recommendations.*
13. *Stay focused. Trying to be all things to all people is a guaranteed recipe for mediocrity.*
14. *Be objective.*
15. *Opinions held in secret never make a difference.*
16. *Never cut corners.*
17. *Stand up for the things that you believe in. (Waffles are for breakfast.)*
18. *Be a thought leader.*
19. *At the end of the day, you're judged by the value that you provide.*
20. *Be straight with people. Tell it like it is.*
21. *Don't be afraid to present bad news. It's worse to sweep it under the rug. (People appreciate honesty.)*
22. *Remain calm, cool, and collected during difficult times.*
23. *Present both sides of an issue. (Let them judge for themselves.)*
24. *Be a good listener.*
25. *Disclose potential conflicts of interest.*
26. *Even a tiny exaggeration can destroy your credibility.*
27. *Once you make a decision, don't look back.*
28. *Always tell the truth or the truth will tell on you.*
29. *Surround yourself with people who have a high degree of integrity.*
30. *Your actions "off-stage" (i.e., at an office party or on Facebook) impact your trust and credibility.*
31. *Typos and grammatical errors loom larger than life.*
32. *Remain transparent. (You'll never be faulted for communicating too much.)*
33. *Never ask someone to do something that you're not willing to do yourself.*
34. *Reliable and consistent behavior on your part allows people to anticipate what you'll do in the future.*
35. *Do what's right, even if nobody is looking.*
36. *You are judged by the company that you keep.*
37. *Your actions must match your words.*
38. *Being an expert in one area doesn't make you an expert in everything.*
39. *Admit when you're wrong.*
40. *Don't submit unfinished work as complete.*
41. *Never confuse quantity with quality.*
42. *Think before you open your mouth.*
43. *People who "hard sell" don't always have the facts on their side.*
44. *You gain more by making others look good than by singing your own praises.*
45. *Trying to be excellent in everything leads to mediocrity.*
46. *"Everybody does it" is a poor excuse for doing it yourself.*
47. *Words spoken in confidence are words spoken in trust.*
48. *Learn how to disagree without being disagreeable.*
49. *Repeating a rumor is as vicious as starting one.*
50. *People will test you in small ways before trusting you outright.*
51. *The only thing worse than talking about others is talking about yourself.*
52. *Great talent means nothing if you're not dependable.*
53. *Few people will fault you for being tough, if you're fair.*
54. *It's not only what you bring to the table but how you serve it.*
55. **REMEMBER**, *trust and credibility take years to develop but can be lost in seconds.*

