

THE FOUR RULES OF TRUST

Module 3

Today, we are going to talk about trust. That's a word we use to determine how much faith we have in someone's word or actions. This is something you will leverage in your personal life as much as your professional life.

Do me a favor: think about some things people do that will allow you to trust them. Is it the way they talk? Is it the way they treat others? Is it just perhaps a gut feeling? I don't believe there's a wrong answer here, but when we talk about trust, what we're really talking about is investing in one's reputation. Think of trust as a currency. The value of trust is directly related to the rules that are aligned with it.

THE 4 RULES OF TRUST

RULE 1: People are hard-wired to trust others. It's human to want to believe.

RULE 2: If someone trusts you, and you deliver what you committed to, their trust will continue to grow like a bank account each time you interact.

RULE 3: If someone trusts you, and that trust is broken, they will likely not want to trust you with anything worth more than 10% of the value of the broken trust, until you build it back up again.

RULE 4: The amount someone trusts is directly tied to their self-esteem. In other words, the amount of risk they are willing to take on varies from person to person.

When you talk about building rapport with someone, what you're really doing is employing rule number 2. You do things worth a small amount of investment on their part, and when that's rewarded, it increases their potential trust investment back into you. It also gives you a chance to display certain trustworthy traits that will impact their willingness to increase the risk for you in the future.

Let's break these down and take a good, hard look at why people trust—and more importantly, how you can build stronger relationships with rapport.

RULE 1: People are wired to trust others. When I say it's human nature, I mean that it's hard-coded into our brains that we are fundamentally social creatures. Trusting others helped us band together into groups and stay alive thousands of years ago. Today, it's part of our genetic makeup. We want to trust others. Usually, all we need to trust someone is a reason. Something that gives us a gut feeling to give somebody a shot.

RULE 2: People double down on people they trust. What this means is that if someone trusts you with something, and you succeed in that trust, they will *at least* double their investment in you. You loaned me \$100 and I paid you back. You probably wouldn't bat an eye to loan me more next time. That's another reason why we don't loan money to friends. If they don't pay you back, you have lower trust AND you don't want it to impact your relationship. We avoid putting ourselves in situations that could impact trust with those we like. If I put you in charge of a team of 10 people and you knocked it out of the park, next time I might give you a team of 20.

RULE 3: People take broken trust HARD. If someone does something that breaks your chain of trust, your willingness to trust them will *plummet*. A couple of years ago, a narration by Nicky Case showed that the majority of people will absolutely shut down their ability to trust someone the first time they recognize that their trust has been broken. We're talking 90% or more. This is why it's so essential to maintain that rapport and continually take action that validates their trust in you.

RULE 4: The amount someone trusts is directly tied to their self-esteem. If you're trying to build a relationship and open communication, you may encounter trouble reaching some people. A 1997 study on trust and social interaction showed that people who don't value themselves have a harder time valuing others. *What does that mean for you?* It means that if you help someone feel valued and appreciated, they will absolutely trust you more.

Trust isn't something you create in a day. It's something you do day by day. If you say you're going to do something. You do it.

I know it seems simple, yet most people fail to maintain trust in a relationship. Not because they do one horrible thing, it's a bunch of small violations that over time build into a low trust environment.

Pay close attention to what you say and what you do. If you need to back out of a commitment, just communicate that change.

When you're transparent and have a genuine desire to have a high trust relationship, your stress level decreases, and your bank account increases.