



STAR-Denver *Strategic Trusted Advisors Roundtable*

## Building Trust with C-Level Executives (No Trust = No Business)



**Me – Me – Me = NO TRUST**

$$\frac{C + R + I}{SI} = \text{TRUST}$$

**Credibility**  
**Reliability**  
**Intimacy**  
**Self Interest**



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#### TRUST:

Rational and Emotional connection that allows in depth discussion of issues serving the other's best interests – Confidence in the other person

Select one word plus SELF INTEREST

Come up with three to five ideas for achieving your selected word plus how to decrease your perceived SELF INTEREST

#### CREDIBILITY

The willingness to believe the other person --- establishing Rational and Emotional competency in a relationship

#### RELIABILITY

The ability of the person to do what they say they will do

#### INTIMACY

The willingness to talk about difficult agendas for positive gains without judgment

#### SELF INTEREST

The focus on ourselves