

THE TRUST FACTOR ASSESSMENT | *By Richard Fagerlin*

Using the scale below, assess how you think other people on your team perceive you.

1 – Almost Never

2 – Seldom

3 – Sometimes

4 – Often

5 – Almost Always

INTEGRITY

Would your team members say that you:

- | | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | 1) “Walk the talk” and live out your organization’s mission and values? |
| 1 | 2 | 3 | 4 | 5 | 2) Operate under clear and unambiguous goals, values, and commitments that your team can identify? |
| 1 | 2 | 3 | 4 | 5 | 3) Comply with legal business regulations and company policies and help others do the same? |
| 1 | 2 | 3 | 4 | 5 | 4) Do not cut corners or stretch the truth concerning policies, procedures, and rules? |
| 1 | 2 | 3 | 4 | 5 | 5) Act from a well-defined set of personal guiding principles? |
| 1 | 2 | 3 | 4 | 5 | 6) Do what you say you will do? |
| 1 | 2 | 3 | 4 | 5 | 7) Accept accountability rather than blame when things go wrong? |
| 1 | 2 | 3 | 4 | 5 | 8) Arrive on time for meetings? |
| 1 | 2 | 3 | 4 | 5 | 9) Have consistency in your character between who you are at home, at work, and at play? |
| 1 | 2 | 3 | 4 | 5 | 10) Are honest in your dealings with coworkers, customers, and vendors? |

_____ **TOTAL SCORE FOR INTEGRITY (sum of questions #1 – 10)**

COMPETENCE

Would your team members say that you:

- | | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 11) Possess the technical expertise to do your job? |
| 1 | 2 | 3 | 4 | 5 | 12) Set clear goals and objectives for yourself and others? |
| 1 | 2 | 3 | 4 | 5 | 13) Deliver the business results you promise? |

- | | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 14) Have the education and/or expertise necessary for the demands of your job? |
| 1 | 2 | 3 | 4 | 5 | 15) Seek to improve areas of deficiency? |
| 1 | 2 | 3 | 4 | 5 | 16) Share your knowledge and expertise with your team and other teams across the company? |
| 1 | 2 | 3 | 4 | 5 | 17) Easily acquire new knowledge in areas where you don't have all the answers? |
| 1 | 2 | 3 | 4 | 5 | 18) Help others get up to speed and grow their skills and abilities? |
| 1 | 2 | 3 | 4 | 5 | 19) Are eager to learn something new every day? |
| 1 | 2 | 3 | 4 | 5 | 20) Understand your role and responsibilities? |

_____ **TOTAL SCORE FOR COMPETENCE (sum of questions #11 – 20)**

COMPASSION

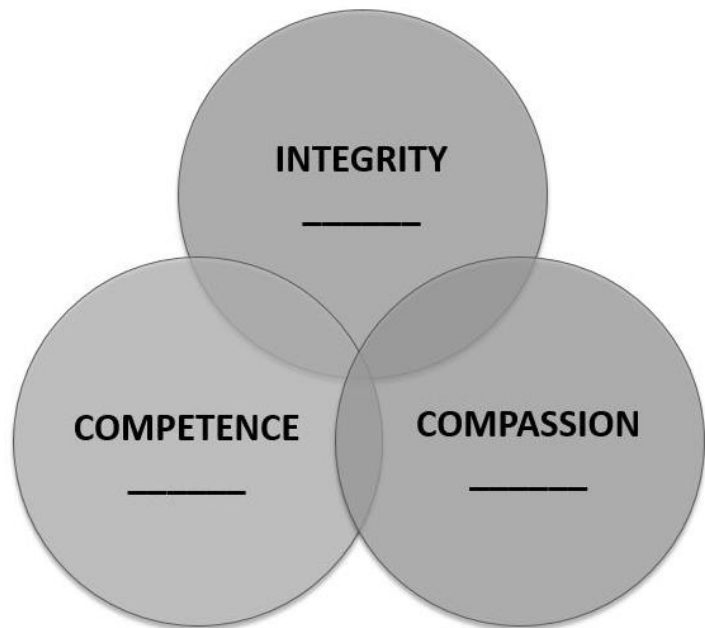
Would your team members say that you:

- | | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | 21) Treat others with dignity and respect? |
| 1 | 2 | 3 | 4 | 5 | 22) Have faith in everyone's ability to contribute? |
| 1 | 2 | 3 | 4 | 5 | 23) Listen to and seek input from others? |
| 1 | 2 | 3 | 4 | 5 | 24) Act in a fair manner? |
| 1 | 2 | 3 | 4 | 5 | 25) Put the good of the whole team above protecting your turf? |
| 1 | 2 | 3 | 4 | 5 | 26) Choose to say and do the difficult thing when it is right to do so? |
| 1 | 2 | 3 | 4 | 5 | 27) Seek to understand before being understood? |
| 1 | 2 | 3 | 4 | 5 | 28) Generally believe the best about others and give them the benefit of the doubt? |
| 1 | 2 | 3 | 4 | 5 | 29) Get to know your team members personally and show a genuine interest in their lives? |
| 1 | 2 | 3 | 4 | 5 | 30) Willingly engage in healthy conflict when it's needed? |

_____ **TOTAL SCORE FOR COMPASSION (sum of questions #21 – 30)**

YOUR TRUST FACTOR TEMPERATURE

**Overall
Trust Factor
Score:**



COLD: Score of 30 – 60

You are in danger of alienating yourself and creating a culture of low trust in your team. Your lack of attention to trust is short-circuiting your ability to build strong relationships and get results from others. You may consider asking for direct feedback from your team members about their perceptions of you. Give trust to get trust, demonstrate the three legs of the Trust Model, and stop sabotaging unity. Let others know you care to make a change and start making those changes now.

LUKEWARM: Score of 61 – 90

You will likely have some areas within the Trust Model that you scored well on, so focus on these areas and try to let your strength overcome your weaknesses in other areas. It could be that others see you as aloof, unconcerned, and distant. The messages that you're sending aren't the messages that the team is receiving. Try getting to know your team members better and asking them what you can do to improve. If you are significantly weaker in one specific leg of the Trust Model, create a sixty-day game plan on how to change your actions and other people's perceptions of you in this area.

WARM: Score of 91 – 120

You are generally seen as trustworthy. You manage yourself and your relationships with others well. Your warm and sincere personality is inviting and allows you to build relationships quickly and to ask things of people that others are not able to. Evaluate the questions where you scored the highest and focus on those strengths. They are likely what draws people to you and what gives you energy and enthusiasm. Now it is your job to help others grow and increase their own Trust Factor.

HOT: Score of 121 – 150

You are winning the war for relationships. Consult with your colleagues to make sure their perceptions of you line up with your perceptions of yourself. If they do, you likely have an extremely high amount of relational equity built up with your team. Consider how you can use the trust you have to make your team even more high performing. Keep focusing on your team members, offering trust to one another, and giving them reason to trust you in return. Expect great things from your team.