LAW
LIFE
COACH

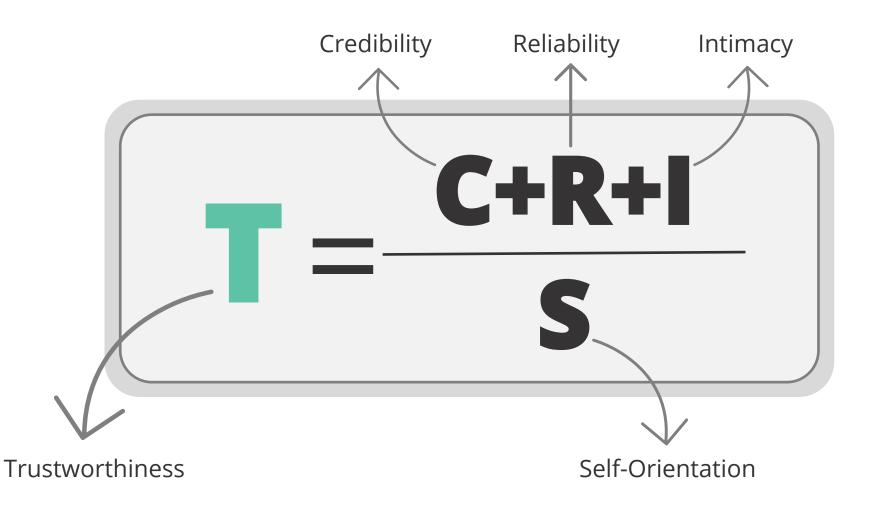**CREATING TRUST IN A**
HYBRID WORLD

ACC Tennessee

Trusting
(taking the risk to trust)

+

Trustworthiness
(how to show up to be trusted)

_____

= TRUST

The Trust Equation

Credibility   Reliability   Intimacy

$$T = \frac{C+R+I}{S}$$

Trustworthiness

Self-Orientation

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Credibility

$$T = \frac{\text{Credibility} + R + I}{S}$$

T (Trustworthiness)

Credibility

R (Reliability)

I (Intimacy)

S (Self-Orientation)

"

"I can trust what she says about..."

Rule of Professional Conduct 1.1 Competence

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Reliability

$$T = \frac{C + Reliability + I}{S}$$

(Trustworthiness)

(Credibility)

(Intimacy)

(Self-Orientation)

" *"I can trust him to..."*

Rules of Professional Conduct 1.3 Diligence and 1.4 Communication

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Intimacy

$$T = \frac{C + R + \text{Intimacy}}{S}$$

(Trustworthiness)   (Credibility)   (Reliability)

(Self-Orientation)

"

"I can trust her with..."

Self-Orientation

$$T = \frac{C + R + I}{\text{Self-Orientation}}$$

T (Trustworthiness)

C (Credibility) + R (Reliability) + I (Intimacy)

"

"I can trust that she cares about..."

TIPS TO CREATE TRUST
IN A VIRTUAL WORLD

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Increasing Credibility

$$ T = \frac{\text{Credibility} + R + I}{S} $$

T (Trustworthiness)

Credibility

R (Reliability)

I (Intimacy)

S (Self-Orientation)

Increasing Reliability

$$T = \frac{C + \text{Reliability} + I}{S}$$

(Trustworthiness)

(Credibility)

(Intimacy)

(Self-Orientation)

Increasing Intimacy

$$T = \frac{C + R + Intimacy}{S}$$

(Trustworthiness)

(Credibility)

(Reliability)

(Self-Orientation)

Decreasing Self-Orientation

$$T = \frac{C + R + I}{\text{Self-Orientation}}$$

(Trustworthiness)

(Credibility) (Reliability) (Intimacy)

THANK YOU!

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