

# THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



## Management tool #A-10: ☺

In business and life, trusting the right people is key to our success: Use this simple Trust Meter to check out your 'trust intuition'.

One of the most important decisions you make in life is deciding who to trust. Some people are predisposed to trust just about everyone and make themselves vulnerable in both business and life...and others trust no one and shut themselves off from extraordinary friendships, alliances and growth possibilities in both business and life.

So how good is your intuitive sense of who to trust...and from whom to stay clear? My friend, fellow management speaker and brilliant 'trust expert' coach, **Lea Brovedani**, 'The Trust Architect' ([www.leabrovedani.com](http://www.leabrovedani.com)) has developed a helpful and simple tool to measure your natural ability to accurately trust others. Lea calls it '**The Trust Meter**'. Here's how it works...

A) Pick a specific person from your business or personal life. On a scale of 1-10 (1 is low, 10 is high), how much do you trust that person? Write down their name and score below.

**Name:** \_\_\_\_\_. **Intuitive trust score, out of 10 is:** \_\_\_\_\_.

B) Now, answer this series of 10 simple questions about that same person:

The first 5 are 'YES' questions. In the space at the left of each, give one point for each 'YES' answer.

- \_\_\_ 1. Do they keep their commitments?
- \_\_\_ 2. Is what they say and what they do congruent?
- \_\_\_ 3. Do they take responsibility for their mistakes, or admit when they're wrong?
- \_\_\_ 4. Do they listen well?
- \_\_\_ 5. On an ongoing basis, when they tell you they will make something happen...does it happen and does it happen when they say it will?

The second 5 are 'NO' questions. In the space at the left of each, give one point for each 'NO' answer.

- \_\_\_ 1. Have you witnessed them talking badly about a person, and then greeted that same person as a good friend when they met them face-to-face?
- \_\_\_ 2. Do they criticize others for a behavior or action that they also have committed?
- \_\_\_ 3. Do they manipulate people behind the scenes to get what they want, even if it hurts others?
- \_\_\_ 4. Are they often in trouble, but never admit it's their own fault?
- \_\_\_ 5. When confronted, do they evade or twist the situation, accusing you or others of being the problem?

**Note:** Although these questions may seem trivial, they're not. Our character is shown in these moment-to-moment interactions, and these seemingly small things are really big things.

**...continued on Page 2:**

Now, for this specific person, add up the points from the two 5 question quizzes above. This will be their 'calculated trust score'. **Their 'calculated' trust score is \_\_\_\_\_.** Does your 'intuitive trust score' for this person in **A)** match their 'calculated trust score' in **B)**? What does this tell you about your intuitive trust judgment?

If you initially assigned a high trust score, but the score from the quiz in B) was 5 or lower, your intuitive Trust Meter may be out of whack. Complete this 'trust reality check' for a few of the key people in your business and life.

This can be unsettling to accept, but if you can now think more analytically about whom you can and cannot trust, your business and personal life will both improve. Trust me!

**Donald Cooper, MBA, CSP, HoF**, has been both a world-class manufacturer and an award-winning fashion retailer. Now, as a Toronto-based international management speaker and coach, he helps business owners and managers to rethink, refocus and re-energize their business to sell more, manage smarter, grow their bottom line...and have a life.

Donald can be reached at 416-252-3703...or by email at [donald@donaldcooper.com](mailto:donald@donaldcooper.com) in Toronto, Canada. For more info, or to receive our free, weekly 'straight talk' Management Blog, check out our website [donaldcooper.com](http://donaldcooper.com).