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The "Different Perspectives" Newsletter

It can be fun to step back and look at the world from a different angle. Here, we step back and look at commonly used words in business and life, ask a provocative question, and see what others are doing differently by applying a different lens on life. I hope you enjoy "Different Perspectives" and that you begin to step back when needed and observing what else is possible.

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Word Choices

Trust /truhst/ noun, adjective, verb. Def - reliance on integrity, strength, ability, surety, etc., of a person or thing; confidence.

One thing to reflect on is how many different definitions there are for this word, trust. In dictionary.com, they list 21 different definitions depending on if it is used as a noun, verb, or adjective, so that right there demonstrates that there can be so many different perspectives on it's meaning and application and interpretation.

Trust is often slowly built between two people or between a customer and a potential business, but trust can very quickly be broken. To be trusted, one must be trustworthy and willing to be trusted. Trust assumes a deep confidence from person who grants their sacred belief in someone or a business that they will be safe and will be held in high regard, honesty, and caring.

Trust requires a certain amount of vulnerability from the one giving trust and also requires the one being trusted that they will hold their integrity so there is a level of duty

and honor when someone trusts another. People choose who they relate with, work with, and do business with most often if they know, like and trust that person or business.

So, something to contemplate with your next encounter with a new friend, a new business client, or a new co-worker. What do they need to trust you? How can you trust them? What is important to each party so trust can be built?

Question of the Week

Yes, I just dropped a few questions already related to trust but the one particular question I want to leave with you is this:

What do you need from others to grant your trust to another person, business, or co-worker?

Did You Know?

If you Google "Trust" or a topic related to creating trust, you will find many articles. Here are a few that I found fairly notable:

[6 Facts About Trust](#)

[Trust - Psychology Today](#)

[Trust in Marketing - What the client is thinking](#)

Thinking Outside the Box

Some final thoughts on trust and building trust. I want to leave you with a few more works to ponder as they relate to trust. How can you utilize these in your everyday

personal life to build and deepen your friendships? How can you show up to your clients if you are running a business or in charge of sales and marketing for a business?

Patience - how long does it take you to build trust in others?

Honesty - are you being honest and open to others to allow them to trust you?

Communication - how does your communication style affect building trust?

Consistency - do you show up consistently for others and clients to generate trust?

Necessary qualities - what is important for you to grant trust? To give trust?



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