

Trust is the foundational element. But, it is not possible to *make* trust happen – do all you can do to cultivate trust by being personally trustworthy. Here are the keys to being trustworthy:

- ❑ **Character: Who we are as individuals and what we stand for.**
- ❑ **Competence: Having – and applying – the knowledge and skills to do our jobs well.**
- ❑ **Congruence: There must be substantial commonality in the vision, value proposition, values, beliefs, and practices of both the individual and those of the the company or organization.**
- ❑ **Commitment: A demonstrated commitment to the shared vision of the company, to the common principles upon which that is based, and the articulated strategic business goals.**
- ❑ **Consistency: Applying a common set of fair standards in a uniform manner.**
- ❑ **Constancy: All of the above – demonstrated over time.**
- ❑ **Organizational Support: A track record of company support of committed individuals who work to accomplish the strategic business goals.**