

## Trust Exercise 1

### TRUST – What is it? How do you build it?

Facilitator explains:

#### Personal Trust

Here are four specific statements that most people would say are the foundations to building trust.

1. Keeping your word.
2. Telling the truth.
3. Being transparent.
4. Giving without any strings attached.

#### Corporate Trust

Here are a number of ways in which Boards, CEOs, and Senior Managers can play a leadership role to build trust:

1. Make a public declaration or corporate pledge to uphold the values and principles of integrity and sustainability the company stands for.
2. Build a corporate culture and climate conducive to values, integrity and sustainability.
3. Address any form of complacency against 'herd mentality' by aligning risk management approaches with human behavior and sustainability commitments. (sustainability = Meeting the needs of today without compromising the ability of future generations to meet their needs)
4. Use a variety of approaches to build, strengthen and maintain constructive relationships with key stakeholders, employees, investors, industry groups, media and the community.

#### Exercise:

Working in 2 or 3 to a group – List occasions when personal standards of trust have been compromised due to the requirements of a company policy when dealing with clients. (Anonymity in terms of naming the company)

1. Why were you required to compromise i.e. to realize quotas; to support marketing/advertising product; to obtain or retain a client's business
2. How did you manage this situation
3. What could you have done differently

## Trust Exercise 2

### What is trust?

The following exercise will help illustrate the complexity of trust.

Choose three people to think about:

1. a family member
2. a work colleague who you “trust”
3. someone (outside the company) who you do “not trust”

Enter their initials in the boxes at the top of the table (below). (This information is for this exercise only and not retained; it will be discarded immediately after the exercise)

Then consider for each person whether you trust them with each of the things listed in the left hand column, below. Check (tick) each box where to indicate where you trust them (leave the box blank if you would not trust them, or are not sure).

Do you trust this person enough to...	Family member <input type="checkbox"/>	Colleague <input type="checkbox"/>	Someone else <input type="checkbox"/>
Lend them a large sum of money (eg: over \$100) without question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share a close personal secret (eg: when planning to resign to join another company)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lend them my car while I am away on business or holiday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rely on them to meet a deadline that is very important to me without chasing or checking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Admit to them when I have made a major mistake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trust Score (no of ticks in each column)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Question

Looking at your answers above, why do you trust some people more than others and how can you build more trust in your working relationships?

## Trust Exercise 3

### Facilitator

As a group list (and record) what you have learnt about trust and what you can do on a personal level to ensure.

### Exercise

In groups answer the following questions and record your answers to share:

1. From a client's perspective what behaviours would be evident to help them build trust with their advisor?
2. Describe the key characteristics of good they would want to see demonstrated in their advisor/financial institution
3. What would they see that would caution them not to trust
4. How can an advisor control these outcomes