

How The Thin Book of® Trust & TrustTalk™ Relate to Each Other

Many have asked how [The Thin Book of® Trust](#) distinctions [TrustTalk™](#) dimensions relate. Here is a summary table, followed by a short review of the distinctions and a list of the coordinating TrustTalk cards.

The Thin Book of® Trust Distinctions	TrustTalk™ Dimensions
Care	Spirit of Unity (Key words: belonging, caring, commitment to others, and a positive environment)
Competence	Strategic Competence) (Key words: competence, supports organizational success, decision-making, innovation, risk-taking, team learning)
Reliability	Predictability & Reliability (Key words: fulfilling commitments, communicating expectations)
Sincerity	Integrity & Openness (Key words: doing the 'right' thing, openness, sharing credit)
The last two dimensions relate to trust within a team. <i>The Thin Book of® Trust Distinctions</i> focuses more on individual or one-on-one trust. These dimensions do represent the definition of trust used in the book.	Collaborative Intent (Key words: open to different points of view, supports organizational success) Psychological Safety (Key words: safe to be vulnerable, take interpersonal risks to learn)

Author Charles Feltman, in *The Thin Book of® Trust*, defines trust as *choosing to risk making something you value vulnerable to another person's actions*. He then breaks the concept of trust down into 4 assessments. That means that instead of labeling someone as untrustworthy, you can dig deeper and define which of the 4 assessments you may be struggling with. His emphasis is on trust between two individuals as opposed to the collection of all those trust relationships within a team that TrustTalk addresses. Because of that, there is some correlation between the two models but it is not 100%.

We hope you feel comfortable using the TrustTalk cards as a basis for conversations about personal trust. Don't forget the *Thin Book of Trust* also has many examples of 'how to say it.'

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The 4 distinctions and the coordinating TrustTalk cards are:

- **Sincerity** – is the assessment that you are honest, that you say what you mean and mean what you say; you can be believed and taken seriously. It also means when you express an opinion it is valid, useful, and is backed up by sound thinking and evidence. Finally, it means that your actions will align with your words. Use TrustTalk cards: 36, 42, 47, 49, 51, 52, 53, 66, & 70.
- **Reliability** – is the assessment that you meet the commitments you make, that you keep your promises. Use TrustTalk cards: 40, 41, 42, & 62.
- **Competence** – is the assessment that you have the ability to do what you are doing or propose to do. In the workplace this usually means the other person believes you have the requisite capacity, skill, knowledge, and resources to do a particular task or job. Use TrustTalk cards: 18, 19, 20, 34, 35, 36, 37, 39, 42, 44, 45, 50, 56, 60, 62, 65, 66, 68, 69 & 70. Cards 24-31 represent one element of competence.
- **Care** – is the assessment that you have the other person's interests in mind as well as your own when you make decisions and take actions. Of the four assessments of trustworthiness, care is in some ways the most important for building lasting trust. When people believe you are only concerned with your self-interest and don't consider their interests as well, they may trust your sincerity, reliability and competence, but they will tend to limit their trust of you to specific situations or transactions. On the other hand, when people believe you hold their interest in mind, they will extend their trust more broadly to you. Use TrustTalk cards: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 15, 36, 52, 53, 55, 58, 66, 68, 70, & 71.