The Trust Equation

My trust in you is a result of the perception I have of your…

Abilities and skills

Your dependability, whether I can count on you

My personal familiarity with you and who you are

$$\text{TRUST} = \frac{\text{Competence} + \text{Reliability} + \text{Relationship}}{\text{Motivation}}$$

My perception of whose interests you are really trying to address

Adapted from: *The Trusted Advisor Fieldbook: A Comprehensive Toolkit for Leading with Trust*, by Greene and Howe