



simple

the truth
about **trust**

special edition for the international day of trust

vanessa hall



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with simplicity and clarity, Vanessa shares with us her unique and clever model that shows us how to build and keep trust in our relationships.

the simple truth about trust

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*"It is impossible to go through life without trust.
That is to be imprisoned in the
worst cell of all, oneself."*

Graham Greene

simple
the truth
about **trust**

Trust is at the core of all our **relationships**
– in business and in our personal relationships.

But what is **trust**?

I define trust as our ability to rely on:

- **A person**
- **A company**
- **A product or service**

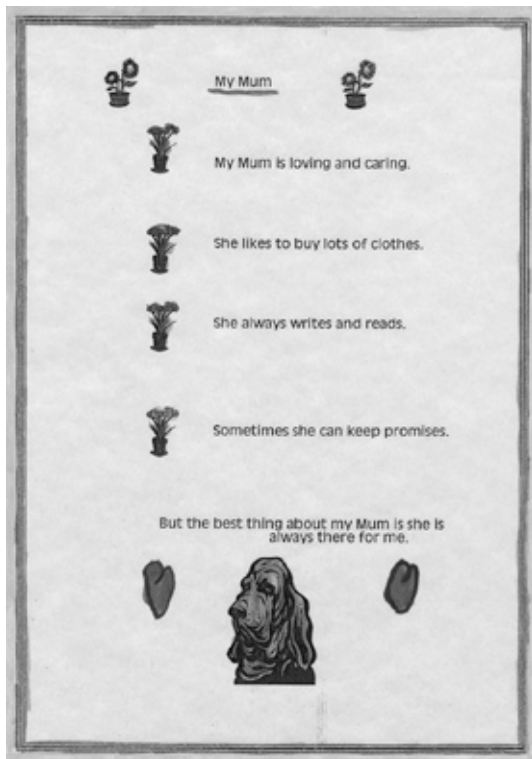
...to deliver an outcome.

The question is, on who or what do we rely,
and for what outcome?

Let's look at how trust is created and can break down
without us even realising it!

My son, Lachlan, who was 9 at the time, brought home a one page description of 'My Mum' that he had made at school for Mother's Day.

Here is a copy of it – see if you can spot the thing that jumped out at me!



Immediately after the 'Awww, that's lovely. Thank you', I then
said
'What do you mean I **sometimes keep promises?**' I was quite
indignant. 'That's not me!' I thought.

'Well, sometimes you don't keep your promises,' Lachlan said,
very matter of fact.

'Can you give me an example?' I was a bit confused at this point.

'Like the other week, you said we might go and see a movie on the weekend and then we didn't go', he said, with a pout.

'Oh, that's OK. That wasn't really a promise. Was it?'

Lachlan looked at me and said
'I thought it was.'

I thought about what I said and then realised that, whether I meant it as a promise or not, that was how it was **perceived**

I started thinking about all the times I say things like that,
not only to him, but at work, and to friends. My head started
spinning.

I pulled myself together and asked

'How did that make you feel?'

.....as I reached out to touch his hand.

'I just don't know when I can trust you,' he said.

He looked me squarely in the eyes and I felt like someone reached in and ripped my heart out.

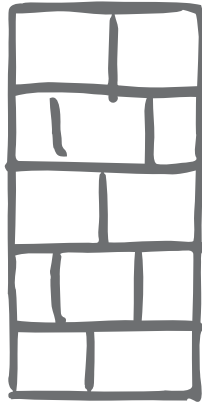
My son taught me a great lesson that day, and it was the start of the development of the model we will look at now.

So, what I realised was that there are a few **core** things that contribute to being able to trust – or not.

And I came up with a very **simple** model, that explains trust.

I draw it like a wall.

The first part of the wall represents our Expectations.



Expectations

We all have **expectations** in every relationship we go into,
and in every interaction with
people, companies, products and services.

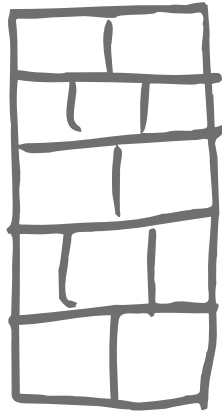
Expectations come from:

- Previous experiences we have had
- Things we have seen or read
- Things people tell us
- 'Like' experiences with something similar

For example, in a relationship with your **partner**, you might have expectations that:

- Your anniversary is remembered
- You get to watch the football on Friday night with your mates
- Your partner takes the garbage out, or not

The next part of the wall is our Needs.



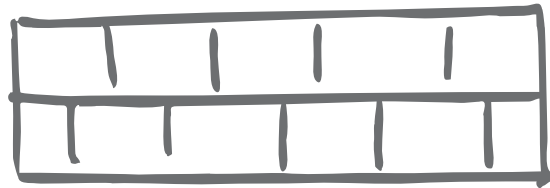
Needs

It's our needs that drive us into all our relationships or interactions – we look for ways to satisfy our needs, every day.

Needs are different from expectations - they are the basic things that we **require** to function, and include things like:

- Need for food, safety and security
- Need for a sense of belonging
- Need for respect
- Need for recognition
- Need for development and growth

The third part of our wall is Promises.



Promises

Now the expectations and needs are **yours** - what you expect and need from your relationship or interaction.

The promises are those made to you by the **other person**, company, product or service.

Promises are made to us every day.

They can be implicit or explicit.

The more the promises sound like they will meet our needs,
the more likely we will be drawn to that particular
person, company, product or service.

Just to clarify –
implicit promises are things that are **suggested**,
but not stated outright.

For example, a company's logo and brand
creates implicit promises.

An ad with two happy people advertising a product
creates an implicit promise that, if you buy this,
you will be happy too.

Or when someone buys you flowers each week for a month,
it creates an implicit promise, and an expectation,
that they will keep buying you flowers!

Explicit promises, on the other hand, are clearly stated and tell you **exactly** what you are going to get.

For example, a company's mission statement and values may often make explicit promises about what it is like to **work** there, and how the staff will behave when you deal with them as a **customer** .

An employment contract is an explicit promise.

A food label is an explicit promise.

Marriage vows are explicit promises.

So, every relationship we go into, and every interaction we have with a person, company, product or service is based on these three things:

Our **expectations**, our **needs**, and the **promises** made to us by the other party.

We call these our

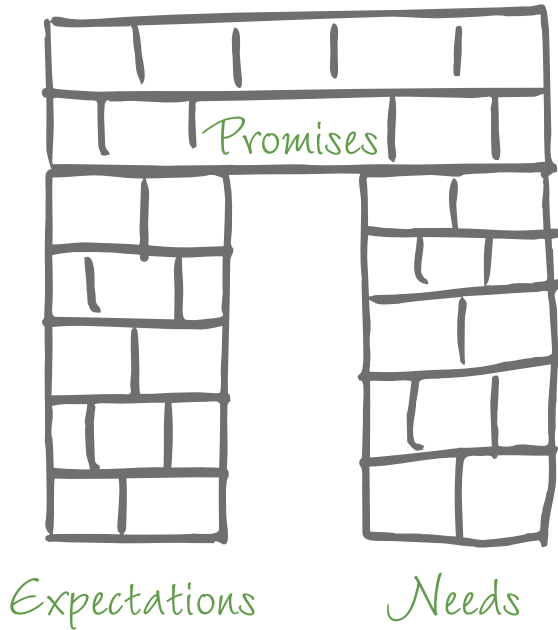
ENPs[®]

Being able to trust,
our decision to trust, is based on our belief that:

Our **expectations** will be met or managed
Our **needs** will be met, and
the **promises** made to us will be kept.

*The outcome we are relying on others for
is that our ENPs[®] are met.*

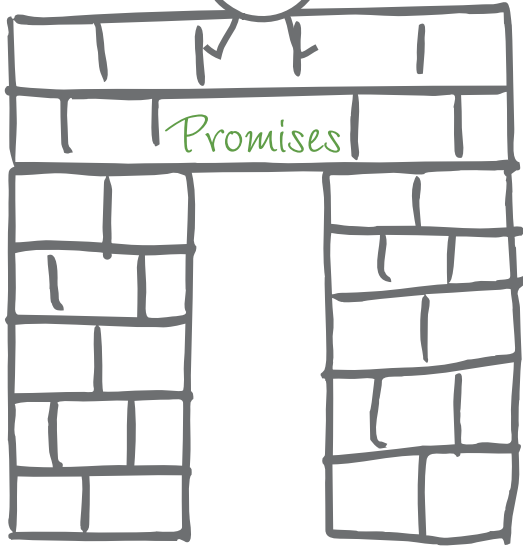
Our ENP[®] wall looks like this:



Now, because trust is something very **fragile**
that can break quite easily...

We represent trust as an egg,
So we actually end up with this...

TRUST



Expectations

Needs

Trust sits on the **balance** of our ENPs®
If our expectations and needs are not met...

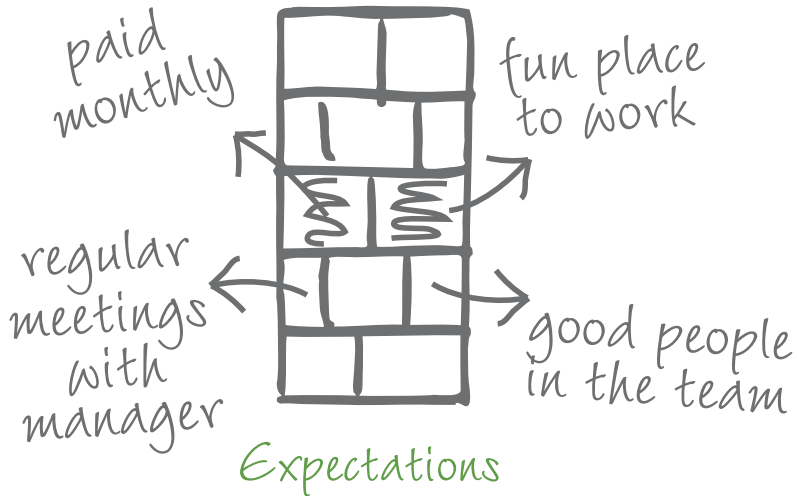
... and the promises made to us are not kept,
then bricks start to **drop** out of the wall.

We all know what happens to Humpty in the nursery rhyme...

“All the King’s horses and all the King’s men,
couldn’t put Humpty together again.”

This can happen to **trust**, when the wall breaks down.

For example, we could have Expectations
of our workplace like this:



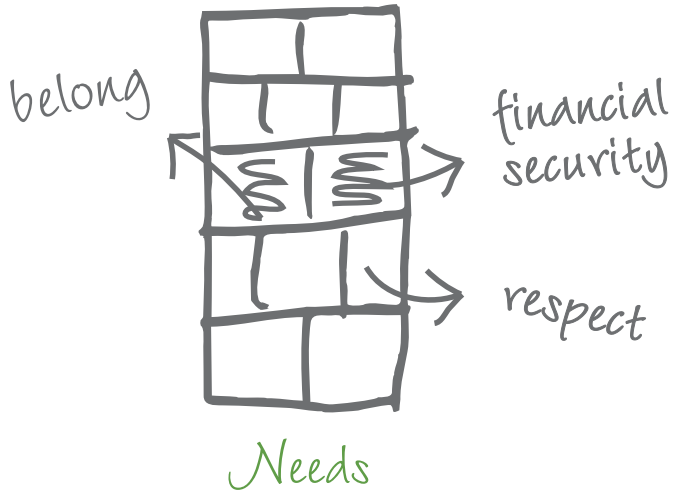
The shaded ones are the ones that are most **important** to us.

(These ones break down the wall faster if they are not met
– I know, I had a structural engineer confirm it!)

So, if these expectations aren't met,
this is what happens to the wall.



The same thing happens to our Needs:

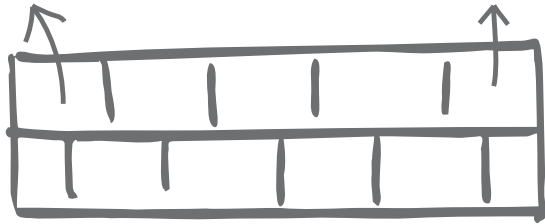




Implicit promises look like this on our Promises wall:

people get on
well together here

everyone gets a
say in what we do



Implicit Promises

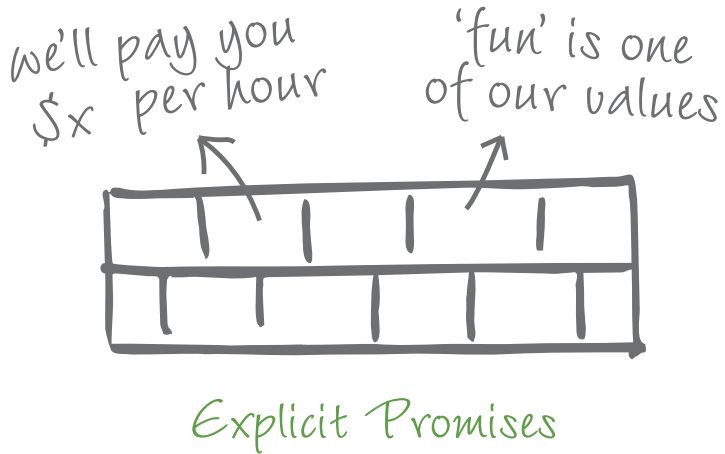
Usually, if these implicit promises are not kept, we get so **annoyed** we just get out of the situation.

We often don't bother to say anything.

Often we **can't** say anything
because the promise was kind of suggested.

It wasn't really definite, but it was still a promise!

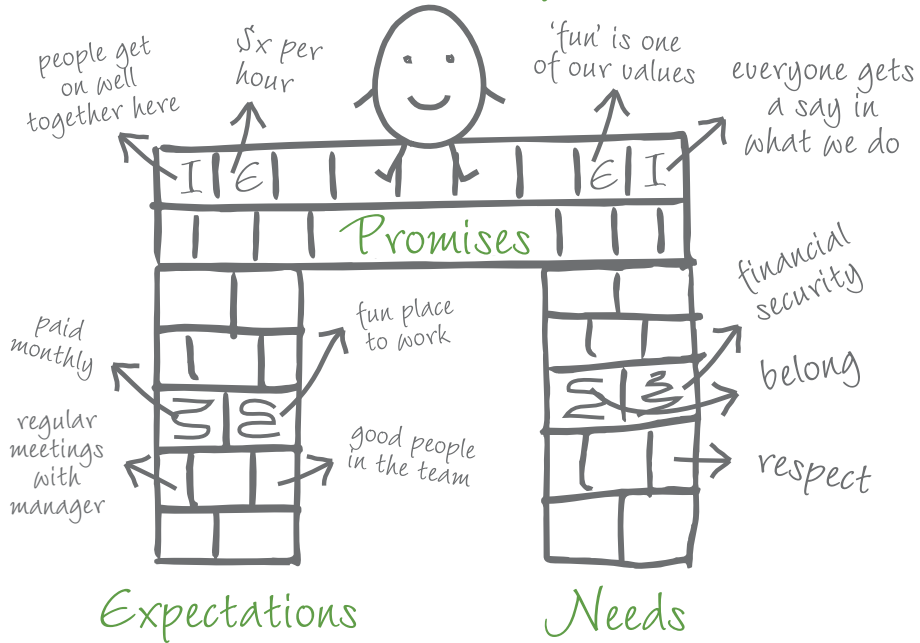
Explicit promises look like this on our Promises wall:



When **these** ones aren't met, we usually say something.
After all, it was clearly stated, so what were they thinking?

Here's what our whole wall looks like:

TRUST

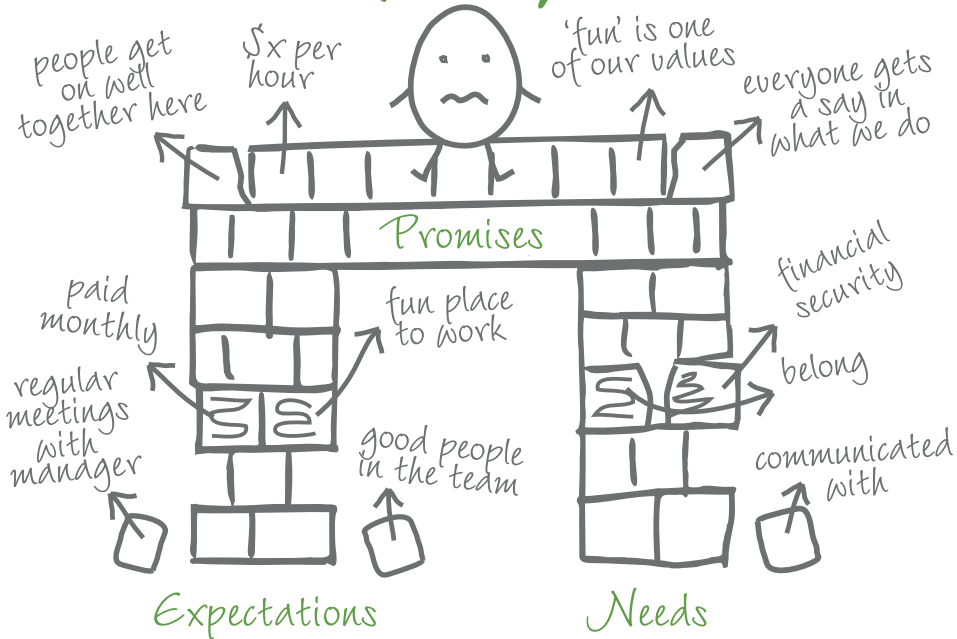


So, if a lot of these expectations, needs and promises are not met or kept – look what happens to the wall...



Sometimes, if some of the 'not so important' ENPs® are not met, the wall will **crack**, but the trust won't break.

TRUST



But it won't be very happy either. When this happens, we often feel **disappointed**, confused, and can stop putting effort into the relationship.

What is **critical** to understand if you want
to build trusted relationships
is this...

Be **clear**
about your expectations
and needs of others

Articulate them.

Communicate them whenever you can
so the other person is clear.

Only make promises you can keep –
and **keep** them!

If the person, company, product or service you are dealing with says they **cannot** promise to meet your expectations and needs,
you need to either...

Manage your expectations about the **purpose**
of that relationship or interaction or...

Find someone or something else that can.

Your trust is precious, so take good **care** of it.
Don't place it on a wall that is already crumbling.

But remember...

Others will assess you
on the same basis,
so...

Find out what others **expect** and **need** of you
and only **promise** what you can actually **deliver**.

Trust is so critical to **healthy**
strong relationships.

We all need to rely on other people.
That's human nature.

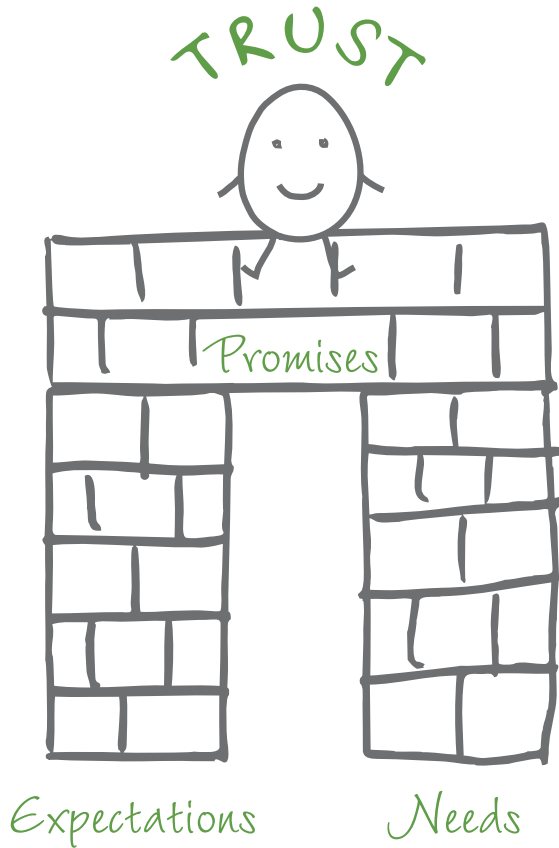
When we can trust others, we don't have to worry.
Trust brings **peace** of mind.

Trust is a wonderful gift.

When someone trusts you, they are saying:

‘I **believe** you will meet my expectations and needs,
and I believe you will keep the promises you made to me.’

That's pretty special.



**And always remember, trust is fragile
- handle it with care!**



international movement of **trust**

entente - building and restoring trust in businesses,
homes and communities around the world'

For more information, to purchase other books,
training, online programs, or to book Vanessa, visit:

www.entente.com.au

Thanks and acknowledgments

A big, big thank you to my son, Lachlan, who started me on this journey and who believes in me wholeheartedly. To my husband, Peter, who helped me get on my feet, and who continues to help me stay there!

To Lillian, Brian and Anne who saw me speak in Germany and insisted that I come to South Africa, and who opened their arms, their heart and their contacts to me. To Anne, also for the amazing job in co-ordinating the bringing of trust to South Africa.
Thank you!

To April, for her tireless efforts in entente to keep our Promises to all of you.

To everyone in the entente community, for having the courage and determination to not only see and listen to the truth about trust, but for making the change in your own lives and businesses. We cannot have an International Movement of Trust without you!

To **everyone** who reads this book and who changes the way
they build relationships...

Congratulations!

You are making a **difference!**

About Vanessa

Vanessa Hall, also affectionately known as 'The trust lady' is an award winning author, international speaker, and social entrepreneur, founding entente, the world's first International Movement of Trust.

Her background in Compliance and Risk Management in Financial Services motivated Vanessa to want to bring about a more trustworthy business environment, and her personal experiences of a series of breakdown's in trust, coupled with an epiphany from her son, Lachlan, ignited Vanessa's passion to dedicate her life to her mission – to enlighten, enable and enrich people in the truth about trust, in business, personal relationships and society.

The logo for 'entente' features the word in a lowercase, sans-serif font. A single green leaf is positioned above the letter 'e' in the second 'ente'.

international movement of **trust**



Vanessa Hall
International Ambassador for Trust

Her organization, entente, is a social enterprise, with a commercial arm and a not for profit foundation. Her commercial activities include training, speaking and advisory work for corporates, NGOs and government, and her not for profit work includes school programs for students and teachers (with the introduction of 'The trust bus' in 2011), and capacity building in the NGO sector. Through a unique sponsorship program, corporates can sponsor activities through the foundation, while at the same time learning the truth about trust themselves. entente has representatives and/or projects running in:

Australia, South Africa, Jamaica, Nepal, Germany, USA, UK, Russia, China

Vanessa lives in Sydney with her husband, Peter and son Lachlan.