

Influencing with The Trust Triangle

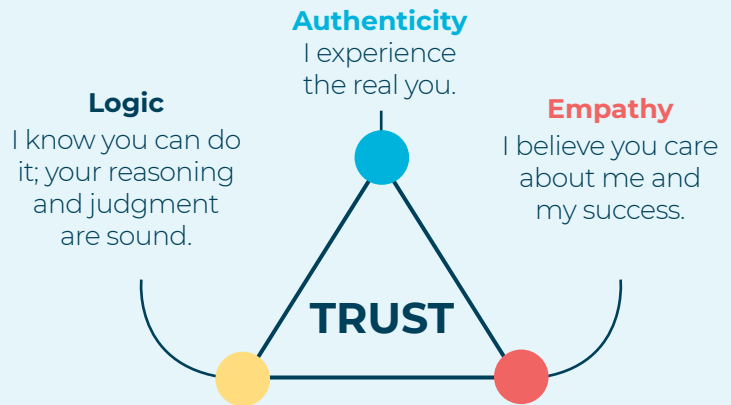


Why are some people considered to be great influencers, while others aren't? Well, in most cases, it comes down to 'trust'. The greater the trust, the greater the ability to influence.



THE TRUST TRIANGLE

Developed by Frances Frei and Anne Morris, the 'Trust Triangle' model breaks down trust into three core drivers: authenticity, logic and empathy. People are more open to being influenced by us when they believe they're interacting with the 'real' us (authenticity), when they have faith in our judgments, capabilities and competence (logic), and when they feel that we care about them (empathy).



From: "Begin with Trust," by Frances Frei and Anne Morriss, May-June 2020

TRUST WOBBLES: WHEN WE DON'T HAVE TRUST

When trust is lost, it can almost always be traced back to a breakdown in one of the three drivers.

- **Logic wobble:** you might have a logic wobble if you're unclear, you engage in long-winded explanations, or when you're unprepared to support big statements.
- **Authenticity wobble:** this wobble might show up when you lack self-confidence, keep your guard up, or are overly direct and tactless.
- **Empathy wobble:** you may have an empathy wobble when you lack consideration for others, are too task-focused, or when you hold back on saying what needs to be said to avoid conflict.

TIPS FOR BUILDING TRUST

When trust is lost, it can almost always be traced back to a breakdown in one of the three drivers.

Logic

- Use facts to ground your decisions and conversations. Forget about ego and focus on what's in front of you – remember, 'data doesn't tell the story, humans do'.

Authenticity

- Get to know your audience and find out where you share interests, strengths and needs – don't be afraid of vulnerability.

Empathy

- Get curious about others and listen more than you talk. Try the 80/20 rule, where you listen 80% of the time and only talk for 20% of it.

REFLECTIONS

Think about each of the three drivers and reflect on your wobbles (you may have more than one with different audiences).

Where are your wobbles?

What three strategies can you use to improve on your wobble/s?