**Building Trust**

(from <https://learnenglish.britishcouncil.org/business-english/business-magazine/building-trust> )

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| Successful business requires collaboration and teamwork. For team relationships to work well, we need high levels of trust. But how we build trust can differ from person to person, culture to culture. Becoming aware of this can help us see how to improve trust with the people we work with.When Valeria first met her international clients, she tried to bond with them by telling them about her family and her parenting style. She showed them photos of her children on her phone. Her clients felt that her behaviour was unprofessional and it was difficult for them to trust her.On the first day of a course, trainer David aimed to reassure his new trainees that they were in good hands. He talked enthusiastically about the big corporations he had previously worked in and the famous clients he had trained. The participants on the training course found this information boring and irrelevant. They wanted him to begin the training and not waste time talking about his previous achievements.Why did this happen?There are many ways of building trust, and the approach we choose might depend on the relationship we are building, the culture we are used to and our personal preferences. However, if the methods we choose do not match the expectations of the people around us, it can lead to misunderstandings and negative assessments.Let's consider different approaches to building trust. Author and speaker Richard Barrett suggests that there are two main components of trust: character and competence. One way of building trust is to show that we are caring, fair, open and honest human beings. In other words, we can build trust by showing our character. Another way to build trust is by letting others know that we are capable, experienced and have achieved excellent results. This way of building trust emphasises our competence.It can be a useful exercise to analyse specific work relationships in terms of the character/competence model. You might think about the type of trust your relationship has and the type of trust your relationship lacks, in order to see how you can develop. Many of us use both approaches, depending on the context. For example, in a job interview, we might focus on establishing trust by demonstrating our competence through work experience. When we are working within a team, we might prioritise showing our character to form close professional relationships. By becoming aware of the context and how our conversation partners are responding to our trust-building efforts, we can adapt the way we build trust to better suit them. |

**Understanding questions**

1. Why didn’t Valeria’s clients trust her?
2. What did Richard Barrett say are the two main components of trust?
3. What can people show about their character?
4. How can people show their competence?

**Vocabulary**

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| bond (verb) | in good hands |
| character | competence |

**Key phrases**

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| You can build trust by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| I trust people who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Trust is about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| Pair Discussion – **A**1. Who is a person that you trust a lot?
2. What does a person need to do to show that you can trust them?
3. Are there any companies or brands that you trust?
4. Are there any companies or brands that you don’t trust?
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| Pair Discussion – **B**1. Can you remember any person that you couldn’t trust?
2. Does it take you a long time to trust someone?
3. Who is the person that you trust the most?
4. What things make you feel like you can’t trust someone?
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**Building trust and connections at work**

What are the advantages and disadvantages of each method?

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| A | Building trust by drinking with your co-workers outside of work |  |
| B | Building trust by learning about a co-worker’s personal life |  |
| C | Building trust by eating or cooking food together |  |
| D | Building trust by sharing a hobby |  |