



The Value of Professional Trust and How to Build It

Wholesale and Mini-Correspondent Clients

September 2022

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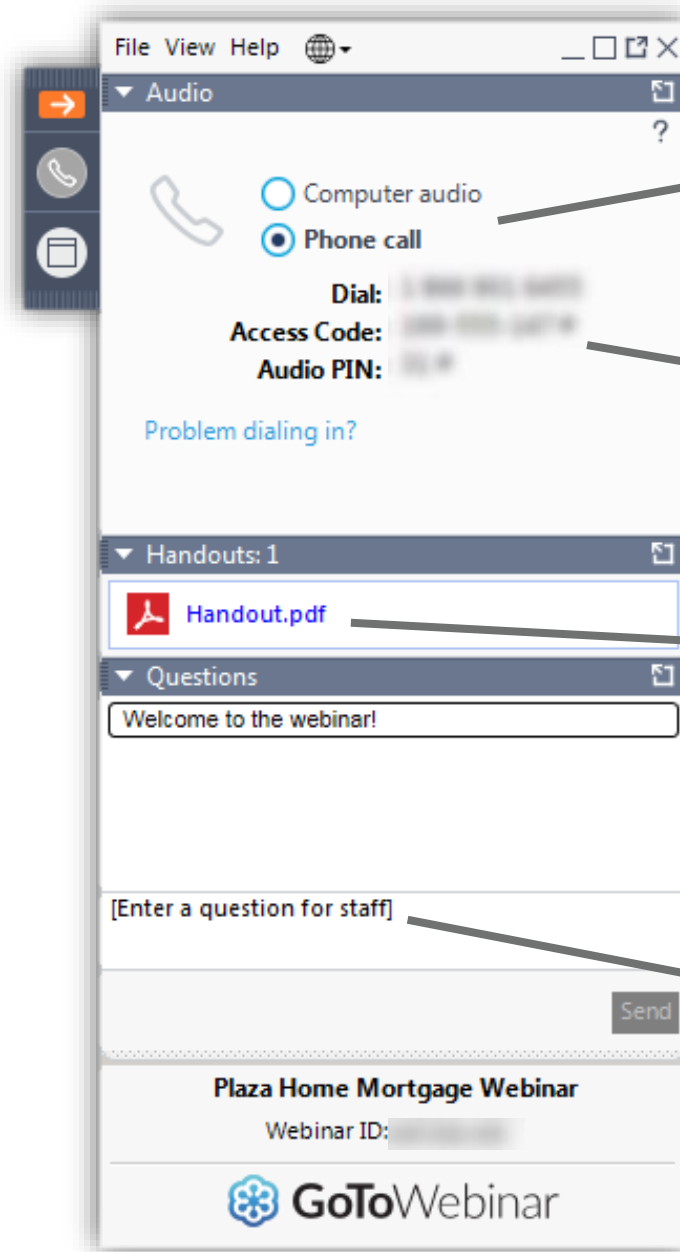


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Presenter



Katie Rinehart
Training Specialist

Agenda



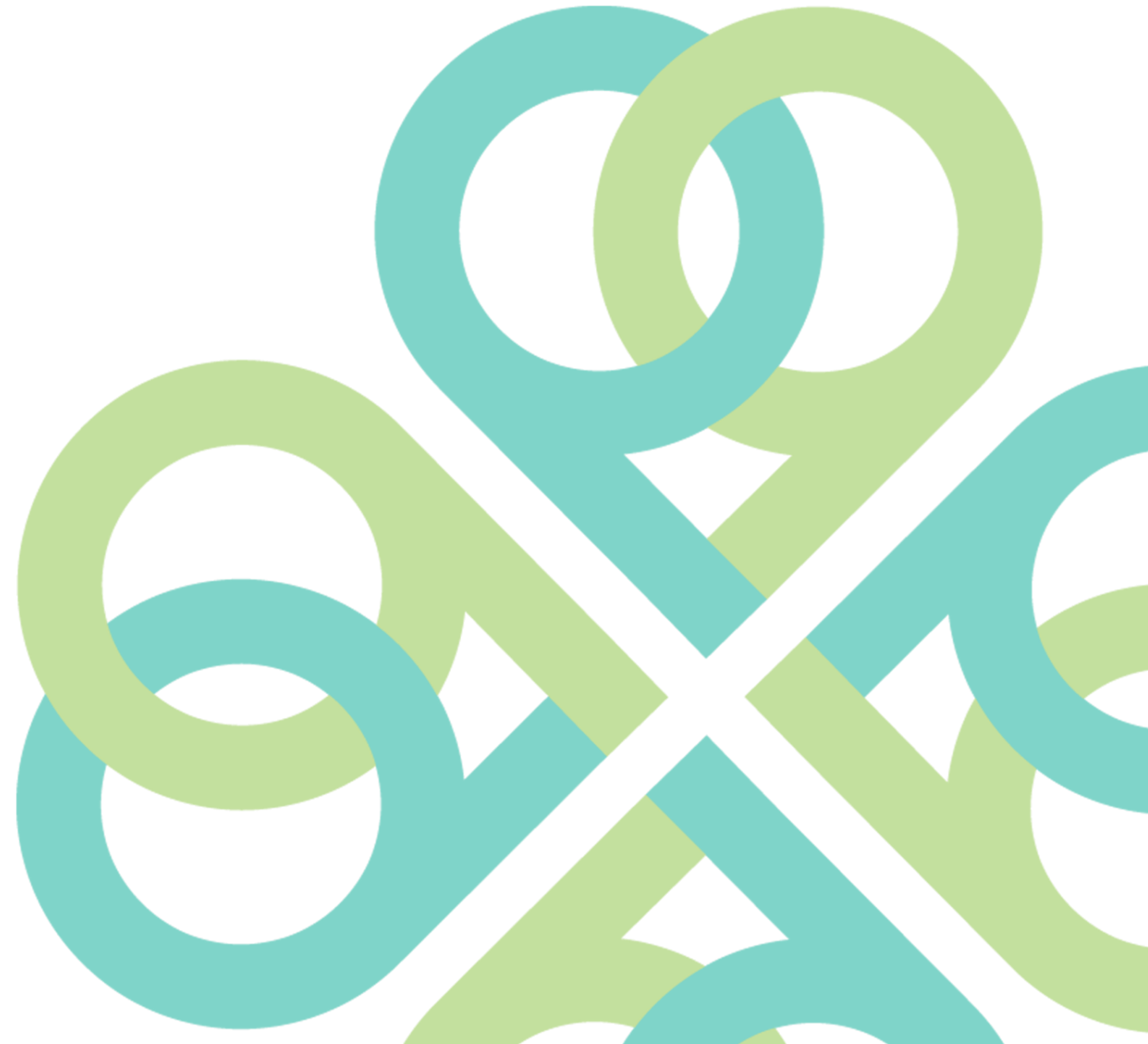
- The Power of Trust
- Authenticity and Integrity
- Compassion Builds Connection
- Pillars of the Trustworthy
- Building Trust through Communication
- Your Takeaways

On a scale of 1-5, how trusted do you feel in your professional life?

- 1 – Not at all trusted
- 2 – Hardly trusted
- 3 – Somewhat trusted
- 4 – Mostly trusted
- 5 – Completely trusted



The Power of Trust



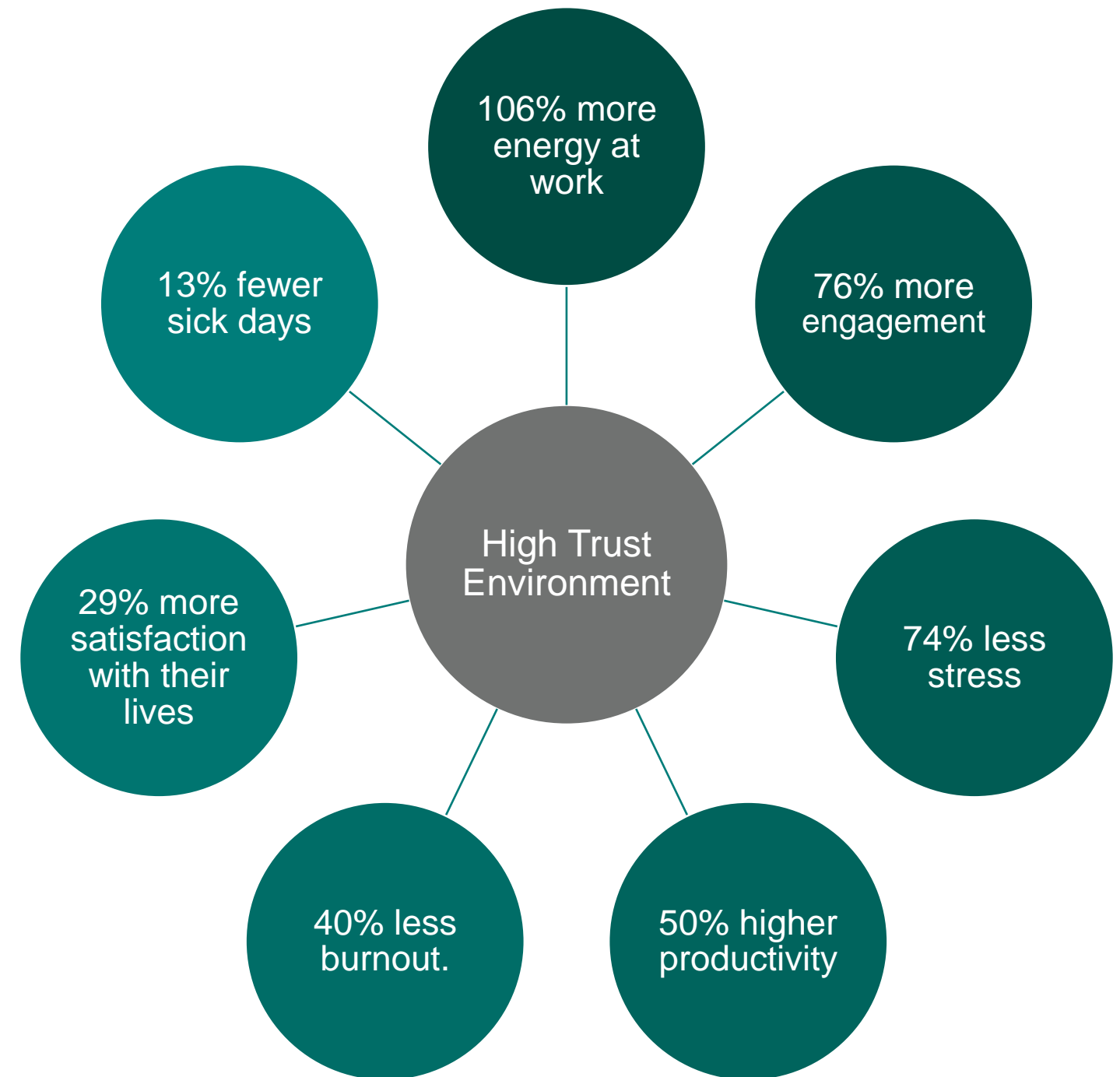
What is Trust?



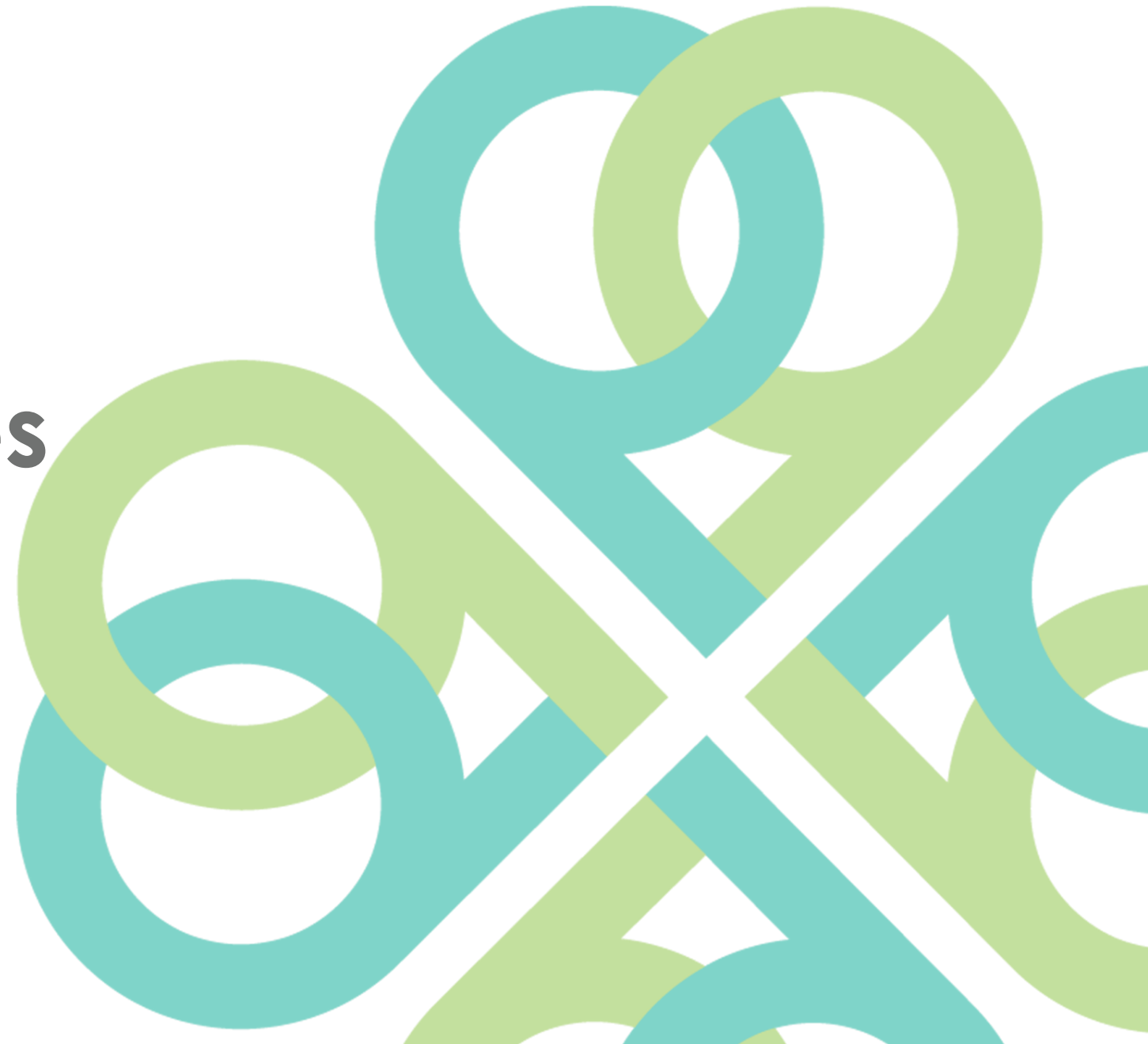
“Trust is like the air we breathe – when it’s present, nobody really notices; when it’s absent, everybody notices.”

- Warren Buffett -

Why Does Trust Matter? By the Numbers...



The Value of Your Values



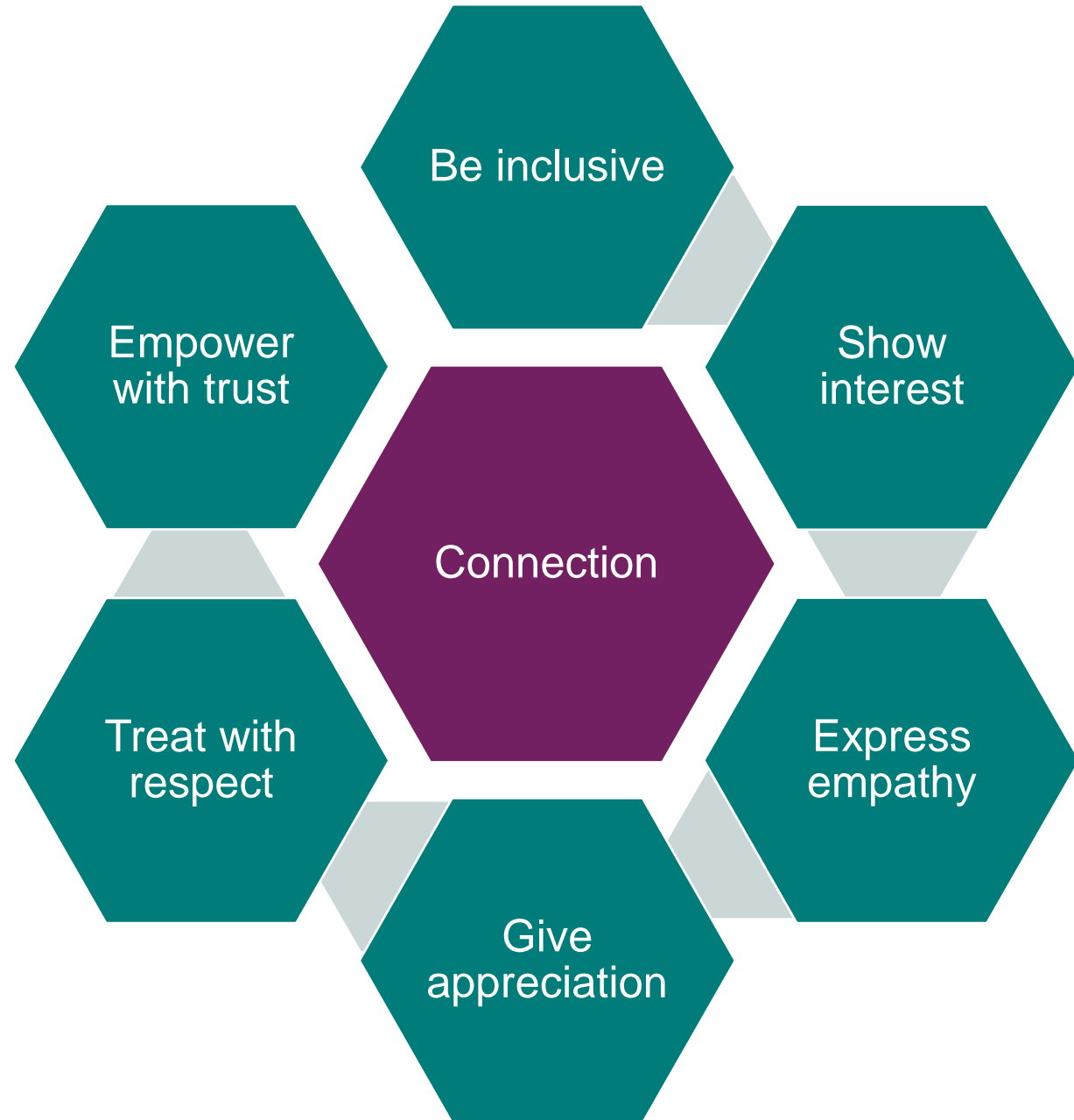
Be Authentic and Act with Integrity

Authenticity is the alignment of head, mouth, heart, and feet – thinking, saying, feeling, and doing the same thing – consistently.

- Lance Secretan -



Compassion Builds Connection



Pillars of the Trustworthy



Honesty

Consistency

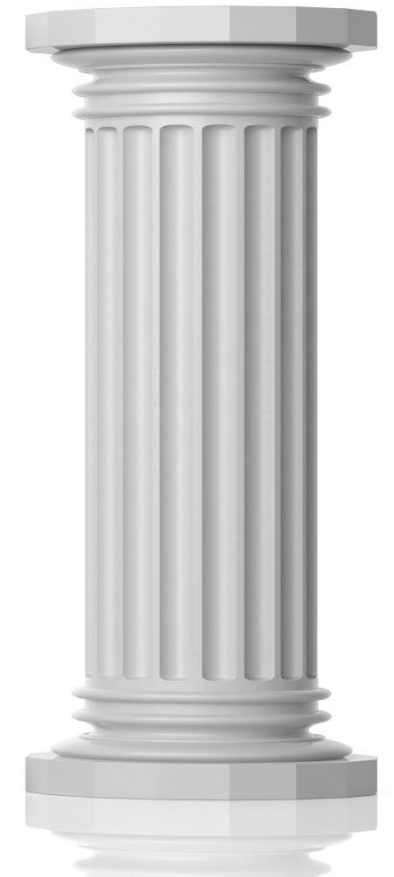
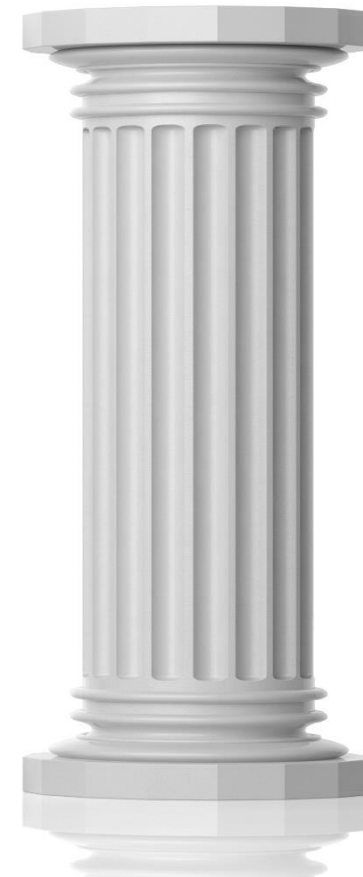
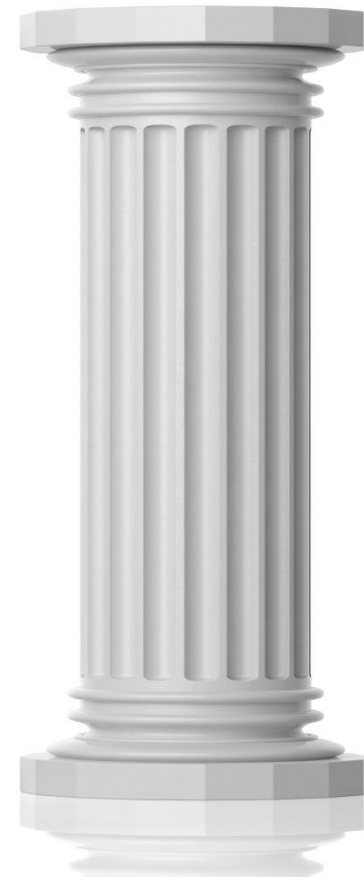
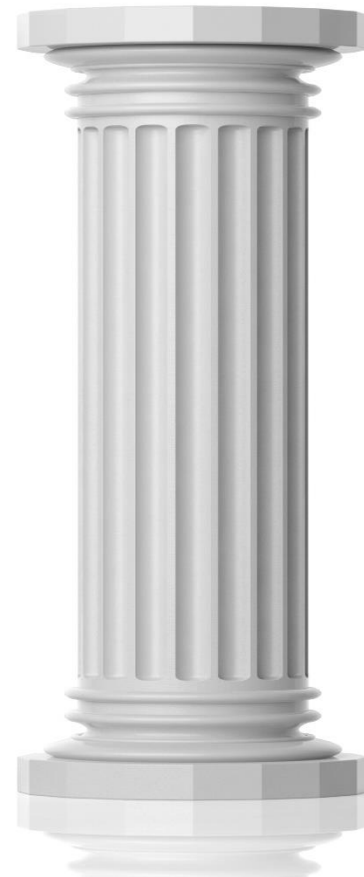
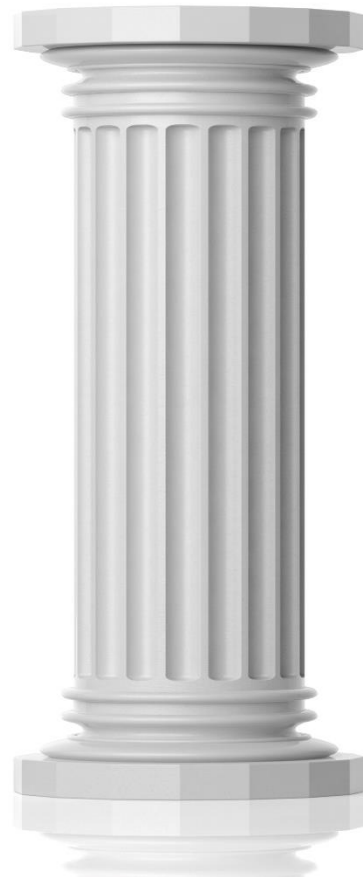
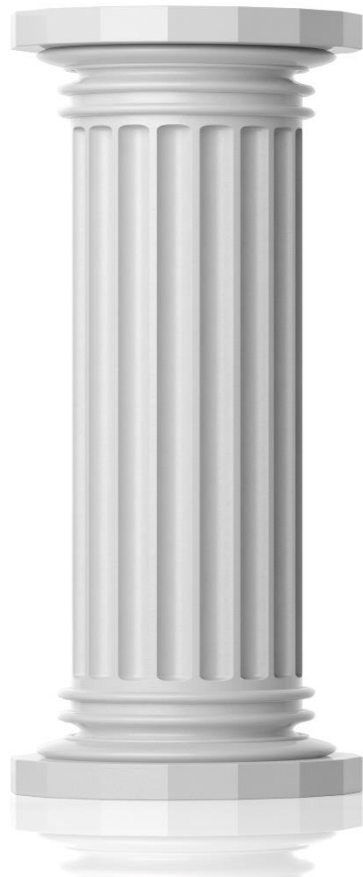
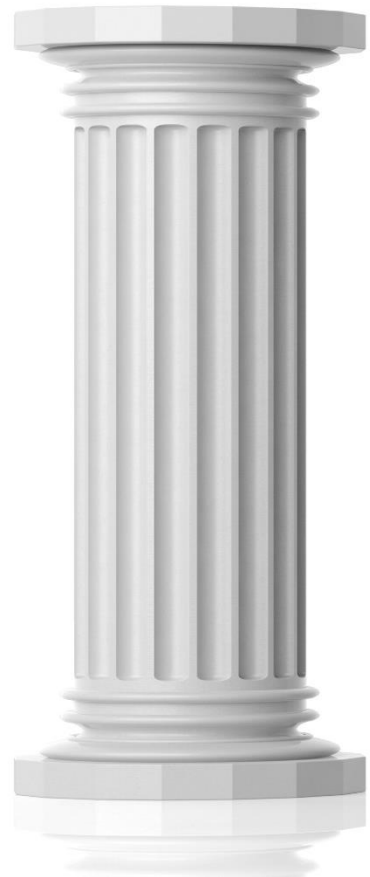
Reliability

Transparency

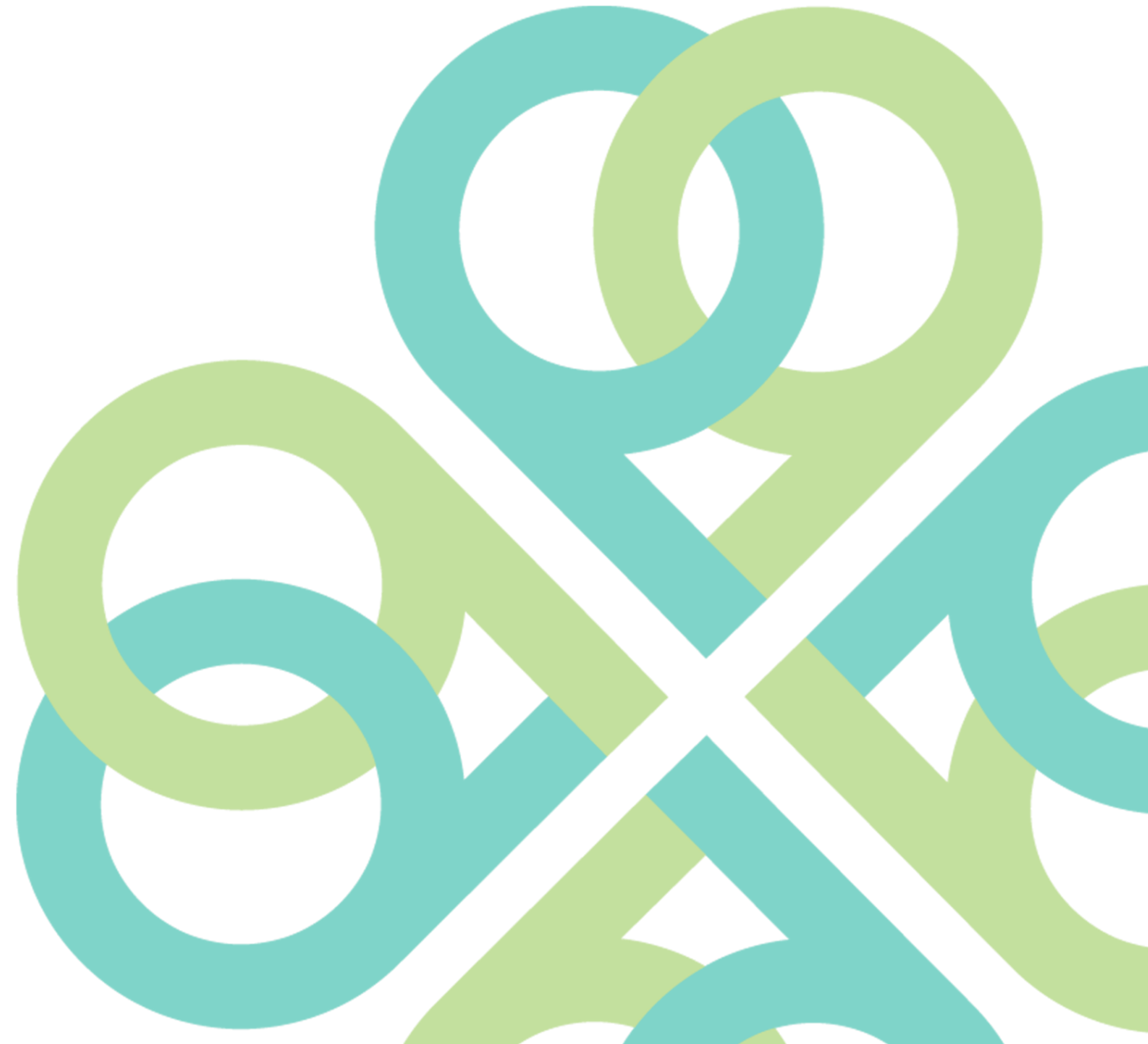
Vulnerability

Helpfulness

Competence



Build Trust through Communication



Trust-building Communication Practices



Show genuine care

Listen to understand

Find commonalities

Be accessible and approachable

Stay positive and respectful



Build others up

Be clear and consistent

Own your words

Express gratitude

Solicit and act on feedback

Words Matter – Phrases to Start Building Trust



“Thank you”

“I understand”

“Absolutely”

“What do you think?”

“I’m all ears”

“Yes, I see what you mean”

“Great idea”

“I couldn’t have done it without you”

“What can I do to help?”

“Like you, I care about this because...”

“The data shows...”

“I trust your judgement”

“I’m in your corner”

“It was my fault”

“What can I do differently?”

Recap



- The Power of Trust
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- Your Takeaways

Takeaway

Type in chatbox a key
takeaway from today's
session



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