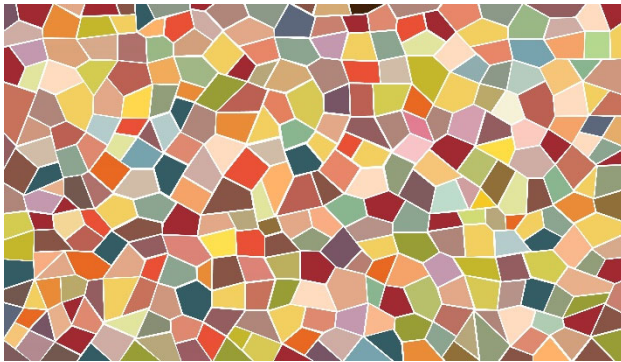


## Building Higher Trust 3 Trust is More Complex Than We Realize

by Bob Whipple, MBA, CPLP

I start out every speaking engagement by asking my audience how they would define trust. It is an amazing exercise, because we all know what it is and experience it all the time, yet to define it precisely is a bit of a challenge.



Normally, the group is pretty quiet, then someone will say something like, “Trust is confidence.” Another person might offer, “Trust is integrity.” On and on it goes with adjectives that have a bearing on trust, but none of them come close to a robust definition.

I then share that nearly every one of the definitions offered had to do with trust between one person and another. In my previous article on Trust, I pointed out that trust is ubiquitous. It exists when we interface with any product or service. It is not just a phenomenon between people, it is a phenomenon between ourselves and every other thing we interface with.

Since the most familiar way we experience trust is in interpersonal relations, this article will amplify on that part of the general topic. Trust exists between people, but there are numerous different categories of trust in that realm.

For example, if I have confidence that you will do what you say, then that is one type of interpersonal trust. Trust is also a feeling that you will not hurt me in any way. It can also mean that you are looking out for my best interest. It might be that we share a common value of high trust in each other.

Basically, I believe interpersonal trust is a montage of concepts that weave together into a pattern that changes from moment to moment depending on what is going on at that time. Here is a link to a 3-minute video that expands on the concept of categories of interpersonal trust.

### Bonus Video

Here is the [link to a short video](#) on this topic.

*Bob Whipple, MBA, CPLP, is a consultant, trainer, speaker, and author in the areas of leadership and trust. He is the author of four books: 1. The Trust Factor: Advanced Leadership for Professionals (2003), 2. Understanding E-Body Language: Building Trust Online (2006), 3. Leading with Trust is Like Sailing Downwind (2009), and 4. Trust in Transition: Navigating Organizational Change (2014). In addition, he has authored over 1000 articles and videos on various topics in leadership and trust. Bob has many years as a senior executive with a Fortune 500 Company and with non-profit organizations*