

## Building Higher Trust 81 The Power of Trust

by Bob Whipple, MBA, CPTD



The power of trust cannot be overstated. It has a huge impact as you experience the transitions of your life. Most human beings go through a kind of ritual when confronting death or other profound change.

### What matters most at the end of life?

You look at your life and try to make some sense of your precious short duration in the physical world. If you can identify several relationships of trust and love with the people in your life, you will close your eyes and take your last breath in peace.

If you have squandered the opportunities to create the spirit of trust with people, you will probably die a lonely and bitter soul. It is for you to decide how you experience those final few seconds of your existence.

### Possessions aren't very important

The pile of clutter you have generated during your years of existence will not matter much at that point. As you pass from the physical to the spiritual world, the quality of your life will boil down to the relationships of trust and love you have nurtured.

You have a choice to make every day. I advocate you invest in the relationships and be worthy of the trust of others. I suggest that the best way to experience the power of trust is to extend it to others.

### Interesting insights

I conducted an interview with Stephen M.R. Covey as he was writing his latest book, [\*Trust and Inspire\*](#). He indicated three observations about trust that apply to us all:

1. Trust is the **new currency** in our world.
2. **Credibility** is your greatest asset.
3. Your greatest **power** is to intentionally **extend trust** to others.

## **How trust is created**

Trust is the lubricant that allows relationships to grow and be effective. It is created by having a safe environment where people can express themselves without fear.

Vow today to invest in the relationships you have and can create with other people. Put a high premium on this commodity called trust. The more you invest in the things that build trust, the richer your life will be. The more trust you can extend to others the more you will experience it in your own life.

## **Never, never, never intentionally destroy trust**

I have decided to dedicate the rest of my life to helping others. I will educate people on the merits of trust in their lives and how to obtain more of it. You decide for yourself how to live your life. I hope you realize the impact that more trust will have on the quality of your life. The more trust you have and can give to others, the more satisfaction and peace you will experience.

Bob Whipple, MBA, CPTD, is a consultant, trainer, speaker, and author in the areas of leadership and trust. He is the author of *The Trust Factor: Advanced Leadership for Professionals*, *Understanding E-Body Language: Building Trust Online*, and *Leading with Trust is Like Sailing Downwind*. Bob has many years as a senior executive with a Fortune 500 Company and with non-profit organizations.