

# THE 5 C'S OF TRUST

For trust to flourish, these must be present.

1

## Credibility

Do what you say you are going to do and avoid over-committing or over promising.



2

## Consistency

Be fair in your treatment of others and be consistent in your actions so others know what to expect.



3

## Competence

Display the ability to learn as a leader and to understand the issues and skills which impact your team.



4

## Character

Be honest and ethical in actions and communication.

5

## Connection

Be supportive and make others feel important by demonstrating empathy and gratitude.

