



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System



13 Trust Behaviors

- 1) **Talk Straight** – Tell the truth and leave the right impression.
- 2) **Demonstrate Respect** – Show respect for people and behave in ways that demonstrate caring and concern.
- 3) **Create Transparency** – Genuine interaction.
- 4) **Right Wrongs** – Based on the principles of humility, integrity and restitution.
- 5) **Show Loyalty** – Give credit to others, even when they are not present.
- 6) **Deliver Results** – Establish a track record. Be on time and within budget.
- 7) **Get Better** – Continual improvement. Learn and change.
- 8) **Confront Reality** – Take the tough issues head on. Share the bad news as well as the good news. Talk about the elephant in the room.
- 9) **Clarify Expectations** – Create a shared vision and agreement about what is to be done up front.
- 10) **Practice Accountability** – Don't blame others and point fingers.
- 11) **Listen First** – Listen before you try to diagnose, influence or prescribe.
- 12) **Keep Commitments** – This is the quickest way to develop trust.
- 13) **Extend Trust** – Principle of empowerment. People will run with the trust when it is extended.

Source: *The Speed of Trust* by Steven M. R. Covey

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United States Department of Agriculture, University of Arkansas, and County Governments Cooperating

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