



## **Leadership Challenge Workbook**

Trust

Week of June 26—30, 2017

# Building Trust

In the relationships that matter the most to you, no matter if it is in your personal or professional life, trust is the key ingredient to building on your relationship. American-Israeli psychologist Daniel Kahneman, who won the 2002 Nobel Memorial Prize in Economic Sciences, identified that people react emotionally first and then logically second. This is a human condition and is not effected by race, nationality, sex, or religion. Humans are emotional creatures. So the idea of taking emotion out of business is a recipe for failure.

**Emotions are important to business. If anyone takes  
all the emotions out, the business will die!**  
-CEO of Gander Mountain Marcus Lemonis (The Profit on CNBC)

We **MUST** consider the emotional bank account that we have in the relationships that matter to us. If we wish to be successful with those relationships, we have to build trust and not take it away!

## What relationships matter the most to you?

### Personal Relationships

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### Professional Relationships

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## What benefits would you have for increasing the trust in the relationships you listed?

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How would more trust in these relationships benefit the others you listed?

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Why would it be important to consider the benefits for others?



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Whoever is careless with the truth in small matters  
cannot be trusted with important matters.

- Albert Einstein

# Considering the Relationship

A relationship is based on trust. Considering the other person's benefits creates trust in the relationship. They can see that you are not in it only for yourself. Think of someone in your life that is always out for themselves only. Do you enjoy spending time with that person that always wants to make sure you lose so they can win? I think of kids with ice cream. When my daughter was younger, at her birthday party, her silly father saw that it was cheaper to buy a half gallon of ice cream instead of the individual servings for 20 kids. I am pretty sure I could have brought in a NASA engineer to use an atomic scale to measure who got how much ice cream and the kids would have still whined that Bobby or Peggy got more than they did! We are programmed for competition from birth it seems like.

This is something that we really need to work on to be more effective in our lives. We need to get away from the "I need to win!" thinking and transform into a "WE need to win" mentality. I can be a big and hard change for some people. However, if we want to win in our relationships, it is a change we need to make.

**How can you change your mindset into a WE need to win mentality?**

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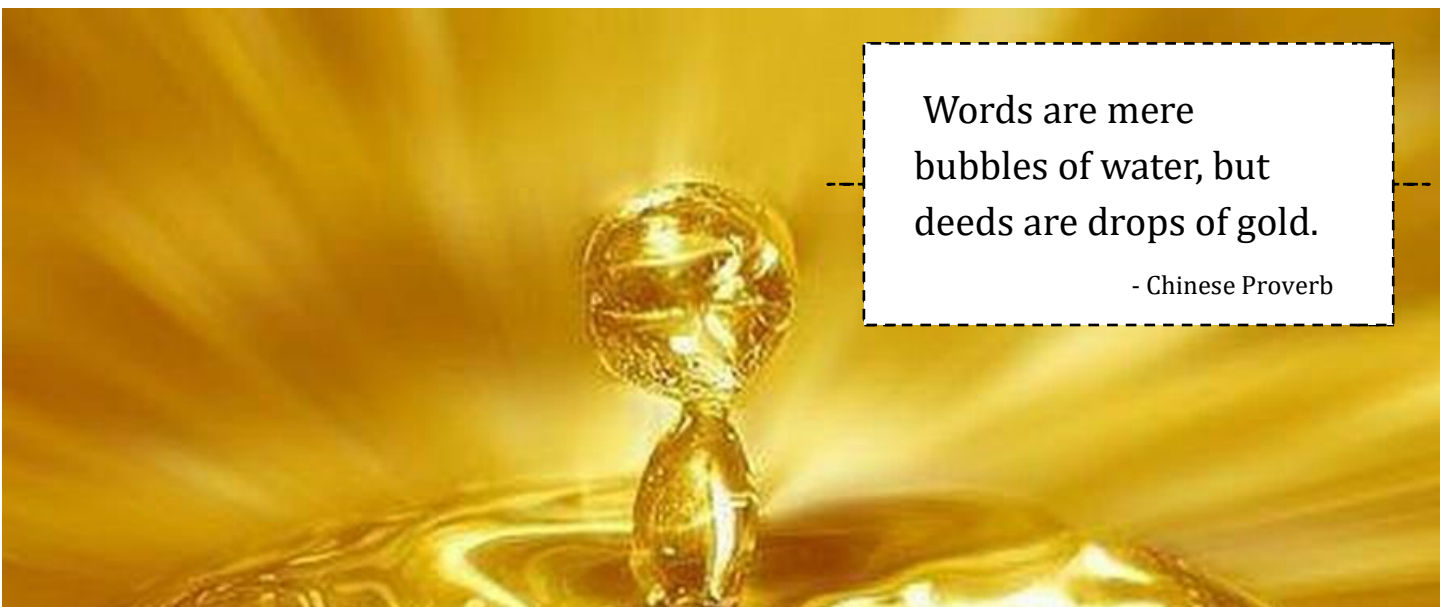
**How will this new mindset change your relationships?**

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Words are mere  
bubbles of water, but  
deeds are drops of gold.

- Chinese Proverb

