

TRUST

isn't built in grand gestures



BUILDS TRUST

BREAKS TRUST

✓ Responding within agreed timeframe

✗ Going silent/unresponsive for extended time periods

✓ Defaulting to transparency (sharing content)

✗ Withholding information or context

✓ Admitting when you don't know something

✗ Over-committing and under-delivering

✓ Following through on commitments

✗ Pretending to have all the answers

✓ Giving credit to others publicly

✗ Taking credit or being vague about contributions

✓ Being present in meetings (camera on, engaged)

✗ Multitasking visibly in meetings

✓ Asking "How can I help?" proactively

✗ Waiting to be asked before offering support

it's built in consistent,
small actions repeated over time.