

You Need All Five Cs For Powerful, Lasting Trust

We've looked at trust and its role in the persuasion process in depth, including at the five critical components that we call the Five Cs of Trust: Character, Competence, Confidence, Credibility, and Congruence. For powerful, lasting trust, all five Cs are essential. Gaining trust is like having a car that is finely tuned. The engine and all the components work together harmoniously. None of the five Cs will carry you where you need to go without the others.

Where Can You Improve?

A man who doesn't trust himself can never really trust anyone else.”

—CARDINAL DE RETZ

In closing, review the following behaviors that are harmful to building trust. Can you improve in any of these areas?

- Ignoring promises
- Being unreliable
- Overpromising and underdelivering
- Covering up failures and weaknesses
- Blaming others
- Using emotion without logic
- Shifting responsibility
- Exhibiting apathy for others
- Being inaccessible
- Never apologizing
- Gossiping and telling half-truths
- Hiding mistakes
- Assuming people completely trust you
- Presenting an offer that is too good to be true
- Embellishing to make your point

- *Being emotional and unpredictable*

The Fox Who Lost His Tail: A Fable

It happened one day that a fox caught his tail in a trap, and in the struggle to free himself, he lost his tail, leaving behind an ugly stump. At first, he was ashamed to show himself to his fellow foxes. But at last, he wanted to put on a better face upon his bad luck and called all the foxes to a meeting to consider a new proposal. When they had gathered together, the fox proposed that they should all cut off their tails. He pointed out how inconvenient a tail was when being pursued by enemies. He also mentioned how much a tail got in the way when they wanted to sit down. He failed to see any advantage in carrying about such a useless thing. "That is all very well," said one of the wiser foxes, "but I do not think you would have recommended us to dispense with our chief ornament if you had not happened to lose it yourself."

Meaning: Your audience is always wondering what is in it for you. Can they trust you? Why are you dispensing advice? Should they trust you? Would you do what you are asking them to do?