

THE TRUST CREATION PROCESS: CRAFTING THE CONVERSATION



Conducting the Trust Process in Conversations—Selling, Problem-solving, Negotiating, Exploring

Stage in Trust Process	Description	Sample Words	Common Mistakes
Engage	Offer something of interest and of value to the client	I understand you're concerned about XYZ; is that right, and might I share some thoughts with you on the subject?	Engaging too long
Listen	Listen to what is important and real to the client	Tell me about X... What was the context for X... So, if I've got it right... I see, that must have been...	Listening 1-dimensionally
Frame	Frame the true root issue, including emotional issues, succinctly and without blame	What is the problem statement? What does that imply for everyone, including us?	Framing too soon
Envision	Envision jointly a set of alternative realities or end-states that represent improvements on the is-now	What would that look like? What would be different, and how? Imagine for me...	Envisioning unclearly
Commit	Commit jointly to actions that constructively move ahead	What has to be done to get from here to there? By whom, and when?	Committing too soon