



The Trust Creation Process: [Crafting the Conversation](#)



Stage in Trust Process	Description	Sample Words	Common Mistakes
<i>Engage</i>	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
<i>Listen</i>	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
<i>Frame</i>	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
<i>Envision</i>	Envision jointly a set of alternative realities or endstates that represent improvements on the is-now	What would that look like? What would be different, and how? Imagine for me...	Envisioning unclearly
<i>Commit</i>	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

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