Category

Consulting

Trusted Advisor Credibility Building Playbook

Building the expertise-demonstrated dimension of trust — one of four components, not the whole of trusted advisor status

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for building genuine professional credibility with clients — demonstrated expertise, track record, and technical command — as one specific, buildable component of the broader trusted advisor relationship, using the credibility-reliability-intimacy-self-orientation trust model.

How is credibility different from the other trust components (

reliability, intimacy, low self-orientation)? Credibility is specifically about demonstrated expertise and command of the subject matter — "does this person genuinely know what they're talking about" — distinct from reliability (do they follow through), intimacy (do I feel

safe being open with them), and self-orientation (are they focused on my interest or their own).

Can you have high credibility but still fail to become a trusted

advisor? Yes — this is a common pattern. A highly credible expert who scores low on the other three trust components (unreliable, doesn't build genuine rapport, seems self-interested) often fails to become a trusted advisor despite genuine expertise, which is exactly why this playbook treats credibility as one component among several, not the whole picture.

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