Category

Consulting

Trusted Advisor Trust Building Playbook

Building reliability and low self-orientation — the two most-neglected components of the trust equation

- Practitioner
- Intermediate
- Template Included

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- 09 August 2018
- 4 minute(s)

Overview

A framework specifically for building the reliability and self-orientation components of trusted advisor status — consistent follow-through and visibly client-first framing — which are more behaviorally demanding to sustain than credibility or initial rapport, and more often neglected.

How is this different from the Trusted Advisor Credibility Building

Playbook? That playbook focuses on demonstrated expertise. This one focuses specifically on the two other, often-neglected trust equation components: reliability (consistent follow-through over time) and low self-orientation (visibly prioritizing the client's interest over your own) — which are behaviorally demanding in a different way than credibility.

Why are reliability and self-orientation often neglected compared to

credibility? Credibility can be demonstrated relatively quickly through a strong presentation or analysis. Reliability requires sustained consistency over many interactions, and low self-orientation requires resisting natural incentives (billable hours, scope expansion) that can subtly work against it — both take more sustained discipline to build.

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orientation (visibly prioritizing the client's interest over your\nown) — which are behaviorally demanding in a different way than\ncredibility." } }, { "@type": "Question", "name": "Why are reliability and self-orientation often neglected compared to", "acceptedAnswer": { "@type": "Answer", "text": "credibility?\nCredibility can be demonstrated relatively quickly through a strong\npresentation or analysis. Reliability requires sustained consistency\nover many interactions, and low self-orientation requires resisting\nnatural incentives (billable hours, scope expansion) that can subtly\nwork against it — both take more sustained discipline to build." } }] }

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