



## CHARACTERISTICS

If you have this **WHY**, trust means everything to you. You believe that trust is the driving characteristic behind all that you stand for and will work hard to create it. When the relationship is based upon trust, the sky is the limit for you. You will go to great lengths to demonstrate that you are trustworthy and do such things as becoming an expert in a given field or with respect to a particular subject so that you can demonstrate your expertise and thereby establish that you can be trusted. You will look to do things properly and correctly because that is what a trusted person would do. You want others to know that you can be counted on and will go the extra mile to demonstrate that with your actions, your words and your deeds. Many people with your **WHY** enjoy numbers, because numbers don't lie, and endeavors such as gardening or sculpture that are predictable. While people with other **WHYs** may get annoyed by a violation of their trust, to you it is like a knife in the gut (again, the feeling of "life and death"). Like those individuals whose **WHY** is to contribute, you have a very noble **WHY** and work hard to be known as an individual who can be counted on. You build loyal and lasting friendships and relationships.

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## CHALLENGES

The biggest challenge with your **WHY** is that because trust is so important to you, you will often go way above any sense of an ordinary norm to prove that you can be trustworthy. You will stay late, work overtime, do beyond what is expected at the expense of yourself to prove your trustworthiness. You may be overly generous with either time or resources in an effort to build trust with the beneficiaries of your generosity. Unfortunately, this extra effort often yields mediocre results because others do not see the world through the filter of your **WHY**. It's simply not that important to them and therefore, often, the effort is wasted.

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## SOLUTIONS

Fortunately, the solution is straightforward, highly effective and will save you an enormous amount of time and aggravation. Given that trust is so important to you, you simply need to communicate that clearly with all of those with whom you associate - friends, family members and especially business colleagues. It is a matter of literally stating: "Because we're entering into a new relationship, I need you to know that trust is very important to me. I am a person who can be counted on to do what I say I'm going to do. Can I also count on you?" Because you are so tuned in to trust on every level, you will quickly identify individuals who resonate fully with this core value, and more importantly, those who don't. Armed with this information, you can make a fully informed decision as to whom you choose to associate with.