

# Trust

White Paper

“Being trustworthy, building trust quickly and  
learn how we often trust people we should not,  
and don’t trust people we should”

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“Trust is a strange thing . . . so easily lost, so hard to gain and what causes one person to trust us, will cause distrust in others?”

## Frequencies & Trust . . .

 <b>2</b> We trust people due to their attention to detail, being cautious, accurate, thinking about/through things. <i><u>The Analytic</u> (The Teacher)</i>	 <b>4</b> We trust people due to honesty / truthful even if it hurts and/or puts the relationship at risk. <i><u>The Driver</u> (The Navy Seal)</i>
 <b>1</b> We trust people due to them being nice, patient, kind, giving, helpful and not having conflict. <i><u>The Amiable</u> (The Cheerleader)</i>	 <b>3</b> We trust people when they are fun, adventurous, exciting, outgoing, risky and just kind of overall crazy. <i><u>The Expressive</u> (The Coach)</i>

“What’s even more strange . . . is that we often trust those we should not trust and don’t trust those we should trust!” Why? Actually there are many reasons and we’ll discuss many of those in this white paper.

## How We Can Be Quickly Deceived

 <b>2</b> Become too focused on the details and miss the big picture deception. <i><u>The Analytic</u> (The Teacher)</i>	 <b>4</b> BIG Picture is exciting and risky . . . but it may be missing the details which can create success. <i><u>The Driver</u> (The Navy Seal)</i>
 <b>1</b> Yes . . . people are nice to us . . . but it may be to take advantage of us. <i><u>The Amiable</u> (The Cheerleader)</i>	 <b>3</b> Yes . . . people may be fun and exciting and the project is wild and crazy . . . but it may hurt us and those around us. <i><u>The Expressive</u> (The Coach)</i>

## **Goal for White Paper**

Learn how to trust in a more effective manner.

To bring to the reader, you, and those in your circle of influence to the point of realization as to your trustworthiness, how easily or not you trust, with what degree you trust and what prompts the trust or distrust. To give a clear picture of how trust or the lack thereof affects your business, relationships in fact everything in your life whether positively or negatively. To bring intentional thought to trust and enable you to utilize that trust to the benefit of you and everyone you impact and discard the trust which is harmful.

## **Warning**

There may be some parts of this white paper which are offensive to you . . . don't stop reading. We hope as you continue to read, it will become more clear as to what is being shared. Our hope is that, through this white paper, that maybe . . . we can challenge . . . the minds of others, as our minds have been challenged, to Think Differently. A great first step before reading this white paper is to watch the following short video.

[www.DNAforSuccess.com/Video-Trailer:-Library/Thinking-Differently](http://www.DNAforSuccess.com/Video-Trailer:-Library/Thinking-Differently)

## **Trust**

Before we dive into trust and your lack thereof, let's examine an item in which you trust everyday ~ a simple chair. More than likely you are sitting on a chair as you read this. Did you fully examine the chair for any imperfections? Did you ask everyone around you if they had sat in the chair or if they trust the chair? Probably not, yet you sat on the chair without a thought as to its trustworthiness. Why? Prior experience, mindlessness, lack of attention to detail, conformity to the norm, expectations, subconscious belief? Many factors affect our ability or lack of ability to trust. Each and everyday we place trust in a multitude of objects, theories and people without giving it any thought at all. While other things and people, we question to the utmost as to their trustworthiness. How can we be confident our trust or lack thereof is beneficial to the situation and people involved?

## **Assignment**

Who are the five people you trust the most?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Why do you trust these individuals?**

Reflect on why you trust people. Do you see any flaws in the way you trust people? What flaws do we have in how we trust people? Write down a few thoughts . . .

We tend to trust others who are like us . . . but are we really trust worthy? In the mortgage industry most of the predatory lending is ethnic on ethnic. We don't see this reported in the press but . . . well . . . it's "more exciting" to see different ethnic groups taking advantage of one another than it is within one's own community.

In addition to ethnic trust issues, we often tend to trust those who are of a similar age, gender, education, religious and culture to try to quickly determine who we should trust and who we shouldn't trust. Think about it . . . we were born into this world to be very trust, our parents will often say "too trusting" but . . . are we . . . really too trusting?

What's a most interesting study is how people trust based on personality / frequency. What causes one personality to trust someone will actually cause distrust in different personality / frequency type. What's even more interesting is that we like people who tend to be of a similar frequency as we are . . . but we fall in love with those who are a totally different frequency type.

 1 Amiable experiences trust by who else is trusting or how trusting will reduce conflict. Just jumping in and believing the outcome will be something different. Not weighing better or not ~ just different. Knows that learning and changing will bring some type of change or growth. Trust the system and know that growth will come, doesn't matter what the growth is. Will end up a different person in the end.

 2 Analytical experiences trust through thinking it through, analyzing the situation, weighing the options and coming to a conclusion as to how trustworthy a person or system is. Looks for what the outcome will be and if it will be better. Wants to know what the change will bring. Asks who will I be in the end.

 3 Expressive trusts the energy they feel from the person or system. Uses intuition to guide. Is distrusting of things which doesn't "feel" right. Uses their energy to gain or provoke trust.

# 4

Driver trusts based on honesty even when it hurts and if there is movement forward. Will jump in and act just to see forward motion. Expects immediate trust from others and expects the action to move it forward. Trusts the method and end goal to guide the action.

## Being trustworthy . . .

- Different frequencies / personalities build trust in very different ways.
- Everyone wants to be SEEN as being trustworthy but, how many people really want to BE trustworthy? Being seen as trustworthy is an action while BEING trustworthy is just that ~ a state of being. Which holds the true value? How can one become trustworthy? What does being trustworthy really mean?
- Each frequency/personality has a manner in which they go about being trustworthy.

## Building trust quickly

- The power of the 30 minute Strategy Session ~ Learning who we are as a person. What makes us who we are. How we are wired and designed. Facing the reality we know lies deep within us and celebrating the strengths while confining the weaknesses. Trusting ourselves enough to develop into the magnificent individual we were created to be. What's not to trust? Unless, you don't fully look at the truth of your being.
- Building trust starts with understanding the viewpoint of the audience or person of which trust is desired. Finding common ground and relating from this standpoint is the fastest way to build trust. Once someone says, "hey they understand me" or "She is like m." or "He knows where I have been and what I have been through" trust begins to build. Understanding without having to explain oneself builds trust in a profound way. Everyone wants to be understood and acknowledged for where they are in life. Genuine understanding and commonality makes one say, "that person is like me and who wouldn't trust me?"
- So why do some people struggle so with building trust? Could it possibly be they are not trustworthy? Probably not or possibly so remember, distrust breeds distrust. One who distrusts others possibly doesn't feel others trust them or should trust them. Or they have been 'burned' by

trusting those they shouldn't trust. More on that later. Why would one feel they shouldn't be trusted? Perhaps they do things half-way. Or they are not confident in their knowledge. Or they know they could be doing things better. They simply don't trust themselves in some manner so why should they trust others?

- The Golden Rule states "Treat others as you would want to be treated." I believe many people miss the true essence of this statement. We really don't build trust and show true connection by treating others as we want to be treated. Instead the heart of the statement is we want to be treated in the manner we like to be treated and so do others. Learning how others want to be treated or serviced and delivering in that manner, builds immense trust. How do you learn how others want to be treated? By learning their personality. This speaks again to the fact that everyone wants to be understood and connected. We have all met that person who as we are speaking looks at us as though we have 3 heads because they just don't 'get' us. Did you trust that person? How about that person who truly listened and connected to you on a deep level? You trusted them instantly. In both of these scenarios, a judgement call was made and trust was built or withheld. Was this always a good thing? Read on!

### **Trust people we should not, and don't trust people we should**

- Personality, ethnic, religious, testimonies, interest . . . etc. may not be the best way to base our trust. Suppose you are looking to get in shape. You connect very deeply with someone like you ~ out of shape, lazy, lacking knowledge in good physical fitness. Should you trust this person to guide you on your pathway to getting in shape? Everyone would naturally agree this is not the person to trust to gain fitness advice. However, how many times do we look to those like us to trust in vital areas of our life? Should this be the person to trust? Now I agree we can like them, appreciate them, walk through life with them. But, trust them to guide us to physical fitness ~ I think not. So, who do you trust if not someone like you? Trust the individual who has shown themselves trustworthy! This often does not feel comfortable because it is pushing us into an area of unknown, an area of fear, an area of untested waters.
- What seems to be good for us often isn't and what doesn't seem to be good for us often is. Frequencies - Past - Present and Future Often we think people care who do not, don't think people care who do, trust those

we shouldn't don't those we do, those we think are working for us, often aren't, those we think are working against us, are often for us . . . So, who or what do we trust? Have you ever thought why you should trust? Nike says "Just Do It", do what? How about "Just Trust". Trust a larger plan is being played out in which each and every day, situation, person in your life is a part of that larger plan which has the end goal of simply bringing you to your full potential. To become fully who you are meant to be. That individual you trusted that proved to be untrustworthy, did they bring you to a greater knowledge of some area in your life? So was that misplaced trust? Or trust which brought about a result you were not anticipating yet was an integral part of the plan. The toddler that walks into the street without fear, trusts that he is safe everywhere. If a car screeches to a halt just barely missing the child, should the child no longer trust cars? No, he learns a knowledge of the dangers to be found in the street. And yet, we as adults hold back our trust from many of the greatest opportunities to grow and learn and become. We foolishly trust ourselves when we can be our own worst enemy.

- Humility is probably the best vaccine / way to prevent larger losses.

What's bad can be good and what's good can be bad . . . those we think may be for us, may be against us and those we think are against us may be for us. These we think are helping us may be hurting us and those we think are hurting us may be helping us.

- Learning how to trust deeply and quickly and the benefit of this.
- Learning how we are the only one's who can hurt ourselves.
- See the truth of what we're trusting in.
- Learning how to learn the "right things" rather than the "wrong things" from each time our trust seems to be violated, will help us to see greater success.
- Yes, we get hurt when we trust people we shouldn't . . . but most likely we lose far more when we don't trust people when we should . . . and . . . we'll never get a bill for that and/or even be aware of the opportunities we lose as a result of not trusting when we should.

# Q&A

**Q1: How did Pam Martin come up with your plan of attack prior to coming to Tanglewood to help Tanglewood / any event and grow my business at the same time? Learn how to be selflessly selfish, Wii-FM.**

A: I first looked at my reason for the trip to Tanglewood. I examined the information laid out before me, identified the challenge, evaluated the goal. Information ~ a small percentage of the team members were contributing to their retirement plan. Challenge ~ why were so little of the team members actively working towards their own futures Goal ~ Create a partnership approach to reaching the future life each team member desires. After these were identified, I looked to see ways in which I could bring them to the understanding that they can have an advocate to bring about their goal.

> [www.dnaforlife-laws.com/cool-free-stuff/success/system/member](http://www.dnaforlife-laws.com/cool-free-stuff/success/system/member)

**Q2: How did you determine your ROI prior to coming to Tanglewood / any event?**

A: Honestly, I did not examine this aspect until after the trip. I found an opportunity to stretch myself and trusted there would be a ROI whether financial or in other areas. Knowing what I know now, I would have use the 4 Steps To Great Leadership and then tapped into a Success Circle of 12 mastermind group to create a plan for a win win for everyone.

> [www.dnaforlife-laws.com/sc12](http://www.dnaforlife-laws.com/sc12)

**Q3: Do you always look to get an ROI from each engagement you do?**

A: No, but I know I should. My giving, trusting heart believes there will be a ROI even if I don't see it immediately. What's interesting is that I now am doing that now as a direct result of answering this question. Learning to be Intentional & Disciplined is helping me a great deal.

> [www.dnaforlife-laws.com/cool-free-stuff/intentional-discipline](http://www.dnaforlife-laws.com/cool-free-stuff/intentional-discipline)

**Q4: What questions do you ask yourself prior to an engagement? Do you have a routine?**

A: Who is my audience? How can I connect with them? What do they need to get from me? What am I willing to give them in terms of education? What is the time block for the presentation? What is my ultimate goal/outcome desired? How can I most effectively reach that goal?

**My routine includes**

- 1) Evaluating the audience and how to best engage them quickly using my prior knowledge of who they are, where they come from, what they need help with
- 2) Modifying my stock presentation/talk according to #1
- 3) Trusting there is a greater plan at play which I may never see or understand but, I am to play my part to the best of my ability.
- 4) Do the work to bring about the goal
- 5) Have hosting company complete survey -  
[www.dnaforsuccess.com/mastermind-profiles/speakers/interested](http://www.dnaforsuccess.com/mastermind-profiles/speakers/interested)

**Q5: How have your Action Vision coaches helped you?**

A: I now have a very detailed plan customized to build my own BOS - Business Operating System. It's the engine that runs my business. I earn the money I do, work the hours I work, have the stress I do and/or do not have due to my engine. My ActionVision coaching team are helping me design systems to generate more and better leads, have systems work those leads in a more effective way to convert more prospects to clients, do so in less time and service clients in a way to create a Raving Fan experience which is generating more and better referrals.

I am now connecting my BOS into the BOS of others in Coffee Connections, Legacy Partners, Success Circle of 12 mastermind groups. Without my ActionVision plan helping me with very specific systems and learning to SEE - THINK and DO in a very different way I would be missing so many opportunities and would never even know it.

> [www.dnaforsuccess.com/implementation/one-on-one](http://www.dnaforsuccess.com/implementation/one-on-one)

**Q6: Can what is seen as trusting really be just wanting to get along with others or not "buck" the system?**

A: Yes, we are often fearful and/or selfish and miss so many opportunities to impact others. Deeply understanding our own personality / frequencies we then are able to better know how to create win win win for everyone we come in contact with. A great online course to learn this very quickly is Personality Masteries.

> [www.personalitymasteries.com/lvl1-cert](http://www.personalitymasteries.com/lvl1-cert)

**Q7: How can I overcome my past mistakes of trusting when I shouldn't have or not trusting when I should have?**

A: Truly look at the situation and find the point in which the decision to trust or not trust provoked the action that followed. Yes, it was a decision whether conscious or not. Rewiring the thought process that went into the decision. Taking the thought under control and writing out what you could/should have thought differently.

Review over all the personalities / frequencies of those involved and maybe we violated trust of others more than they did us or maybe we violated trust first. Take personal ownership for what was learned and turn the painful situation into a positive / profitable experience. Work on learning, that it's not so much learning "not to trust" people but to learn to trust in a different way. Study the white paper Wii-FM and learn how to be selflessly selfish. [www.dnaforlife-laws.com/cool-free-stuff/success/system/member](http://www.dnaforlife-laws.com/cool-free-stuff/success/system/member)

**Q8: What if I don't see the big deal in trusting or not trusting the wrong things?**

A: Well . . . that may not go so well for you? Might be good to look into discovering your own life vision. Once we become clear on that, it becomes much more learn how important trust is. [www.dnaforsuccess.com/video-trailer-library/discover-my-life-vision/](http://www.dnaforsuccess.com/video-trailer-library/discover-my-life-vision/)

**Q9: What if I lean towards distrust of everything and everybody?**

A: There could be many reasons for this. Often we have not be as trustworthy as we should be and we're projecting our lack of trust of others from our own lack of trust of ourselves. We often SEE what we want to see and don't see what we don't want to see. To have relationships we need to learn to trust and the more relationships we have the more trust we need to have. Maybe the saying "To have loved and lost is better than to have never have loved in the first place." . . . could be applied to trust . . . "To have trusted and been hurt is better than to have never trusted."

Maybe start journaling from recent hurt all the way back to our most early memories of being hurt due to us trusting people. Often, as a very young person, we were deeply hurt and we never really healed from that hurt. These short videos may assist us with this question.

- > The Conflict Resolution Model - [http://dnaforlife-laws.com/career-success/#et\\_pb\\_accordion\\_item\\_7](http://dnaforlife-laws.com/career-success/#et_pb_accordion_item_7)
- > Magic Atomic Ball Principle - [http://dnaforlife-laws.com/career-success/#et\\_pb\\_accordion\\_item\\_30](http://dnaforlife-laws.com/career-success/#et_pb_accordion_item_30)

**Q10: Can giving everyone my trust until the trust is broken be a bad thing?**

A: Great question. Obviously there are different degrees of trust we give people. Trusting people with an understanding of both mine and their personality / frequency type is helpful. Yes, good to trust people in measures and the faster we can increase our trust of people and their trust of us the better it is for everyone.

### **Q11: Can laziness to make a concrete decision be misinterpreted as trust?**

A: Yes, people may see your complacency as trust when it is really your way of not committing to a goal or system. People who do this often come back with, "I never said I agreed with you" when something goes wrong or it comes back at them.

When we say "I'll do something" good to share is that a "goal" or a "commitment." We often think we or others are saying it's a commitment when in fact someone is really saying it's a goal. Some frequencies will seek to share with us what they think we want to hear. This is immature and when we think about it, it's really lying, which obviously doesn't build trust when we lie to people.

If someone is lazy then we won't trust them because when one is lazy it's very hard to control laziness and laziness can spread. When will someone be lazy and how will the affect how they interact with us. Often lazy people will say . . .

**"I didn't mean to hurt you."** Kind of a silly or maybe stupid thing to say when you think about it. Do others think we purposely hurt someone? Probably not. It's a manipulative statement really take the focus off of the hurt someone caused someone else and flip it. We're not saying you should say the following . . . BUT . . . if you want someone to stop manipulating you, you may consider saying "Hmmm, so you're saying you didn't purposely, intentionally, plan out to bring harm to me . . . that's interesting . . . so am I supposed to feel better that you're either lazy or stupid?"

NOTE: This will tick them off and they will get upset with you. I guess if they get upset with you, you could then say "I'm sorry, I didn't mean to make you upset." :-)

**"The reasons I \_\_\_\_\_ was \_\_\_\_\_."** This kind of response is most interesting. You can ask them "Why are you sharing this with me?" What's interesting is you'll most of the time get this blank look and often the person won't even know why they are talking. Kind of crazy when you think about it. People just saying words and not even knowing why they are saying it? Actually, often the reason someone will explain things is that they were lazy in the relationship and now they are working hard to help you SEE things they way they see things. Kind of seducing you to accept their laziness. We can choose to accept it or not. If we do, then they will continue to explain all the reasons they hurt us and will continue to hurt us.

**"The make me feel \_\_\_\_\_." or "You need to understand \_\_\_\_\_."** This is a most interesting technique to deflect something / not take ownership of something and to manipulate you to think like someone else. What the person is saying is not 100% wrong but it's only one way of thinking, their way. Most of the time it's good to share . . . "Hmmm, that's interesting. I wonder if there is any other way one could think about what you shared?"

**Q12: Is there a right way and wrong way to trust?**

A: Hmm . . . we sense that the answer to this might be “Yes.” :-) A great question to bring up on a Success Circle of 12 mastermind group. [www.DNAforLife-Laws.com/sc12](http://www.DNAforLife-Laws.com/sc12)

**Q13:**

## Questions . . . Need Help . . .

Please feel free to call the individual you passed this along to you and/or feel free to call 888.230.2300 or 630.393.9909.

Great Websites . . .

- > 7 Steps To Success: [www.DNAforSuccess.com/7-steps-to-success](http://www.DNAforSuccess.com/7-steps-to-success)
- > White paper library: [www.DNAforLife-Laws.com/cool-free-stuff](http://www.DNAforLife-Laws.com/cool-free-stuff)
- > Video library: [www.DNAforLife-laws.com/career-success](http://www.DNAforLife-laws.com/career-success)
- > [www.DNAforSuccess.com](http://www.DNAforSuccess.com)

If this white paper was helpful please share this with others and considering making a generous contribution to help single moms and kids at risk. [www.dnaforlife-laws.com/pay-it-forward](http://www.dnaforlife-laws.com/pay-it-forward)

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# Case Studies . . .