

## The Trust Equation

$$T = \frac{C + R + I}{S}$$

T = C + R + I  
Trustworthiness      Credibility      Reliability      Intimacy  
S  
Self-Orientation

**Trusted  
Advisor**  
[ ASSOCIATES LLC ]

	Trust -Value	C	R	I	S
My-Trust-Spouse	>7	High	High	High	Mid (Self – Needs )
My-Trust-Child	>7	High	High	High	Mid(Self – Needs )
My-Trust-Manager	>6	High	High	High	Low
My-Trust-Co-Employee-1	>5	High/Mid	High	High	Mid-Low
My-Trust-Co-Employee-2	>5	High/Mid	High	High	Mid-Low
My-Trust-Old-Employeer-1	>4	High	High	Low	High(Needs – Demands - me)
My-Trust-Old-Employer-2	>4	High	High	High	High (Needs – Demands - me)
FRIEND-AMARNATH	>6	High	High	High	Mid-Low
FRIEND-SRINIVAS	>6	High	High	High	Mid-Low
FRIEND-RATHAN	>6	High	High	High	Mid-Low
FRIEND-DHINESH	>6	High	High	High	Mid-Low

1. Values vs Needs
2. Needs override the values
3. My Company Values – Competency , Commitment , Courage , Care , Communication.