



WHO SHOULD YOU TRUST IN BUSINESS?

(Episode #307)

This exercise can literally save you millions of dollars in the long run. Whether you are a new or experienced entrepreneur, knowing who to trust when making decisions and how to spot the different kinds of liars is a vital skill to learn.

THE 4 LEVELS OF TRUST:

Make a list of 3 people you can think of at the top of your head that fit each category:

1.	RUNNING MATE (Best Friend)	1. _____ 2. _____ 3. _____
2.	TRUST (Friend)	1. _____ 2. _____ 3. _____
3.	TRACK RECORD (Acquaintance)	1. _____ 2. _____ 3. _____
4.	ZERO TRUST (Stranger)	1. _____ 2. _____ 3. _____



THE 7 KINDS OF LYING STYLES (Who do you know like this? Which are you?)

1.	White Lies	
2.	Not Keeping Their Word	
3.	Blatant Liar	
4.	Exaggeration Liar	
5.	Compulsive Liar	
6.	Deceivers	
7.	Plagiarizers	

ACTION STEP:

Answer the following:

1. Who have I trusted in a recent business situation and did they meet any of the levels?

2. What business partnership or new project needs more of your attention because of a trust factor?

3. What perception do others have of you when it comes to trust and lies? How can you improve?



VALUETAINMENT
