



## Building Trust – Make, Keep, Repeat

*Three steps to building trust*

by [Andrew Cooke](#), [Blue Sky GPS](#)

There are three key steps involved in building trust. These include:

- *Make* – making public a clear, defined commitment that is specific, measurable and has a clear date set to it. This removes ambiguity and holds you to a commitment to which you can be held accountable. Yes, you as the manager or leader are making yourself accountable to your reports or peers. Making a commitment builds hope.
- *Keep* – demonstrating the fact that you have met your clearly articulated commitment as previously defined. You need to actively publicize this. People need to know that you have done this, you cannot assume that they will know because you have done it. Furthermore, proving that you are keeping your commitments gives you right to expect them to reciprocate i.e. they will make, keep and repeat in terms of their own commitments.
- *Repeat* – this develops consistency, belief in you, and proof that your actions mirror your words. When people see a discrepancy between what you say and what you do, they will always follow what you do. By repeating this process you are establishing and creating an avatar for others to model their behaviours on.

Demonstrate these three behaviours on a regular basis so that you can not only create trust, but you are seen to be more trustworthy.

### **About Andrew Cooke and Blue Sky GPS (Growth & Profit Solutions)**

#### **Andrew Cooke**

*An experienced executive coach, business facilitator, and management consultant Andrew has more than 25 years' national and international experience, working across a range of industries and businesses. He is passionate in helping people, teams and companies to unlock their individual and collective potential, enabling them to achieve their personal and business goals and, in turn, to help them unlock the potential of others.*

*Andrew has extensive experience in dealing with both blue-chip and start-up companies, and has had extensive international experience in the UK, the Middle East and Ireland across a range of industries.*



*He has post-graduate business qualifications with a Master's in Business Administration (MBA) from the London Business School. He is an accredited associate coach for Marshall Goldsmith Stakeholder Centered Coaching in coaching executives and leaders.*

**Blue Sky GPS (Growth & Profit Solutions)**

*Andrew runs [Blue Sky GPS \(Growth & Profit Solutions\)](#), working with individuals, teams, groups and corporate so they can unlock their potential, that of others, and create a life and a job they love and choose to lead.*

*Through customized development programmes using experiential learning, backed by group workshops, individual one-to-one coaching and on-going support the individual and group development needs are addressed, the skills and capabilities are unlocked and the people can grow and achieve both personal and business outcomes on a sustainable basis. His blog, Growth and Profit, can be found at <http://growthandprofit.me>.*

*To find out more about this visit the [Blue Sky GPS website](#) or contact Andrew at [andrew.cooke@business-gps.com.au](mailto:andrew.cooke@business-gps.com.au) or on +61 (0)401 842 673.*