The Reina Trust & Betrayal Model®

Transactional Trust
- Reciprocal
- Created incrementally

Contractual Trust
- "Trust of Character"
  - Manage expectations
  - Establish boundaries
  - Delegate appropriately
  - Encourage mutually
    serving intentions
  - Keep agreements
  - Be consistent

Competence Trust
- "Trust of Capability"
  - Acknowledge people's
    skills and abilities
  - Allow people to
    make decisions
  - Involve others and
    seek their input
  - Help people learn skills

Communication Trust
- "Trust of Disclosure"
  - Share information
  - Tell the truth
  - Admit mistakes
  - Give and receive constructive feedback
  - Maintain confidentiality
  - Speak with good purpose