The Four Cores of Credibility

Leaders need to be able to inspire trust and confidence in others. Trust is about credibility. Credibility boils down into four issues: Your integrity, your intent, your capabilities, and your results.

Core 1: Integrity (Are you congruent?)

- Integrity includes honesty (telling the truth and leaving the right impression), congruence (walking your talk), humility, and the courage to do what is right.
- The most massive violations of trust are violations of integrity.
- How to increase your integrity:
  - Make and keep commitments to yourself.
  - Stand for something.
  - Be open.

Core 2: Intent (What’s your agenda?)

- Intent is about motive, agenda, and behavior.
- Motive is your reason for doing something. The motive that inspires the greatest trust is genuine caring.
- Agenda grows out of motive. It’s what you intend to do or promote because of your motive. The agenda that generally inspires the greatest trust is seeking mutual benefit (you want others to win).
- Behavior is the manifestation of motive and agenda. The behavior that best creates credibility and inspires trust is acting in the best interest of others.
- When we believe people truly are acting in our best interest, we tend to trust them.
- How to improve intent:
  - Examine and refine your motives.
  - Declare your intent - this “signals your behavior” - it lets people know what to look for so that they can recognize, understand, and acknowledge it when they see it.
  - Choose abundance (win-win).
Core 3:  Capabilities (Are you relevant?)

- Capabilities are the talents, skills, knowledge, capacities, and abilities we have that enable us to perform with excellence.
- One way to accelerate the rate of learning, both individually and organizationally, is to learn with the intent to teach others what you learn (you learn most when you teach).
- How to increase your capabilities:
  - Run with your strengths (and with your purpose) - identify your strengths and then focus on engaging developing, and leveraging what’s distinctly yours.
  - Keep yourself relevant - engage in lifelong learning.
  - Know where you’re going - at the end of the day, people follow those who know where they’re going.

Core 4:  Results (What’s your track record?)

- How to improve your results:
  - Take responsibility for results (focus on results, not activities).
  - Expect to win - we tend to get what we expect, both from ourselves and from others. When we expect more, we tend to get more; when we expect less, we tend to get less.
  - Finish strong - results are all about finishing strong.