



Financial DNA[®] White Paper – Accelerate Your Trust for Great Relationships

“Relationships of trust depend on our willingness to look not only to our own interests but also to the interests of others.” – Peter Farquharson

The issue of trust has become in many ways a significant issue in the development of the financial services industry. For advisors, trust is crucial to the building of your business through sound long-term relationships and yet profitable results. Without trust there cannot be effective communication, which is the basis for a lasting relationship.

My starting point with trust is always to ask 3 questions: How much do you trust others? Do you feel others trust you? Importantly, do you trust yourself?

When you reflect on these questions, the foundation of trust comes back to whether you trust yourself. The answer to the other 2 questions will be determined by the answer to this question. Firstly, trusting yourself is a foundational life issue. Trust impacts your level of confidence to be who you are, to perform to your maximum potential and then how positively you relate to others. Importantly, when relating to clients, your level of personal trust will impact the ability to be open, transparent, mutual and generally act in their best interests. If you act with a low level of trust (even though you may not be aware of it), you will trigger distrust from the client.

There are many factors that contribute to whether a person trusts themselves. Let me be clear, when I am talking about trust, I am not just referring to character or integrity. Our research has shown that your propensity to trust is influenced by both natural “hard-wired” behaviors and learned behaviors developed from life experiences.

The starting point for discovering the propensity to trust is your natural “hard-wired” behavior, being the core of who you are, that was shaped from birth to when you were around 3 years old. For some, high or low levels of trust are relatively ingrained. Therefore, the challenge becomes to work on trusting yourself more. Our Financial DNA[®] Path 4 and 6 Profiles are used to uncover your propensity to trust. For instance, must you always have your way or are you prepared to follow the agenda? Do you accept what people say at face value or do you have a suspicious mind? Are you a critical thinker or do you give people the benefit of the doubt? Do you rely on others to get things done or must you always have reliable processes that are followed and have all the information.

Life experiences are also significant and they can either deepen your level of trust or reduce it. Factors that may affect your levels of trust include: personal successes, quality of family life, group and peer experiences, mentoring, knowledge or education, traumatic life and financial events, mis-managed expectations.



Our process for discovering your levels of trust and helping you build a platform for improved relationships are identified below. Regardless of how great you believe your relationships are, there will always be aspects about yourself to be learned. We all have blind-spots!

The key trust building steps for developing sound relationships are summarized as follows:

1. **Natural Trust Propensity** – identify your natural “hard-wired” propensity to trust from your Financial DNA[®] Path 4 and 6 Profile so that you know your starting point.
2. **Understand Self** - understand your own strengths, struggles and communication keys. This will help provide you with a platform for understanding your differences with others and potentially your impact on them. We suggest you create a My Unique Profile (“MUP”) card in a business card format to carry with you for “self-coaching”.
3. **Learned Trust Propensity** – reflect on those situations or discussions you feel uncomfortable with and where conflicts arise. What experiences have triggered your discomfort? Why have you lost clients? Develop a strategy to build a positive mind-set and confidence to address these situations when they arise.
4. **Adapt Your Communication** - adopt the “Platinum Rule” of relationships by communicating on the other person’s terms, not on your own. This can be challenging and requires constant practice. If you have your client’s MUP then this becomes easier.
5. **Mutual Sharing** - be prepared to be more open by sharing yourself as much as you expect someone else to share with you, without making the discussion about you. We encourage you to share your Financial DNA[®] Path 4 and 6 profile and MUP with your clients.

Financial DNA Resources has developed profiling tools and training sessions to assist financial advisors with implementing the above client discovery process into their advisory practices.

If you are interested in finding out more about the Financial DNA[®] Discovery Process, please contact us at inquiries@financialdna.biz.