

The Impact of Trust

Trust is an asset.

An asset is something valuable—owned, useful, or advantageous.

According to David Horsager, TRUST, not money, is the currency of business and life. And as Apostle Patrick shared last week, it is like a glue that holds things together. I think both are good ways to help us understand the importance of trust.

When I was building our house at Mbingo Baptist Hospital in Cameroon, I needed to buy some heavy cable to bring power from the hospital powerhouse out to our new house site. Since cable like that was not readily available in Bamenda, the main town in The Northwest region, I asked a shop owner to see if he could find it in Douala, I needed 600 meters. About one week later he called me and told me that the cable had arrived in Bamenda and was waiting for me at his shop. The cable was purchased as remnants (leftovers from large rolls) in the port city of Douala and arrived in 5 separate pieces. On the day I went to town to pick up the cable he informed me that the total length of the cable was 618 meters, more than the 600 I had requested. I told him that that would be no problem as we could always use that cable in the hospital. However, I had only brought enough money to pay for the 600 meters but would return the next week with the rest of the money. He looked at me with doubt and I quickly informed him that I was a Christian, he interrupted me and told me that Christians lie all the time. I was surprised by that as I assumed Christians would always try to be honest and because of that he would trust me.

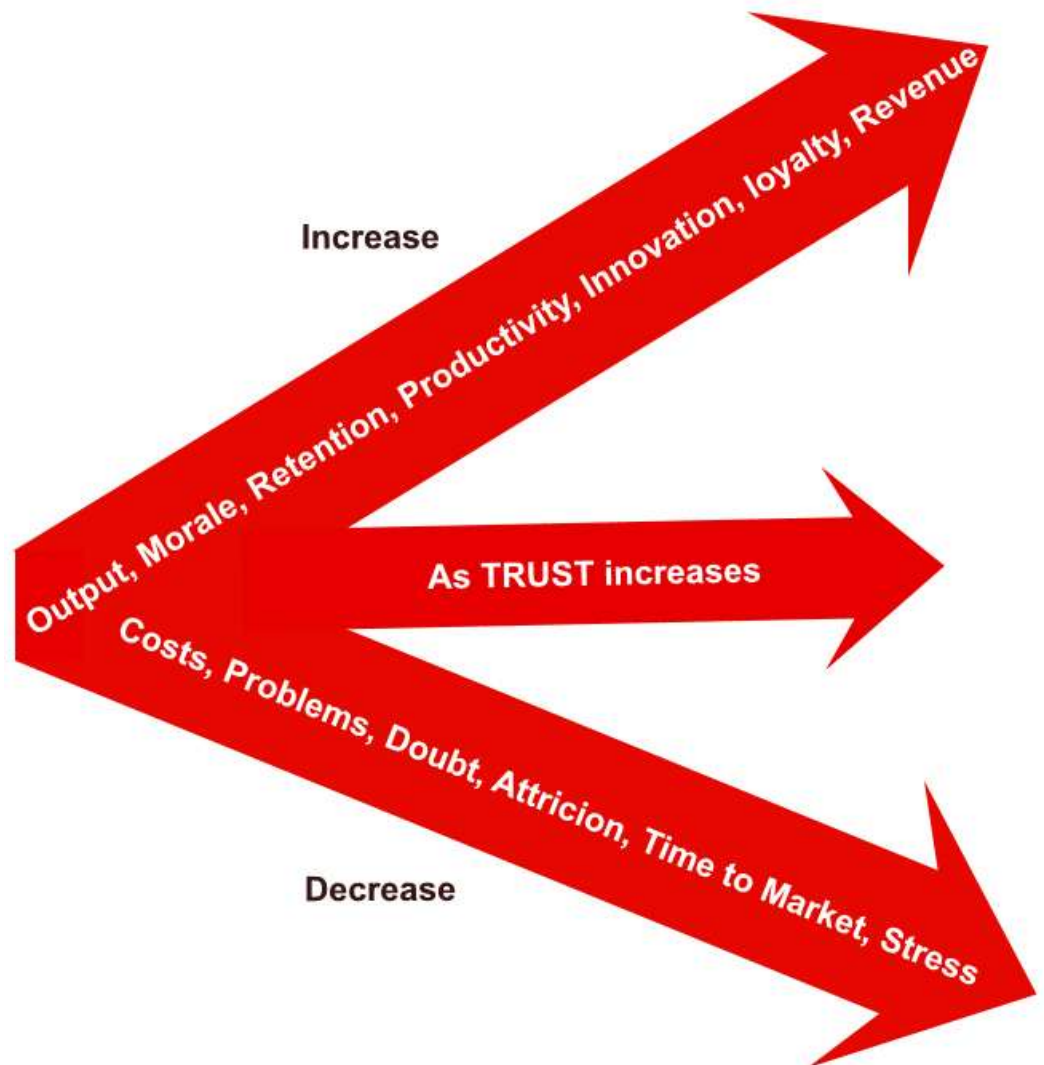
He finally agreed to trust me, and I returned the following week as promised to finish paying him. After that we became friends and for the next several years, if we needed anything for work at the hospital, I could call him and tell him what we needed, and he would promptly have it put on a taxi and sent out to us. Instead of having to drive 34 kilometers and losing several hours of my time I could easily make a phone call and have

something in my hands in a very short time, sometimes in less than 1 hour. What made this possible? Trust, trust was truly an asset in this case and worth lots of time and money.

Trust, or the lack of trust, have very real and opposite impacts in life. In the case above we can see how it saved us both time and money, but it also gave credibility to my testimony as a follower of Jesus.

Many of the examples in the image below appear at first to be related only to business but these equally apply to ministry as well. If a person is a Christian, he or she should think about whatever it is they do, whether in business, government, law enforcement, teaching, or any other thing, as ministry. Jesus wants to be Lord over, and glorified in, every area and aspect of our lives.

This image gives an overview of things that will increase in our business or ministries when trust increases, likewise it lists things that will decrease at the same time. Practical evidence that Trust is important.



Being skeptical (doubting), or suspicious (questioning if something or someone is trustworthy) has a cost. Both doubt and suspicion are the opposite of trust and destroy motivation, teamwork, and outcomes. Skepticism brings everything into question and promotes suspicion and can slow down processes. When people are skeptical or suspicious of your business this can cost a lot of money and a lot of time, in ministry it can cost you everything as people will not listen to your message. As a leader it can undermine your credibility and make you completely ineffective.

Therefore, it seems clear that trust is not something to be ignored, but instead it is something to truly understand. Here are two lists of statistics that compare trust versus distrust when it comes to business, the same idea could likely be applied to ministry as well.

When People Trusted a Company	When People distrusted a Company
■ 91 percent chose to buy from that company.	■ 77 percent refused to buy from it.
■ 76 percent recommended it to a friend.	■ 72 percent criticized it to a friend or colleague.
■ 55 percent would pay a premium (higher price) to do business with it.	■ 34 percent shared negative company experiences online.
■ 42 percent shared positive experiences online.	■ 17 percent sold their shares in the company.
■ 26 percent bough shares (invested in the company)	

Your TRUST SCORE

SCORE

Your TRUST SCORE is the level at which you are trusted. In the West, people have what is known as a credit score. Your credit score tells a potential lender how trusted you are when it comes to how well you pay your debts, and how much debt you have. If we take that idea and apply it to how much a person is trusted by others, we can call that a trust score. This would apply to all relationships as we've discussed above. The more I am trusted by others, the higher my trust score would be. This cannot really be measured in numbers but might be measured in effectiveness and success in business or in ministry. In ministry we might ask, "how much do I look like Jesus in my life and in my relationships?", and "how much influence do I have in helping others to look like Jesus?". A person can begin to practice some of the pillars of trust for personal gain, but the biggest deceiver is the one who appears trustworthy but is not. If a foundation of trust becomes who you are, then by earning the Trust Edge you will gain a significant advantage in all of life.

Some great benefits to being trusted.

David Horsager points out that if the pillars outlined in this study are practiced genuinely, then a businessperson will do well. That is great but what about other areas of life, in our families, in our roles as leaders in the marketplace and the public square, and in our ministries? "One benefit of sincerely building trust is that priceless feeling that comes when one does what one knows in his heart is the right thing to do. Other intangibles (benefits that cannot be measured) of genuine trust include decreased stress, increased peace, a sense of fulfillment, solid friendships, and a lasting legacy."

The Impact of Trust

- **Trust not money is the currency of life.**
- **For a product with a trusted brand (Mark) people will pay more and come back to buy again. They will likely recommend it as well.**
- **A leader who is trusted will have greater influence.**
- **A lack of Trust is your biggest expense.**
- **Trust is necessary for honest economic activity to be successful.**
- **The biggest deceiver is the one who appears trustworthy but is not.**

Some questions to start discussion.

- **How much does lack of trust affect your organization? Consider relationships, loyalty, retention (people staying long term), and influence.**
- **What are the benefits of having a high trust score?**
- **How does trust affect an economy?**
- **What does it take to build trust?**
- **What are the traits of the most trusted people in your organization?**
In your personal life?
- **How can you inspire trust in your organization?**