



## **Trust is Everywhere**

### **by Bob Whipple, MBA, CPLP**

Most people think of trust as a concept between themselves and the people they know. Of course that is true, but that viewpoint is only a tiny part of how pervasive trust is in our lives. Trust is in the fabric of just about everything you do.

When you start your day, you go through several rituals of cleaning your body, getting dressed and groomed, feeding yourself, locking up your abode, and transporting yourself to your place of work. By the time you get there, you have already experienced trust several hundred times.

You cannot turn on the shower without trusting the water system. Every time you go over a bridge, you are trusting that you won't end up in the river. When you take a vitamin pill, you must trust the people in the drug company that made the pill. On and on all day long, you instinctively experience trust and rarely think of it unless there is a power failure or something drastic happens in your environment that prevents you from trusting.

For all of us, trust in our lives is far more complex and ubiquitous than we recognize. Since we are expert at trusting the things in our lives, it is ironic that trusting other people can sometimes be a major hurdle. We need to recognize that trust is present every moment of every day, and we need to manage our feelings about trust with other people and even trust in ourselves. By becoming more cognizant and appreciative of the role of trust in our lives, we gain a stronger grasp of the nature of it and the role it plays.

Exercise for you: For the next day, try to visualize how trust is working in your life. Experience the role of trust not only in your personal relationships but also in your everyday activities. Try to imagine what life would be like if you did not trust, in those moments that you absolutely need to. How would you cope?

This series of short articles will illuminate dozens of aspects about trust that are often taken for granted but that have a profound impact on every one of us and the lives of

others we know and love. We will mostly deal with interpersonal trust in this series, but realize the topic is much broader, and often the more abstract types of trust end up influencing the trust we have in others and ourselves.

During this series, you will learn how to build more trust with the people you work with, and the people at home. You will begin to have a greater appreciation for the role that trust can play, and harness it to create astounding results in your life.

*The preceding was derived from an episode in "Building Trust," a 30 part video series by Bob Whipple "The Trust Ambassador." To view three short (3 minutes each) examples at no cost go to [www.avanoo.com/first3/517](http://www.avanoo.com/first3/517)*

