

“Trust is choosing to risk making something you value vulnerable to another person’s actions”

- Charles Feltman

Summary: Six Major Deposits into the ‘Trust Account’

1. Understanding the individual
2. Attending to the little things
3. Keeping commitments
4. Clarifying expectations
5. Showing personal integrity
6. Apologising when you make a withdrawal

The Emotional Bank Account - Steven Covey

“We all know what a financial bank account is. We make deposits into it and build up a reserve from which we can make withdrawals when we need to. *An Emotional Bank Account is a metaphor that describes the amount of trust that’s been built up in a relationship. It’s the feeling of safeness you have with another human being.*”

If I make deposits into an Emotional Bank Account with you through courtesy, kindness, honesty, and keeping my commitments to you, I build up a reserve. Your trust toward me becomes higher, and I can call upon that trust many times if I need to. I can even make mistakes and that trust level, that emotional reserve, will compensate for it. My communication may not be clear, but you’ll get my meaning anyway. When the trust account is high, communication is easy, instant, and effective...

Remember that quick fix is a mirage. Building and repairing relationships takes time. Building and repairing relationships are long-term investments.” - Steven Covey

'CREATING PARTNERSHIPS THAT UNLEASH POTENTIAL,
UNLOCK POSSIBILITIES, AND ACHIEVE GREATER IMPACT'



Who we are

Through our coaching programmes we create spaces where teams find the courage to take risks, experiment with new behaviours, and discover more of their collective inspiration, intelligence and impact. By celebrating diverse strengths - and the variety of essential contributions necessary for achieving the compelling purpose - we develop team connection, cohesion, communication and creativity.

Most recent clients

THE LONDON
SCHOOL
OF
ARCHITECTURE

 Bower
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Create Academy

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 UNIVERSITY OF
WINCHESTER

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GRAHAM AND GREEN

Deloitte.

"Inspiring - a pleasure to work with... Will has great leadership, experience, knowledge and adaptability; we have gained so much from Will's fun yet focused style of facilitation."

- Annie and Inge, Seismic (bcorp) ★★★★★

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