

Research Findings on Trust

*A Summary of the Key Insights gained from the
'Progress-U Trust Survey 2005'*

Revision by AICI – February 2012

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進歩

PROGRESS

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Why this Research?

Ability to build Trust is a Key Success Factor for Professional Coaches

Leaders who can be trusted, build stronger engagement

Trust is a Productivity and Efficiency Factor for Sales People

Trust is KEY for the people we typically work with
(Professional Coaches, Leaders and Sales People)



About Progress-U

Pioneer in Professional Coaching in Asia since 2002

Innovator in Leadership Development

Developer of the Unique “STOP Selling!” Approach

Pioneer in Asia-based Professional Coach Training since 2006

Largest Asia-based Coaching Provider with presence across all major hubs in Asia

Founder of the **Asia Innovative Coaching Institute (AICI)** who revised the research results of this study



Research Leader of the 2005 Study



Charlie Lang

- Founder & Managing Partner of Progress-U Asia
- Co-Founder and Faculty Member of PIICC
- Degrees in Mechanical Engineering & International Marketing
- Previously Senior Executive in Multinational Companies (VP for APAC and Managing Director)
- Professional Executive Coach & Facilitator since 2002
- Author of about 200 articles on coaching, leadership and sales
- Author of “The Groupness Factor” (2005) and “The Coach Factor” (2012)



Methodology

Online Survey

- Simple online questionnaire with only one question:
 - “Think of one person in your personal environment and one person in your work environment that you deeply trust, much more than most other people. What makes the difference, why do you trust them much more?”
- Test runs showed that some people would respond with correlations rather than causalities (e.g., respondents would say: “I know him for a long time.”). So we had to point out to avoid mere correlations.

The Sample

- We invited 1,238 people to participate in this survey.
 - About 80% of them were in management positions
 - Covered both Asians and Expats
 - All respondents were based in Asia



Results

Results

- 378 participants responded to the survey (30.5% response rate)
- In total we collected 3,110 responses (average of 8.23 statements per respondent)
- Respondents made between 4 and 13 statements about why they trusted these two people much more than most others
- There was no limitation to the number of responses permitted per respondent



Results

Top 10 Responses (Statements)

1. “Is always there when I need her/him”
2. “Is honest”
3. “Is reliable”
4. “Gives me good advice”
5. “Has similar way of thinking / similar values”
6. “Has my best interest in mind”
7. “Loves me”
8. “Is very knowledgeable”
9. “We are on the same wave length”
10. “Is very helpful”



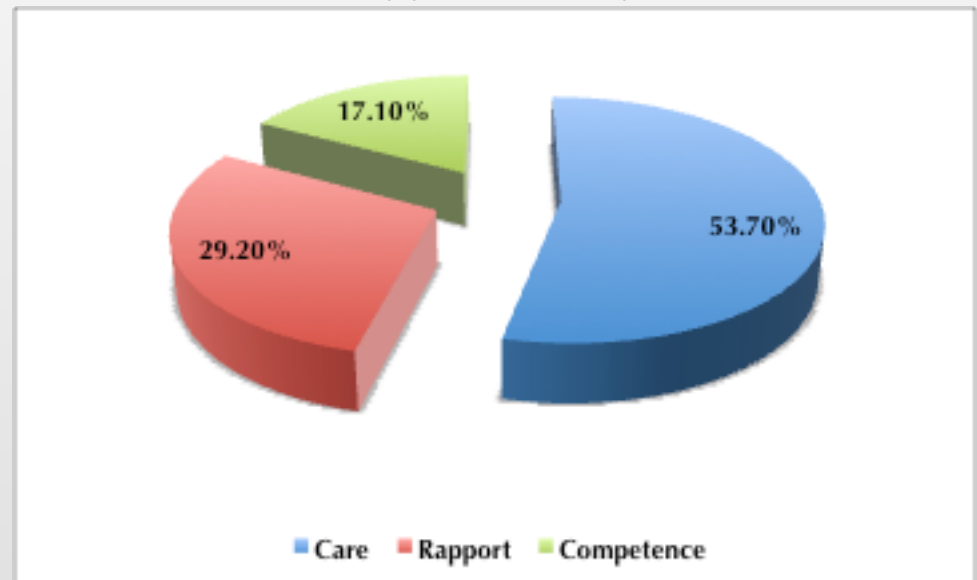
Results

Pattern → CRC Concept

We tried to find a pattern in the answers of the respondents and could link literally ALL responses to one of the 3 characteristics:

- CARE
- RAPPORT
- COMPETENCE

Distribution of Statements Related to
Care / Rapport / Competence



Results

Pattern → CRC Concept

Even though Care related statements represented more than 50% of all statements, it is clear that ALL 3 ELEMENTS are required to truly build trust.

Since the Research in 2005, the CRC concept was tested countless times in Leadership Development Programs, Coach Training Programs and Sales Training Programs. The same question was asked to **several thousand people** since and **all statements (over 10,000)** could be linked to either Care, Rapport or Competence.

Therefore, we conclude that these 3 factors completely describe what it takes to build TRUST.

