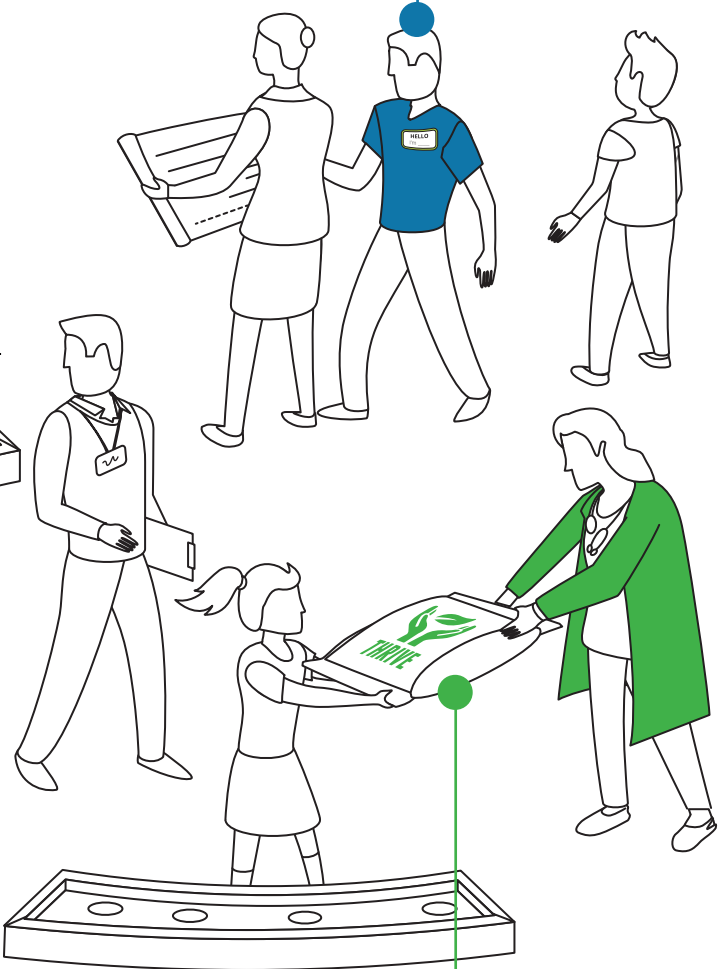


Intimacy in this context means awareness and knowledge of, and relates to the fact that usually, trust needs to be earned. It is very difficult to have trust in an organisation that we know nothing about, or of a manager that is new to us. Intimacy relates to the affective and emotional aspects of trust. Familiarity (or perceived familiarity) grants an emotional connection that engenders a trusting relationship.

Reliability is critical to the dynamic nature of trust. It is not enough to do something once but it needs to be done **consistently and reliably again and again**. Its opposite, erratic behaviour, is frequently recognised as a key to poor leadership.



Credibility can take many forms: natural authority, mana, technical expertise but is essential in assuring people that those responsible for an action are the most appropriate people to do so.

