

TRUST Model



TRUST, in all capitals is the English acronym made up of the initials of the following words:

T – Truthful

R – Responsive

U – Uniform

S – Safe

T – Trained

The word TRUST refers to a key factor in the coaching process; it serves as a base for honest communication that is required for each step. This model as a tool helps manage and gauge the relationship based on trust.

The problem with trust is that although you are aware of whom you trust, it is hard to define the specific factors. If you trust someone, then you know that you do so. *But why? What triggers your trust in him or her?* Trust is a pivotal factor in the coaching process since it serves as a foundation for joint efforts. A coach should grasp how trust works because he or she invests valuable time and energy into the process and the former's work should rest on a firm base.

T – Truthful: Both parties have a responsibility to be honest with each other. When entering into a collaborative partnership, it is very easy to yield to temptation and tell the other person what he or she wants to hear. However, a coach should instead be honest. The coachee is also expected to be frank because an effective cooperation demands mutual sincerity.

If you intend to score higher on this scale, consider acknowledging your mistakes with honesty. For instance, communicate the reason for your tardiness instead of waffling and avoid excessive praise.



R – Responsive: A coach has a demanding job: he or she will not only listen to the coachee but be present with latter in a holistic fashion. In practice, responsiveness can be demonstrated both verbally and non-verbally through body language, eye contact, and validation of the client’s emotions via a smile or a few words of affirmation and support vis-à-vis the coachee. The coach should also determine when to take notes and when to refrain from doing so. A good coach is open, cooperative and ready to freely share ideas and information.

This parameter can be mastered by disregarding the outside world (avoiding to look at one’s watch and turning off one’s mobile phone) and by preparing for upcoming meetings by reviewing notes from the earlier session.

U – Uniform: A good coach is consistent. The coachee knows from one session to the next what to expect and need not apprehend any surprises. You can learn a lot from repetition. It is important for the coach to be consistent at all times and in his or her content, behavior and language so that both parties know what to expect, thereby strengthening the mutual trust between them.

The criterion of uniformity advises coaches to withhold personal emotions, utilize a consistent language and keep regular notes.



S – Safe: A credible coach is well-intentioned and helpful. It is useful to understand what makes a client feel safe. For some, safety means emotional support; for others, it might be associated with a specific type of environment or a formal and black-letter contract that stipulates, at the outset, all terms, including non-disclosure, agreed to by both parties. The client must feel that it is a safe space for him or her and that he or she can share any information with the coach without fearing that the latter would impose on him or her. An external coach can often achieve more progress with a client than an internal one due to the fact that the former has no contact with colleagues of his or her client, enabling the latter to feel safer.

This parameter may be improved by not discussing other clients' issues or defaming other coaches. You must unequivocally avoid any semblance of dependability, such as by never losing your notes and so on.

T – Trained: A good coach is competent and equipped with the necessary skills and abilities.

This attribute may be enhanced through active listening, demonstration of prior coaching experience or appropriate and timely questioning



The coach can ask the following questions:

- *How was the session?*
- *Is there anything you feel worried about?*
- *What would you like to cover during the session?*
- *Is there any issue concerning the last session that you would like to raise?*
- *Is there anything I could do to make the sessions more effective for you?*

Sometimes, a coach’s tardiness and justification for the latter is sufficient to lose a client’s confidence. Similarly, if a coach fails to provide the assistance expected, then the client will not consider him or her responsive. If a coach invariably approaches the same issue in a different manner, then the picture presented will no longer be coherent and uniform. To make a client feel safe, you must be prudent when sharing personal information about third parties– he or she might suspect that you would be indiscreet about him or her as well. Conscious communication and self-control on the coach’s part can improve the parameters of the TRUST model as a tool.

