BECOMING A TRUSTED ADVISOR

It’s Not Who You Know ... It is Who Knows You. Thoughts on becoming a trusted adviser.

A conversation with a career motivated employee often includes statements like:
“I want to be at the table”
“I want to make decisions”
“I want to work on the big stuff”

Trust is essential to getting to the table – being trusted over time will keep you there. Consider these things if you want to become a Trusted Adviser.

1. **Do the basics well.** Become fully competent and consistent in your day-to-day activities. If your job is answering the phones and you don’t do that well and with enthusiasm, you won’t be called upon to do other things.

2. **Do what you say you are going to do.** This requires great discipline – you may be over-scheduled and commit to something you can’t do or you miss a deadline. Think before you commit and when you commit, follow through with excellence.

3. **Keep confidences.** Listening is key to trust – listen to what is said and what is not said and be clear about what can be shared and what to keep confidential. Becoming a sounding board on significant matters will help you build on the basics in #1 and open the door to contributing in other ways.

**TIP OF THE DAY:**

- A trusted adviser is someone others seek out for help and advice. Once you become that person, you’ll find yourself assisting your patients, students and clients in more meaningful ways. You’ll be helping them accomplish their goals and dreams.
- A trusted adviser is not always visible. The adviser works behind the scenes, is humble and a continuous learner focused on others. If you work at it, you will achieve this level of trust with some of your relationships. Cherish those relationships and know that you’ve crossed the line from doing good work to doing something significant – bigger than your job and with lifelong impact.
- Build trust using the AIDET Model (Acknowledge, Introduce, Duration, Explanation and Thank You). While it is the communication standard in medicine, it works everywhere.

**KEEP ON LEARNING**

- Attend Alys Stephens Center’s *The Speed of Trust* Event with Stephen M.R. Covey on November 18th – This 4-Hour Program is $100
- Read the article, *Building Sustainable Trust*, OD PRACTITIONER, Vol. 39, No. 1, 2007 by, Reina, Dennis S. & Michelle Reina
- Read the book, *The Trusted Advisor*, 2001 by, Maister, David H.
- View the LinkedIn Learning video, *Building transparency into your work culture.*