

Ways to Improve Low Credibility

Things that make you credible:

- Tell the truth - be open, honest, transparent, and accurate.
- Don't over-emphasize your credentials - it only sounds like bragging.
- Find out what you can about the person to anticipate what you'll be asked and what the person values.
- Ask smart questions - not trick questions – i.e. ask questions that draw the person out rather than questions that extract an admission of wrongdoing.

David Maister, Charles Green, and Robert Galford, *The Trust Equation*