

## THE FOUR CORES OF CREDIBILITY

Personal Assessment

From

*The Speed of Trust*

Steven M. R. Covey

### PART ONE

I sometimes justify telling “white lies,” misrepresent people or situations, or “spin” the truth to get the results I want.	1   2   3   4   5	At every level, I am thoroughly honest in my interactions with others.
At times, there’s a mismatch between what I think and what I say, or between my actions and my values.	1   2   3   4   5	What I say and do is what I really think and feel; I consistently “walk” my “talk.”
I am not fully clear on my values. It’s difficult for me to stand up for something when others disagree.	1   2   3   4   5	I am clear on my values and courageous in standing up for them.
It’s hard for me to acknowledge that someone else may be right, or that there is additional information out there that may cause me to change my mind.	1   2   3   4   5	I am genuinely open to the possibility of learning new ideas that may cause me to rethink issues or even redefine values.
I have a difficult time setting or achieving personal goals or commitments.	1   2   3   4   5	I am able to consistently make and keep commitments to myself and others.

**TOTAL PART ONE SCORE** \_\_\_\_\_ (Possible 25)

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**PART TWO**

I don't really care that much about people, except those closest to me. It's hard for me to think about concerns outside of my own challenges in life.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	1	2	3	4	5						I genuinely care about other people and am deeply concerned about the well-being of others.
1	2	3	4	5								
I don't think a lot about why I do what I do. I've rarely (if ever) tried to do deep interior work to improve my motives.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	1	2	3	4	5						I am consciously aware of my motives and I refine them to make sure that I'm doing the right things for the right reasons.
1	2	3	4	5								
In my dealings with others, I usually focus on getting what I want.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	1	2	3	4	5						I actively seek solutions that provide a "win" for everyone involved.
1	2	3	4	5								
Based on my own behavior, most people wouldn't necessarily think I had their best interests in mind.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	1	2	3	4	5						Other people can clearly tell by the things that I do that I really do have their best interests in mind.
1	2	3	4	5								
Deep down, I believe that if someone else gets something (resources, opportunities, credit), that means I don't.	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	1	2	3	4	5						I sincerely believe that there is more than enough of everything to go around.
1	2	3	4	5								

**TOTAL PART TWO SCORE** \_\_\_\_ (Possible 25)

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**PART THREE**

I feel like I'm not really utilizing my talents in my current job.	1    2    3    4    5	There is a high match between my talents and my opportunities in the work I'm doing.
I have not gained the knowledge or fully developed the skills I need to really be effective at work.	1    2    3    4    5	I have acquired the knowledge and master the skills required to do my job.
I seldom take time to improve my knowledge and skills at work or in any other area of my life.	1    2    3    4    5	I relentlessly upgrade and increase my knowledge and skills in all the important areas of my life.
I'm not really sure what my strengths are; I'm more focused on trying to improve in my areas of weakness.	1    2    3    4    5	I've identified my strengths, and my greatest focus is on using them effectively.
At this point, I really don't know much about how to build trust.	1    2    3    4    5	I know how to effectively establish, grow, extend, and restore trust, and I consciously work to make it happen.

**TOTAL PART THREE SCORE** \_\_\_\_ (Possible 25)

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PART FOUR

I don't have a very good track record. My résumé certainly won't knock anyone's socks off.	1    2    3    4    5	My track record clearly gives others the confidence that I will achieve desired results.
I focus my efforts on doing what I've been told to do.	1    2    3    4    5	I focus my efforts on delivering results not activities.
When it comes to communicating my track record, either I don't say anything (I don't want to come across as bragging), or I say too much and turn people off.	1    2    3    4    5	I appropriately communicate my track record to others in a way that inspires confidence.
I often fail to finish what I start.	1    2    3    4    5	With rare exception, if I start something, I finish it.
I don't worry as much about <i>how</i> I get results – just that I get them	1    2    3    4    5	I consistently get results in ways that inspire trust.

**TOTAL PART FOUR SCORE** \_\_\_\_ (Possible 25)

**TOTAL ASSESSMENT SCORE** \_\_\_\_ (Possible 100)

If you scored between 90 and 100, you have high personal credibility. You demonstrate both character and competence. Likely, you know what's important to you and you translate it into action in your daily life. You care about people. You are aware of your own capabilities and you develop and use them effectively to produce positive outcomes. As a result, you feel confident and people tend to trust you.

If your score is between 70 and 90, you may have a bit of a credibility gap, which will manifest itself in either lower self trust or in some degree of failure to inspire the trust of others.

If you scored 70 or below, you likely have a more serious credibility problem. You may want to do some careful analysis of the specific areas in which you gave yourself lower marks. Spend some time re-reading *The Speed of Trust* to be able to focus on specific ways to improve in low areas.