

Catch Me If You Can

*Talking the talk and walking the talk have distinct differences.
So the next time you have the opportunity of being
trustworthy... DO IT.*

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"Good decisions come from wisdom; Wisdom comes from experience; Experience comes from making bad decisions."

—Author Unknown

A little more than five years ago I had the opportunity to speak at and facilitate a conference where one of the most famous and recent national speakers of the day presented. The speaker's name was Frank Abagnale. Between the ages of sixteen and twenty-one he was probably one of the century's most cunning swindlers. Although misdirected he changed his life and eventually turned into an FBI instructor. Like many stories, this particular individual's story was picked up and produced by Hollywood into a bestselling movie entitled, "Catch Me If You Can," starring Leonardo DiCaprio.

I expected him to be a very gregarious and loud individual as a result of his portrayal on the silver screen. However, when I met the real man I was struck with how shy and humble he is. In fact, when I met him he rarely looked me in the eye. I learned a lot from his presentation and his message is still today one worth listening to because as a con artist he was able to illicit trust from those he met instantly.

So let's take a look at some of the characteristics of someone who is trustworthy.

First, Webster describes being trustworthy as: worthy of confidence.

***Are you worthy of someone's
confidence? Do you do what you***

say you are going to do? Do you deliver on your promises?

Take a minute and think about those individuals who you find YOU trust. What characteristics do they share? When did you first trust them?

Some of the most influential individuals in my life are people who trusted me. They trusted me with their emotions and even lives in some cases. Those individuals who I have looked to as examples and mentors in my professional life have shown their trust in me to carry out my responsibilities or to engage in new ventures. So what can we gain from this example? Often when trust is given we repeat the behavior to receive more trust time and time again.

The same elements apply to business.

When your mission statement aligns with your deliverables you breed trust to your customers and employees. Your business partner relationships will also increase in value.

It is like a waterwheel. By the direct action of water being placed in the troughs the weight turns the waterwheel and it will keep producing as long as there is water being raised.

On the flip side when you do not show integrity it is harder to gain that trust back. In fact you may never get it back. Some of my greatest regrets have occurred because of letting someone down.

With so much negativity in the media where we see high profile examples of our public being misled it is getting harder to gain someone's trust. Madoff was a prime example. We are in a critical period economically as new scams keep popping up every day.

The organization or individual who can be trustworthy will be the winner for the long term.

When your trust has been violated it may be tempting to hold back your trust. Looking for the good in others and organizations is productive where as automatically not trusting is limiting. It will limit your opportunities and your happiness.

There is something to be said for living life like you have nothing to lose! As you think about and develop your strategy for today and tomorrow write down the reasons those you interact with should trust you. If you get stuck ask for feedback from those you trust to help you in reaching your goals.

Talking the talk and walking the talk have distinct differences. So the next time you have the opportunity of being trustworthy...DO IT. Let others catch you if they can.



Linda Yates has more than 20 years of experience in sales, customer service, marketing, business development and fund raising. She has spoken on topics such as leadership, customer service, personal development and growth, business marketing and communication. She has written for national publications on marketing strategy planning and development and has been a highly sought after

asset for a variety of businesses and organizations.

She currently leads the exciting and diverse real estate training experiences on behalf of an industry leading organization. From online seminars to workshops to boot camps, she implements the educational programs that help investors and first-time home buyers thrive in today's real estate market. With extensive project planning, public speaking and educational training experience, Linda distills complex issues into easy-to-understand messages that help individuals from all walks of life achieve their real estate goals.

Prior to working in the real estate industry, Linda executed motivation and training programs to thousands of individuals from several Fortune 500

companies on their internal processes and strategic initiatives throughout North America.

She is no stranger to the world of technology where she advised middle market companies on leveraging their existing business systems and to how maximize their customer relationships through technology.

Linda's expertise is being a conduit to facilitate growth from a personal or business setting. She believes that if you "talk" about it, you better be willing to "walk the talk".

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