

<b>Topic/Date</b>	
TED talk: How to build (and rebuild) trust (Frances Frei). September 28, 2021 – Ivan Chow	
<b>Key Ideas</b>	<b>Notes</b>
Trust is the foundation of everything we do and can lead to tremendous progress.	Trust is the foundation of everything we do. Unprecedented human progress can be made if we learn to trust each other. Wearing an Uber t-shirt as a commitment to influence other.
Three main components: Authenticity Logic Empathy	Component parts of trust: 1. Being Authentic 2. Rigor in Logic 3. Empathy
Empathy and Logic are often easy to build in businesses and organizations. But authenticity is difficult in the corporate world because it is difficult to create an environment in which everybody feels safe to be themselves and speak their mind.	Empathy: people often mistrust and think that what others do are for themselves, but not for others Prescription: identify where, when and to whom you are likely to offer your distraction This helps identify opportunities for us to offer attention to others Logic: Logic is often sound. It is our ability to communicate that logic which is challenging. > Start with your point, then give supporting evidence. Authenticity: >Be yourself. Easy to do when you are around people who are LIKE you. Otherwise, it can be challenging – less likely to be trusted. Pay less attention to what you think people want to hear from you. Create the conditions in which it is safe for you to be authentic.
<b>Summary</b>	
Trust is fundamental in making progress in humanity. The three main components/pillars are: authenticity, logic and empathy. Authenticity: be yourself, speak your mind. Logic: the reasoning behind what you do. (Important: to be able to effectively communicate that logic). Empathy: put yourself in others’ perspective. Empathy and logic are easy to build in businesses and organizations, but authenticity requires creating a safe environment in which everybody feels safe to be themselves and speak their mind, which seems to be the biggest hurdle.	