

10 Magic Phrases You Need to Say Often to Increase Trust

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It could be as simple as 'That was my fault.'

Principal and founder, Leadership From the Core@MarcelSchwantes



Lets face it, [we are responsible for what comes out of our mouths](#). And while people are 100 percent responsible for [how they react to our words](#), choosing our words wisely will impact relationships. It starts with the speaker.

So what can you say consistently as [a person of integrity](#) that will cause others to gravitate toward you, and eventually say, "This is someone I can trust"?

You can start with these phrases:

"How did you think that went?"

A question all great mentor-coaches in influential roles ask. Reserve your judgment to avoid defensiveness and use this question to let someone else gauge her success by her own standards. This puts the other person at ease, and she is free to decide how successful the task, presentation, performance, or meeting was, and what she wants to talk about in relation to the question.

"That was my fault."

Put your ego aside because admitting to being human and making mistakes actually increases trust. Dr. Paul Zak, author of [Trust Factor: The Science of Creating High Performance Companies](#) says, "People who are imperfect are more attractive to us. We like them more than people who seem too perfect."

"Would you mind giving me a hand?"

This is especially tactful after you've admitted a short-coming, an oversight, or that you've royally messed up. Asking for help extends your honesty and your humble disposition makes you more trustworthy to the other person.

"Can I get your advice on this?"

Dr. Wood Brooks, author of a [study linking people that ask for advice to being perceived as more competent](#) says: "In our research, we find that people are hesitant to ask for advice because they are afraid they will appear incompetent." She says that this is misplaced fear. The reality is that "people view those who seek their advice as more competent than those who do not seek their advice."

"I trust your judgment."

Trust is a two-way street. By extending it as a gift to others, they'll be more inclined to return the favor and trust you back. This gives workplaces clear competitive advantage and brings teams closer together to produce excellent, cohesive work. [Darlene Price](#), president of Well Said, Inc. and author of [Well Said! Presentations and Conversations That Get Results](#), says "avoid the 'Do It Yourself' attitude; find ways to rely on others in the workplace. Show that you value and celebrate their input and give them opportunities to earn your trust."

"I couldn't have done it without you."

This is quite possibly the highest form of saying "thank you." By acknowledging someone else's effort for going above and beyond, especially if it makes you look good, put that person on the pedestal he or she deserves! When reinforced as a cultural trait, this simple act of encouragement is mental booster that will send ripples of trust across the organization.

"Here's what this means for you..."

People want to know where they stand, they want to feel safe, and certainly be ensured that you (especially a boss) have their best interests in mind. If you're selling an idea, getting buy-in to a challenging vision, or requesting money for a project, communicate clearly to your audience the benefits--short and long-term.

"I'm all ears."

This will instantly send a message to the listener that you're open to dialog and are genuinely interested in what they have to say. Just make sure your body language matches so you are truly giving the other person your undivided attention with no distractions. Add some flattery, acknowledge them for their ideas or suggestions, and you may just spark a productive exchange.

"What can I do to help?"

This phrase can move mountains when deadlines are due, stress is high, and desperation is setting in. Servant leaders that demonstrate action through this question by genuinely helping their employees and having their backs will create a ripple effect.

"What can I do differently?"

Employees with a growth mindset will *and* should use this phrase often as they learn new things. It demonstrates to their bosses that they're open to suggestions, and are eager to see something from another angle to accelerate their development. And as managers, they should allow their employees the freedom to express their opinions and validate those that add value. It may be that you, the manager, are the one that may benefit from an employee's expertise to help you see something different.

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TECHNOLOGY

It Took 4 Years, But 23andMe Finally Won Over the FDA

After a four-year holdup, customers can once again send in their DNA to find out if they're at risk for Alzheimer's and Parkinson's.

San Francisco bureau chief, Inc. [@jeffbercovici](#)



Anne Wojcicki.

CREDIT: Getty Images

Few startups have a foundational story as personal as that of [23andMe](#). After [Anne Wojcicki](#) founded the genetic-testing company in 2006, one of the first people to have his genome sampled using its technology was her then-husband, Google co-founder [Sergey Brin](#). Brin's genotype report [showed he had a mutation](#) in a gene called LRRK2 that put him at elevated risk of developing Parkinson's disease.

Since then, Brin has donated tens of millions of dollars to Parkinson's research and made major lifestyle changes in hopes of reducing his risk. Since 2013, however, Wojcicki has been unable to provide her customers with the kind of knowledge that changed her ex-husband's life.

In that year, the Food and Drug Administration ordered 23andMe to stop providing information on disease risk. In the view of the FDA, the startup was peddling an unregulated medical device and short-circuiting the role doctors were meant to play in interpreting complex genetic data.

In 2015, I [interviewed](#) Wojcicki for *Inc.*'s Most Innovative Women Entrepreneurs issue. She told me about the mad sprint that ensued after the FDA handed down its edict. In the days following, she talked to every expert she could corral--lawyers, regulators, pharmaceutical executives, scientists--to devise a strategy that would get her product back into the FDA's good graces.

It took two years, but in October 2015, the FDA granted permission for 23andMe to resume providing consumers with some limited disease-risk information--carrier-status reports for a number of simple heritable conditions--along with curiosities like where their ancestors lived and whether they had the gene for a widow's peak.

Two years later, the company's comeback is nearly complete. On Thursday, the FDA [announced](#) that 23andMe will become the first direct-to-consumer test approved to provide genetic health risk information for some conditions. Those conditions include late-onset Alzheimer's, celiac disease, and Parkinson's--the one that started it all in the first place.

The agency says it approved the new risk reports after working with the company to establish new "special controls" to assure "the tests' accuracy, reliability, and clinical relevance." Also critical was a user study in which participants were able to understand more than 90 percent of the information presented to them in reports.

"We expect our first four reports on the genetic risk for Alzheimer's, Parkinson's, AATD, and Hereditary Thrombophilia to be available by the end of April," says a 23andMe spokeswoman. "We will add additional reports over time. There are no pricing changes for our products: Health + Ancestry is \$199 and Ancestry Only is \$99." Other conditions beyond the 10 recently approved will likely soon be added as well, with the FDA saying it will exempt future tests from premarket review.

How to Map Your Founder DNA

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