TRUST-BUILDING AND CONTROL MECHANISMS IN BUSINESS RELATIONSHIPS

Steven Phelan’s practical mechanisms to build trust – and to avoid trusting others too much.

**Risk Perception**
- Relational Risk (character)
- Performance Risk (competence)

**Trust**
- Goodwill Trust (integrity, intent)
- Competence Trust (capabilities, results)

**Control**
- Output Control
- Behavioral Control
- Social Control

- Setting objectives
- Planning and budgeting
- Policies and Procedures
- Reporting structure
- Staffing and training
- Decision making process
- Networking, culture
- Trust learning process