About Me

- PhD psychologist
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- ICF Master Certified Coach
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- Founder and Director of the Academy for Coaching Excellence
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- 35+ years experience training coaches
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- PhD psychologist
- ICF Master Certified Coach
- Founder and Director of the Academy for Coaching Excellence
- 35+ years experience training coaches
- My life’s purpose: To show people how to live the life they were meant to live
The purpose of this session is for you to see how to create the Context of Trust™, so that people in your presence see that “all is well.”
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You will learn how to:
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You will learn how to:

- Demonstrate to others, whether you know them personally or professionally, that they can trust you.
The purpose of this session is for you to see how to create the Context of Trust™, so that people in your presence see that “all is well.”

You will learn how to:

- **Demonstrate to others, whether you know them personally or professionally, that they can trust you.**
- **Put other people at ease in three minutes or less.**
The purpose of this session is for you to see how to create the Context of Trust™, so that people in your presence see that “all is well.”

You will learn how to:

- Demonstrate to others, whether you know them personally or professionally, that they can trust you.
- Put other people at ease in three minutes or less.
- Create an environment in which people see that you are there to partner with them, and that they can rely upon you.
Why build trust?
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- People who are successful know how to create relationships based upon trust.
Why build trust?

- People who are successful know how to create relationships based upon trust.
- They have developed the ability to see the best in others.
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- When we see the best in others, they sense our trust in them and begin to mirror that trust.
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- When we see the best in others, they sense our trust in them and begin to mirror that trust.
- (Reflection) Where do you see trust might be important in both personal and professional relationships?
This is how it works
Introducing The Four Box Model™

How our brains work to create what we experience
conclusion
What is a conclusion?
What is a conclusion?

- A mental model
What is a conclusion?

- A mental model
- A way for the brain make sense of what’s going on around it
What is a conclusion?

- A mental model
- A way for the brain to make sense of what’s going on around it
- A way for the brain to create a sense of certainty and security ("I know what’s happening here!")
What do we mean by evidence?
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- Once we focus upon a conclusion, the brain automatically acts as a “Google search engine” to provide data that proves our conclusion is correct.
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- The more we focus upon a conclusion, the more evidence our brain gathers.
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- Once we focus upon a conclusion, the brain automatically acts as a “Google search engine” to provide data that proves our conclusion is correct.
- The more we focus upon a conclusion, the more evidence our brain gathers.
- This sequence can form an airtight argument for why what we are thinking is the appropriate way to think.
conclusion

evidence

how I behave
How does evidence influence the way I behave?
How does evidence influence the way I behave?

- The way we act at any given moment is governed by what we are seeing.
How does evidence influence the way I behave?

- The way we act at any given moment is governed by what we are seeing.
- For example, if we think we are in the presence of something (or someone) dangerous, our behavior will be a direct reaction to what we are seeing.
How does evidence influence the way I behave?

- The way we act at any given moment is governed by what we are seeing.
- For example, if we think we are in the presence of something (or someone) dangerous, our behavior will be a direct reaction to what we are seeing.
- Our evidence, therefore, becomes the “stimulus” for our behavior, which is the “response.”
conclusion → evidence

how I behave
conclusion

stimulus

how I behave

evidence
conclusion → evidence

stimulus

how I behave

response
conclusion  \(\rightarrow\)  evidence

how I behave  \(\rightarrow\)  how others behave

stimulus  \(\downarrow\)  response
How does my behavior influence how others behave?
How does my behavior influence how others behave?
(It is essentially the same sequence)
How does my behavior influence how others behave? (It is essentially the same sequence)

- The way others act at any given moment is governed by what they are seeing.
How does my behavior influence how others behave?
(*It is essentially the same sequence*)

- The way others act at any given moment is governed by what they are seeing.
- For example, if they think they are in the presence of something (or someone) dangerous, their behavior will be a direct reaction to what they are seeing.
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How does others' behavior affect our conclusion?
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- This process is iterative. That is, it happens over and over again. We might infer that, at this point, the brain is creating new synaptic connections.
How does others’ behavior affect our conclusion?

- The other person’s behavior becomes further evidence for our conclusion, thereby strengthening the entire sequence.
- This process is iterative. That is, it happens over and over again. We might infer that, at this point, the brain is creating new synaptic connections.
- We cannot escape this sequence. In addition, it’s very difficult to change our behavior in the presence of the same conclusion/evidence.
Question: What does this have to do with trust?
Question: What does this have to do with trust?
Answer: Everything!
The bottomline about the Four Box Model™:
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Creating trust is not so much about what we do or say, but how we see others as we interact with them.
Conclusions are like lenses.
Conclusions are like lenses.

A colored lens filters out everything but that color.
Conclusions are like lenses.

A colored lens filters out everything but that color.
When we are under stress or facing a new challenge, our brains naturally filter for danger before anything else.
The Red Lens™

The natural and normal response when:
The Red Lens™

The natural and normal response when:

- We are under stress to produce a result involving other people. As a leader, partner, sweetheart, teacher, manager, coach, etc.
The Red Lens™

The natural and normal response when:

● We are under stress to produce a result involving other people. As a leader, partner, sweetheart, teacher, manager, coach, etc.

● We are tired, hungry, angry, lonely, etc.
The Red Lens™

The natural and normal response when:

● We are under stress to produce a result involving other people. As a leader, partner, sweetheart, teacher, manager, coach, etc.

● We are tired, hungry, angry, lonely, etc.

● We are in a new, unique, or confusing situation.
The Red Lens™
The Red Lens™
The Red Lens™
The Red Lens™
1. There’s something wrong with this person.
The Red Lens™

1. There’s something wrong with this person.
2. They do not have their own answers.
The Red Lens™

1. There’s something wrong with this person.
2. They do not have their own answers.
3. I do, and it’s my job to show them.
The Red Lens™

1. There’s something wrong with this person.
2. They do not have their own answers.
3. I do, and it’s my job to show them.
4. Their commitment and motivation are questionable.
The Red Lens™

1. There’s something wrong with this person.
2. They do not have their own answers.
3. I do, and it’s my job to show them.
4. Their commitment and motivation are questionable.
5. They are a drain on me.
Now, given the Four Box Model™, how would you expect the person you’re viewing through The Red Lens™ to experience you?
The Green Lens™
The Green Lens™

● Derived from analyzing the mindset of people who naturally create the Context of Trust™.
The Green Lens™

- Derived from analyzing the *mindset* of people who naturally create the Context of Trust™.
- Has been presented to thousands of managers, teachers, coaches, etc. all around the world over the past 35 years.
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- Has been presented to thousands of managers, teachers, coaches, etc. all around the world over the past 35 years.
- Is currently being used by leaders in multinational corporations, as well as by military leaders in both the United Kingdom and Sweden.
The Green Lens™
The Green Lens™
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The Green Lens™
The Green Lens™

1. *This person is a hero, whole and complete.*
The Green Lens™

1. **This person is a hero, whole and complete.**
2. **This person has goals and dreams and a desire to make a difference.**
The Green Lens™

1. *This person is a hero, whole and complete.*
2. *This person has goals and dreams and a desire to make a difference.*
3. *This person has their own answers.*
The Green Lens™

1. *This person is a hero, whole and complete.*
2. *This person has goals and dreams and a desire to make a difference.*
3. *This person has their own answers.*
4. *This person is contributing to me right now.*
The Green Lens™

1. This person is a hero, whole and complete.
2. This person has goals and dreams and a desire to make a difference.
3. This person has their own answers.
4. This person is contributing to me right now.
5. This person deserves to be treated with dignity and respect.
Now, given the Four Box Model™, how would you expect the person you’re viewing through The Green Lens™ to experience you?
What we have discovered
What we have discovered

- When you practice seeing people through the Green Lens™, they naturally begin to relax in your presence.
What we have discovered

- When you practice seeing people through the Green Lens™, they naturally begin to relax in your presence.
- Their brain is no longer scanning for “danger.” Instead, they see you as interested in knowing who they really are in a clear, compassionate, and non-judgmental way.
What we have discovered

● When you practice seeing people through the Green Lens™, they naturally begin to relax in your presence.

● Their brain is no longer scanning for “danger.” Instead, they see you as interested in knowing who they really are in a clear, compassionate, and non-judgmental way.

● This forms the basis of relationships that are characterized by collegiality, mutual benefit, respect, and...
What we have discovered

- When you practice seeing people through the Green Lens™, they naturally begin to relax in your presence.
- Their brain is no longer scanning for “danger.” Instead, they see you as interested in knowing who they really are in a clear, compassionate, and non-judgmental way.
- This forms the basis of relationships that are characterized by collegiality, mutual benefit, respect, and... **TRUST.**
What we have discovered

What the two of you are likely to experience is:
What we have discovered

What the two of you are likely to experience is:

All is well
How to use this

- Print this out, and look at it at least twice a day for the next week.
How to use this

- Print this out, and look at it at least twice a day for the next week.
- Especially take it with you and look it prior to important interactions, whether it be personal or professional.
Thank you for joining me!

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