Make a quick mental list of five or six people you trust - people from different areas of your life. Then consider for a moment how the trust you feel for each person was built. What events led you to trust them?

You might notice that the type of trust you feel for one person is very different from the type of trust you feel for another. One simple distinction is between two forms of trust: **cognitive** and **affective**.

**Cognitive trust** is based on the confidence you feel in another person’s accomplishments, skills, and reliability. This is trust that comes from the head, often built through business interactions: We work together and you do your work well. Result: I trust you.

**Affective trust**, by contrast, arises from feelings of emotional closeness, empathy, or friendship. This type of trust comes from the heart: We laugh together, relax together, and see each other at a personal level, so that I feel empathy for you. Result: I trust you.

**Task-based**
Trust is built through business-related activities. Work relationships are built and dropped easily, based on the practicality of the situation.

**Relationship-based**
Trust is built through sharing meals, evening drinks, and visits at the coffee machine. Work relationships build up slowly over the long term.

**THE HEAD OR THE HEART: TWO TYPES OF TRUST AND HOW THEY GROW**

*Source: Erin Meyer, ‘The Culture Map’*

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**WORD OF THE WEEK**

**Fika**
(Swedish noun) Fika means making time for friends and colleagues to share a cup of coffee (or tea) and a little something to eat.

Fika stands for a legitimate reason to set aside a moment for quality time. Accompanying sweets are crucial. Cinnamon buns, cakes even open-faced sandwiches pass as acceptable fika fare.