

## MILLION-DOLLAR IDEAS

Winning money-making strategies

# Transform Your Business by Trusting Yourself

**I** am in the relationship business. I help leaders transform their workplaces through trust building. It is my life's work and the only work I do.

When I started nearly 25 years ago, trust was a novel topic. I would show up at conferences to present trust-building workshops, and, in truth, there were more empty chairs than full.

I performed my due diligence. I invested in my education and completed my doctoral degree. Together with my husband and business partner, Dennis, I conducted research in 19 industries, interviewing hundreds of leaders about trust. I developed a construct and model for trust building, and created a suite of world-class trust assessments. I developed myself as a practitioner—learning the methods, skills and tools that would support me to bring my work to the world.

I did the *outer* work. There was plenty of material, content and product. Yet, my business didn't start to take off until I focused on my *inner* work. At the core of that inner work was learning to *trust in myself*.

I discovered self-trust was at the center of manifesting a thriving business.

To deepen trust in myself, I had doubts and apprehensions to overcome. Breaking through has not been easy. It isn't for anyone. Yet,

the more I've deepened trust, the stronger my business has become.

So, what can you do to deepen trust in yourself?

### Stop the Action

*Pause the grind. Unplug from the constant state of input/output.* I started taking weekends off and taking full vacations. I embraced moments of stillness. In those moments, I reflected and gained clarity. I developed ideas for new products—one of which rapidly became 30 percent of business revenue.

### Reframe and Reset

*When disappointments come, reframe them as opportunities to learn.* I've leveraged challenging situations and mined them for lessons to fuel the work itself. Disappointments have powered rich intellectual property that my business has converted into revenue streams and two best-selling books.

### Replenish and Renew

*You are the vessel of your work. Treat self-care as non-negotiable.* I got back to basics and did a self-check. I considered what my body needed to become optimal, and worked on meeting, instead of overriding, my needs for nutrition, movement and rest. As my physical health



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improved, so did the health of my business.

### Get Support

*You don't have to go it alone. Identify the support you need and go after it.* I brought closer the people who help me do my best work for clients while also helping me stay honest about what I need to be healthy and whole.

Through these practices, I've deepened trust in myself. I've gained clearer focus, made sharper decisions, cut my losses, and moved away from what wasn't working.

As a result, I've been positioned to increase the size and scope of my client engagements. My average consulting fees have risen by over 40 percent and my speaking fees have doubled. You can trust me on that!

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*Michelle Reina, PhD, is co-founder of Reina, A Trust Building® Consultancy. She is co-author of the best-selling books, Trust and Betrayal in the Workplace and Rebuilding Trust in the Workplace.*