



BUILDING TRUST AND GAINING CREDIBILITY IN [RE]VITALIZATION

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Lebanon Baptist Church, Greensboro, NC

WHO AM I?

- ◆ NAMB Replant Specialist, for eastern region
- ◆ Have pastored (2), planted (3), replanted (3), and transitioned (16) churches
- ◆ Worked with almost 1,000 others in some capacity
- ◆ Lead cohorts, coach replanters, consult churches/associations, write material

BOTTOM LINE

*The Christian life (not simply the church) is all about **change**. As change agents, we are to help the church / disciples embrace this change(s).*

KEY IDEA

***TRUST** IS THE CURRENCY OF
CHANGE.*

WHAT THE BIBLE SAYS

- ◆ *“You must be born again (anew, from above).”* John 3:7
- ◆ *“If anyone is in Christ, the new creation has come. The old is gone, the new is here.”* 2 Corinthians 5:17
- ◆ *“Follow Me, and I will make you fishers of men.”* Mark 1:17
- ◆ *“Don’t be conformed to this world, but be transformed by the renewing of your minds.”* Romans 12:2

KNOW YOURSELF AND YOUR PEOPLE

◆ LIONS

◆ OTTERS

◆ BEAVERS

◆ GOLDEN RETRIEVERS

--Designations by John Trent

KNOW YOURSELF AND YOUR PEOPLE

- ◆ LIONS (Ds)
- ◆ OTTERS (Is)
- ◆ BEAVERS (Cs)
- ◆ GOLDEN RETRIEVERS (Ss)

NEEDS OF YOUR PEOPLE

- ◆ LIONS (Ds) - decisions, productivity
- ◆ OTTERS (Is) – fun, experiences
- ◆ BEAVERS (Cs) – answers, reasons
- ◆ GOLDEN RETRIEVERS (Ss) – security, safety

KNOW YOURSELF AND YOUR PEOPLE

- ◆ LIONS (Ds) – 3-9%
- ◆ OTTERS (Is) - 11%
- ◆ BEAVERS (Cs) -17%
- ◆ GOLDEN RETRIEVERS (Ss) – 63-69%

Building Trust...How?

- ◆ Be Honest
- ◆ Show Respect
- ◆ Be Forthcoming
- ◆ Right Wrongs
- ◆ Show Loyalty
- ◆ Value Others

GAINING TRUST IS EASIER IF...

- ◆ You value people for who they are
- ◆ You are a good listener
- ◆ You are positive and encouraging
- ◆ You are emphatic and responsive to their key needs
- ◆ You are patient and preserving with others
- ◆ You show yourself to be trustworthy

HOWEVER, TRUST IS USUALLY SLOWER...

- ◆ If you are “unknown” (not tested or proven)
- ◆ If there has been experienced trauma in the follower(s) past
- ◆ If something has hurt or undermined your own/the church’s credibility
- ◆ If there is perceived manipulation or lack of genuineness present
- ◆ If communication is weak or non-existent
- ◆ If you attempt to rush people or the process
- ◆ If previous trust disappointed, resulting in loss of credibility

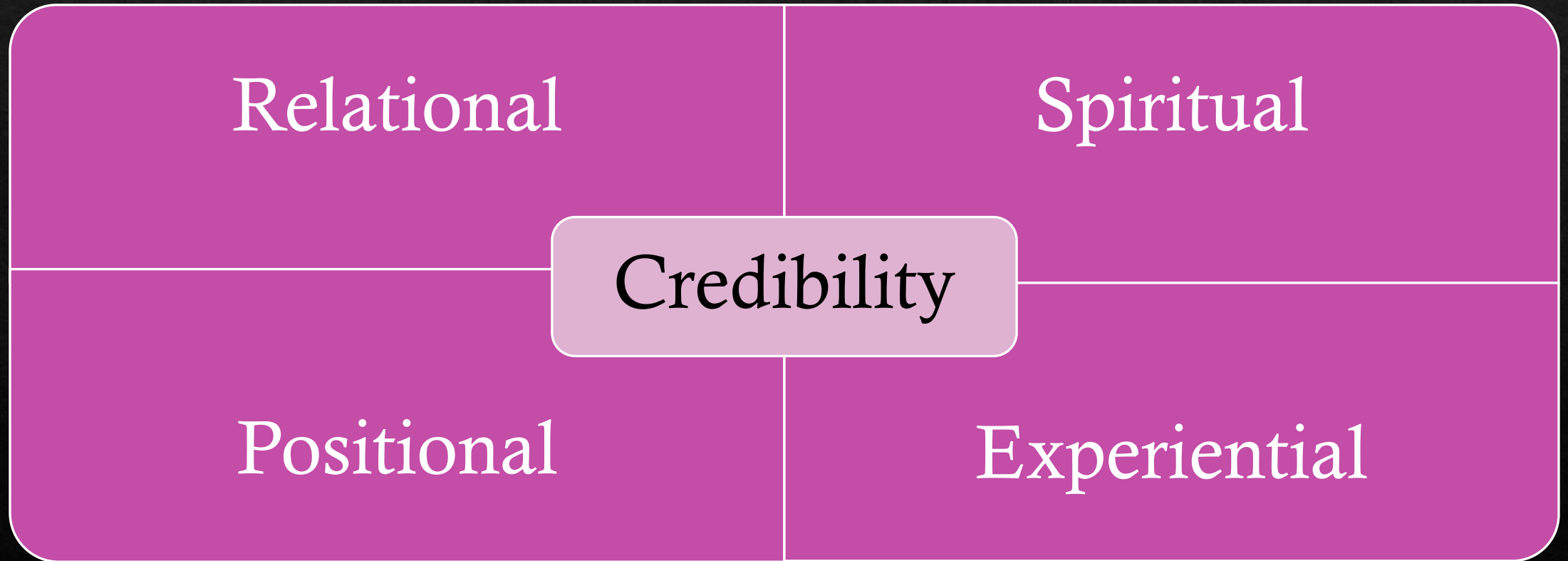
QUESTION

How are Trust and Credibility related?

TRUST & CREDIBILITY

- ◆ Trust comes from **the heart**; credibility, from **the head**.
- ◆ Trust has to do with **character and intent**, which are difficult (if not impossible) to change or fake. Credibility, on the other hand, is based on **evidence or track record or reputation** over time.
- ◆ Credibility has to do with a relatively **objective assessment** of the value and reliability of information from a given source. Trust is an entirely personal **subjective judgement** you make primarily about some person you have regular dealings with.

CREDIBILITY SOURCES



CREDIBILITY SOURCES

Relational

Spiritual

Credibility

Positional

Experiential

“SURFACE”

CREDIBILITY SOURCES

Relational

EARNED!

Spiritual

Credibility

Positional

“SURFACE”

Experiential

ADDITIONAL CREDIBILITY SOURCES

- Presumed Credibility (based on what paves the way for you)
- Reputed Credibility (based on what others have heard beforehand)
- Shared Credibility (based on others vouching for you)

4 CORE ELEMENTS OF CREDIBILITY

- ◆ Integrity
- ◆ Intent
- ◆ Capabilities
- ◆ Results

Build Credibility...How?

- ◆ Care
- ◆ Be Humble
- ◆ Clarify Expectations
- ◆ Keep Your Promises
- ◆ Embrace Accountability
- ◆ Always Improve
- ◆ Deflect Credit
- ◆ Team > You
- ◆ Accept Responsibility (Blame)
- ◆ Deliver Results

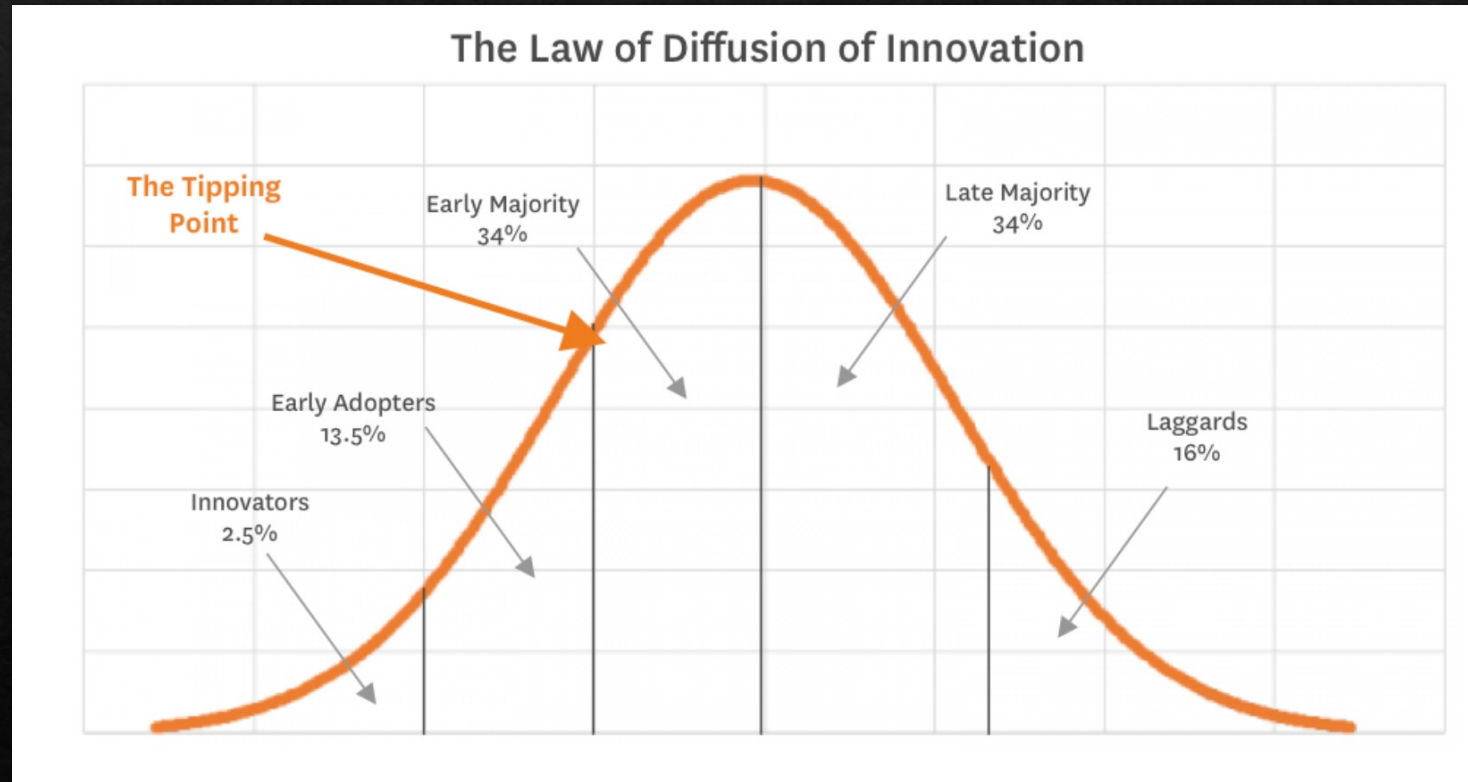
SOME RANDOM THOUGHTS

- ◆ **REMEMBER**, today in America people tend to be suspicious of those in authority
- ◆ Silence is typically met with suspicion, as well
- ◆ Be open and transparent with your people, as you can
- ◆ It can take years to earn, but it can be lost in a minute

SO WHAT?! TRUST, CREDIBILITY AND LEADING [RE]VITALIZATION

- ◆ Large Majority of People Need Someone to Follow
- ◆ Leaders must be Confident, Credible, and Trustworthy
- ◆ Know the Trust and Credibility You have with your people
- ◆ Be Aware Who/What Rivals the Trust and Credibility Others Have in You
- ◆ People are more willing to change in times of personal stress (distress)
- ◆ Move at the “Speed of Trust” $(S \times E)T = R$

THE “TIPPING POINT”



WHAT DO YOU THINK?

*Change almost never fails because it's too early.
It almost always fails because it's too late.*

--Seth Godin

HOW TO REACH ME...

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