

"Building Trust: The Alignment of Words, Actions, and Core Motivators"

By Bryan Messer

Trust is one of the most powerful currencies in relationships, both personal and professional. It's not something you can demand or shortcut; it's earned over time. But how does trust truly form? It happens when words and actions align consistently, creating a deep, subconscious confidence that someone is reliable and authentic.

At its core, trust isn't just about what someone says—it's about what they *do*. And the magic of trust begins when people know what they truly want, understand their internal drivers, and intentionally align their words and actions with their **Key Emotional Motivators (KEMs)**. Let's explore how this alignment transforms relationships, inspires trust, and provides a roadmap for discovering your own authentic path.

The Subconscious Formula for Trust

Think about someone you trust deeply. Chances are, it's not because they made grand promises, but because their actions consistently matched their words. Over time, your subconscious picked up on this alignment, creating a sense of emotional safety. This is the foundation of trust: repeated, reliable alignment between intentions and actions.

Conversely, misalignment—when someone's words and actions don't match—creates doubt. It leaves you questioning their motives, reliability, and sincerity. Trust breaks when consistency erodes.

The question is: how can we ensure that *our own* words and actions align in a way that fosters trust with others? The answer lies in understanding your **Key Emotional Motivators (KEMs)**.

What Are Key Emotional Motivators (KEMs)?

Your KEMs are the core emotional drivers that influence everything you do. They're shaped by your life experiences and past successes—what has

brought you fulfillment, joy, and a sense of purpose. When you know your KEMs, you gain clarity about what truly matters to you, making it easier to align your words and actions with your values.

For example:

- If **collaboration** is one of your KEMs, you're naturally drawn to teamwork and shared goals. Trust will flourish when your actions reflect your commitment to fostering partnerships.
- If **creativity** motivates you, others will trust you more when your words about innovation are backed up by tangible actions that bring fresh ideas to life.

Knowing your KEMs isn't just about self-awareness—it's about creating alignment between who you are, what you say, and what you do.

Why Alignment Matters for Trust

When your words and actions align with your KEMs, two things happen:

1. **You Build Internal Confidence:** You feel authentic, energized, and purposeful because you're living in harmony with what truly drives you.
2. **You Earn External Trust:** Others recognize your consistency and reliability, creating a foundation of trust that deepens over time.

Alignment is the antidote to the dissonance that arises when we act out of obligation or social expectation rather than authenticity. People instinctively trust those whose actions reflect genuine alignment with their core values.

How Misalignment Undermines Trust

Misalignment happens when what we say and what we do are out of sync—often because we're unaware of our KEMs or are prioritizing external pressures over internal truths. For example:

- Someone might say, "I value teamwork," but avoid collaboration because independence is their true motivator. This creates confusion and mistrust.

- Another person might promise to prioritize family time but consistently work late, signaling misaligned priorities.

When we act contrary to our internal motivators, it doesn't just impact how others perceive us—it creates inner tension that can lead to dissatisfaction and burnout.

Steps to Build Trust Through Alignment

To foster trust with others and feel aligned within yourself, take these steps:

1. Discover Your KEMs

Begin by identifying your core emotional drivers. Reflect on:

- What activities make you feel most alive and fulfilled?
- When do you lose track of time because you're so engaged?
- What accomplishments bring you the deepest sense of pride?

By understanding your KEMs, you gain clarity about what truly motivates you, helping you make choices that feel right at your core.

2. Align Your Words and Actions

Once you know your motivators, consciously align your commitments and behaviors with them. For example:

- If you value **helping others**, let your actions reflect that by volunteering or mentoring.
- If **adventure** is a motivator, ensure you prioritize experiences that challenge and excite you.

Consistency between words and actions builds trust, both with yourself and others.

3. Communicate Transparently

Trust isn't about perfection—it's about honesty. If circumstances prevent you from following through on your intentions, communicate openly. People are more likely to trust someone who acknowledges their missteps than someone who pretends everything is fine.

4. Observe Others' Actions

In relationships, pay attention to patterns. Do their actions align with what they say? By focusing on behaviors rather than promises, you can better assess trustworthiness and avoid misplaced expectations.

Living in Alignment: The Ripple Effect

When you align your words and actions with your KEMs, the impact goes far beyond building trust with others. You create a life that feels authentic, fulfilling, and intentional. This alignment leads to:

- **Deeper Relationships:** Trust flourishes when both parties feel seen, understood, and aligned in their values.
 - **Greater Self-Esteem:** Living in harmony with your motivators builds confidence and inner peace.
 - **Enhanced Success:** Authenticity in your actions inspires others to trust and collaborate with you, whether in personal or professional settings.
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Final Thought: Trust Begins Within

Building trust starts with knowing yourself. By discovering your KEMs and aligning your words and actions with what truly drives you, you create a powerful foundation for trust—both with yourself and those around you.

So, the next time you find yourself questioning how to foster trust in a relationship, start by asking: *Am I living in alignment with what truly matters to me?* Because when your actions reflect your inner truths, trust isn't just something you earn—it's something you inspire. And that's a connection that lasts.

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