

# BUILD TRUST & CREDIBILITY

*Establishing credibility and trust is foundational to a successful coaching relationship. When educators feel safe, supported, and respected, they are more likely to take risks, reflect honestly, and embrace growth. Here are seven effective ways to build that trust as a coach:*

## ☐ LISTEN MORE THAN YOU SPEAK

Why it matters: Listening builds psychological safety.

How to do it: Practice active listening by making eye contact, clarify key points, ask questions to avoid assumptions and validate teachers' experiences before offering advice or feedback.

## ☐ BE CONSISTANT AND RELIABLE

Why it matters: Consistency shows that you're dependable.

How to do it: Honor your word, follow through on commitments, and show up on time. Over communicate, share your intentions and decisions with transparency. Small actions done consistently speak volumes about your professionalism.

## ☐ DEMONSTRATE EXPERTISE WITHOUT EGO

Why it matters: Educators trust coaches who know their stuff and are also humble and authentic and vulnerable.

How to do it: Share research, model strategies, and offer insight, but always invite teacher input and co-create solutions.

## ☐ MAINTAIN CONFIDENTIALITY

Why it matters: Trust can't grow where there's fear of judgment or exposure.

How to do it: Keep coaching conversations private and make your confidentiality boundaries clear from the start.

## ☐ CELEBRATE SMALL WINS

Why it matters: Recognition fuels motivation and rapport.

How to do it: Point out progress, no matter how small. Send a quick note, shout them out in a team meeting, or reflect on their growth during check-ins.

## ☐ BE OPEN TO FEEDBACK

Why it matters: Trust is mutual.

How to do it: Invite feedback about your coaching and receive it with gratitude, not defensiveness. It shows that you're invested in growth. Be accountable to one another.

