

# **Credibility**

## Capability

Do I think you have the ability to perform?

## Reliability

Do I think you will act when necessary?

# **Trustworthiness**

#### **Intentions**

Do I think you mean well towards me?

#### **Fairness**

Do I think you will act in a just manner?

### **Chance**

How likely do I think your actions could be negative for me?

### **Impact**

How negative do I think your actions could be for me?

#### Risk