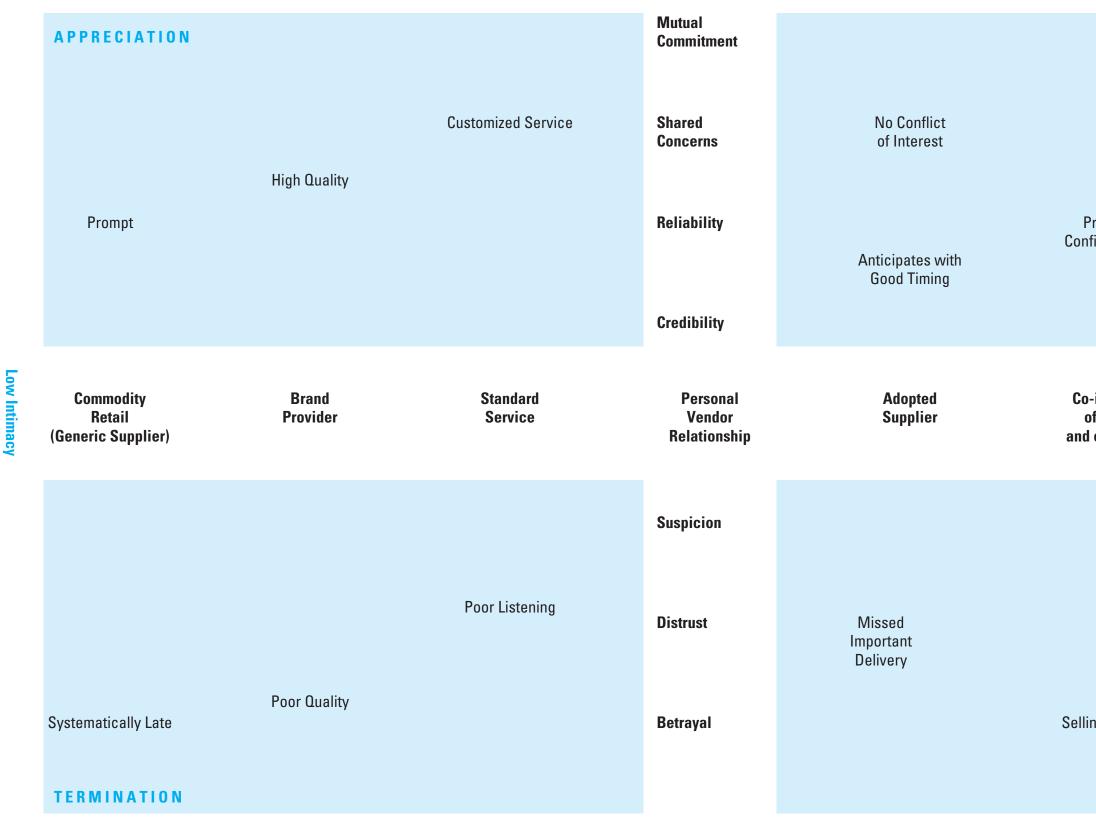
Trust in Customer Relationships — Intimacy vs Sincerity 2x2

based on Fernando Flores, "Conversations for Action," (2012).

High Sincerity



Low Sincerity

CO-INVENTION

Shares Allies and Adversaries

Protects Confidentiality

Co-inventor of plans and concerns Participant in reinvention of identity **High Intimacy**

Selling Secrets

Revealing Strategic Plans

RESENTFUL BONDAGE