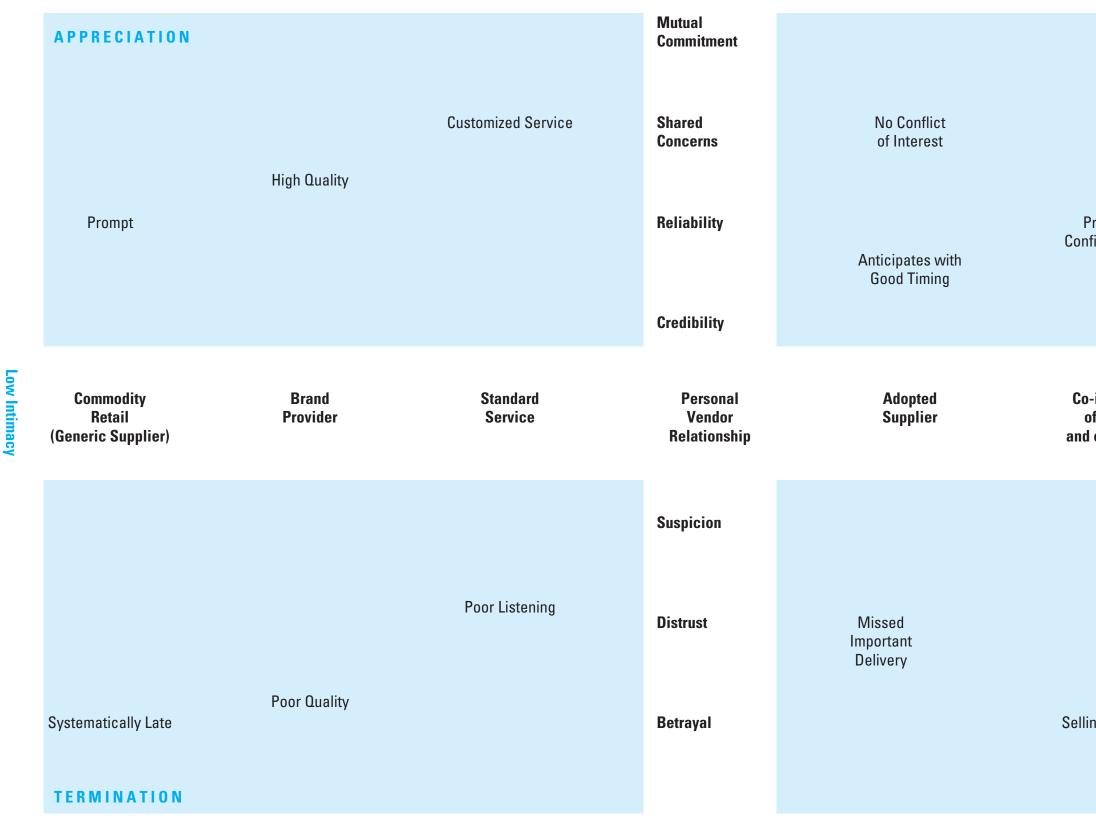
## **Trust in Customer Relationships** — Intimacy vs Sincerity 2x2

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**